

Willingness to Use Mobile Telephone Technology to Improve Pregnancy Outcomes among Women in Lagos, Nigeria

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Abstract : Background: The advances in mobile telephone technology has led to a rise in its use globally which has improved service delivery, empowered businesses and changed the way people access information. The practice of many health professionals has also been affected by the information and communications technology (ICT) revolution because they have better access to information. This study was conducted to assess the willingness to participate in mobile technology interventions to improve pregnancy outcomes in Lagos, Nigeria. Materials and Methods: A total of 238 respondents completed self-administered questionnaires. SPSS version 18 data editor was used to analyze data. Univariate odds ratios and 95% confidence intervals (95 % CI) were used to evaluate the correlates of Willingness to Use (WTU) mobile phones to receive health messages during pregnancy. Results: A total of 107 women (45% of the respondents) reported that they will be willing to receive health-related information on their phones during pregnancy. Greater willingness was associated with higher education (OR = 1.25, 95% CI: 1.13-1.53), involvement with community volunteer organizations (OR = 1.25, 95% CI: 1.05-1.52), monetary incentives (OR = 1.37, 95% CI: 1.14-1.45) and nulliparity (OR = 1.39, 95% CI: 1.02-1.42). Decreased willingness was associated with concerns about wrong interpretation of information (OR = 0.42, 95% CI: 0.21-0.54), poor mobile telephone service by providers (OR = 0.61, 95% CI: 0.52-0.78), increase in number of messages (OR = 0.78, 95% CI: 0.53-0.76). Conclusion: The level of WTU recorded indicates that much work still needs to be done before this novel approach could be used adopted in delivering health-related information. Incentives for would-be subjects should also be a part of the planning to encourage greater participation.

Keywords : mobile, outcomes, pregnancy, technology, telephone

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