



KhushiBab 



*Lessons learned from Khushi
Baby's first randomized
controlled trial in Udaipur, India*

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1.5 Million

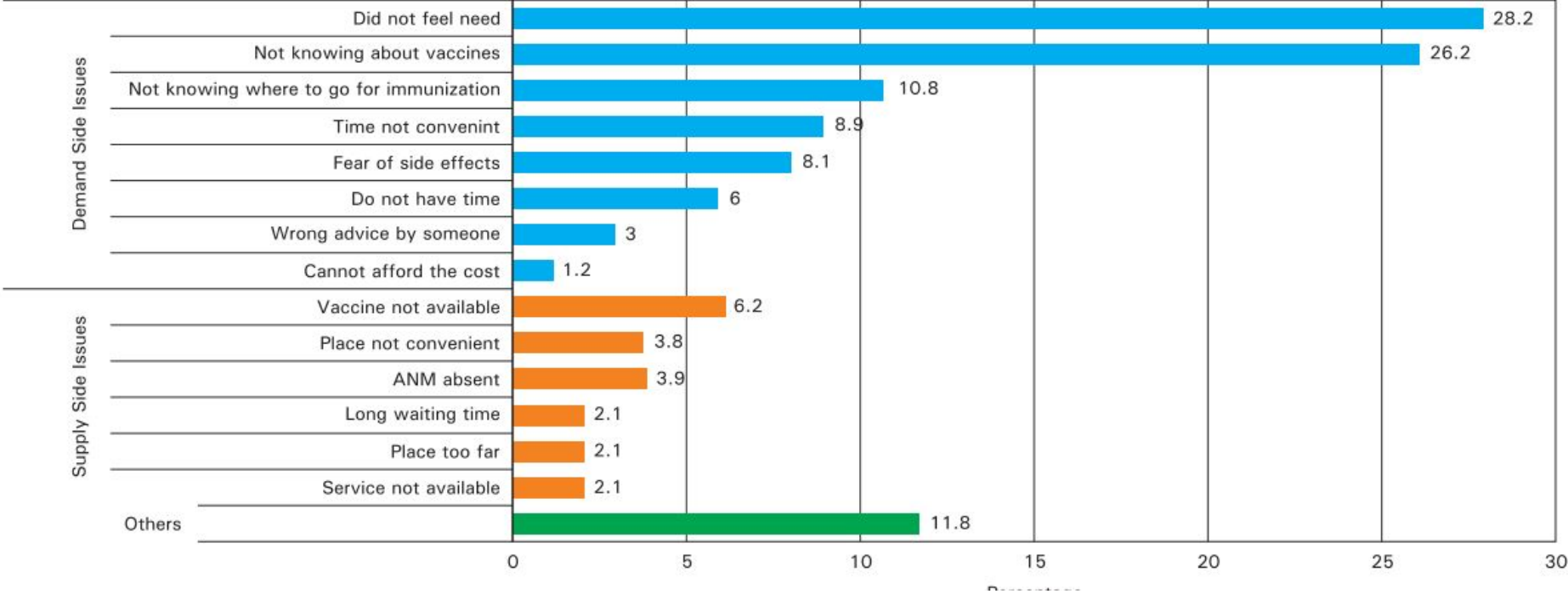
children under 5 die of vaccine-preventable diseases every year,
worldwide

500,000

of these children are in India alone

Reasons for partial or no Immunization (multiple responses)

(n = 10,542)

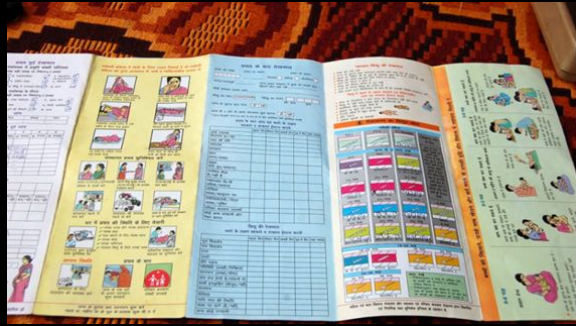




Problem

- 3 barriers
 - Access
 - **Awareness**
 - **Data**





Government vaccination card given to mother



Log book maintained by health worker



Door-to-door reminder system by ASHA worker



KB Dashboard

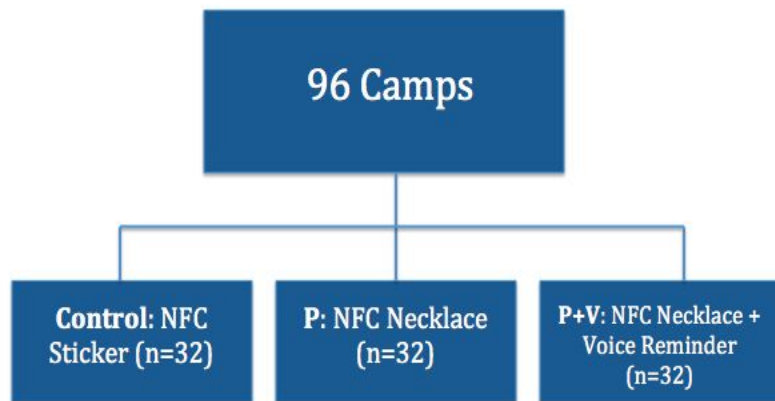
Voice call Reminders+Education in local dialect



On household mobile

Research Questions

- Does the KB system improve immunization **adherence**?
- Does the KB system increase camp **attendance**?
- How well is the record **retained**?
- Compared to the NFC sticker (control), does the NFC necklace generate **discussion** among mothers? Do mothers **like** it?



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Preliminary Results

The KB system **did not have a statistically significant effect on adherence**, though point estimates were positive

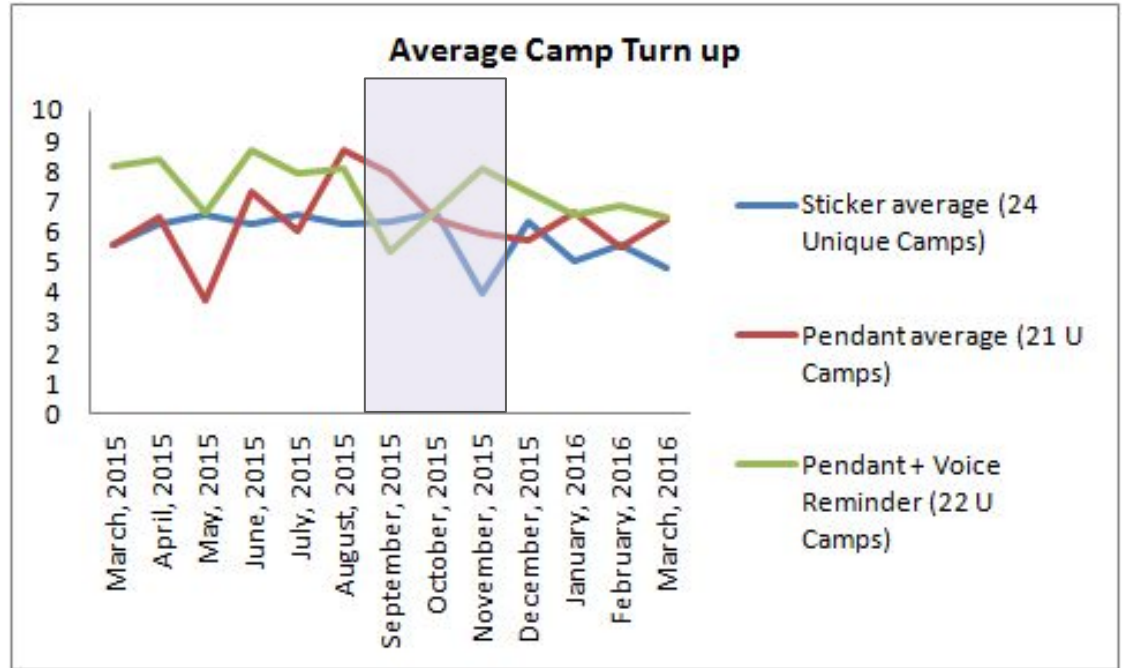
- Pendants + Voice Call mothers were 1.57 (0.59-4.20) times more likely to finish the series within two camps after enrollment compared to Sticker mothers
- Pendants + Voice call mothers were 1.06 (0.42-2.63) times more likely to finish on time compared to Pendant only mothers

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Preliminary Results

There is not yet enough evidence to suggest that KB has increased overall camp attendance



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Preliminary Results

The **KB necklace is 5.4 times less likely than the paper card to be lost** by the 3rd shot ($p < 0.01$)

- 11.3% lost or forgot the sticker after enrollment (by DTP3)
- In contrast, only 2.1% lost or forgot the necklace after enrollment (by DTP3)

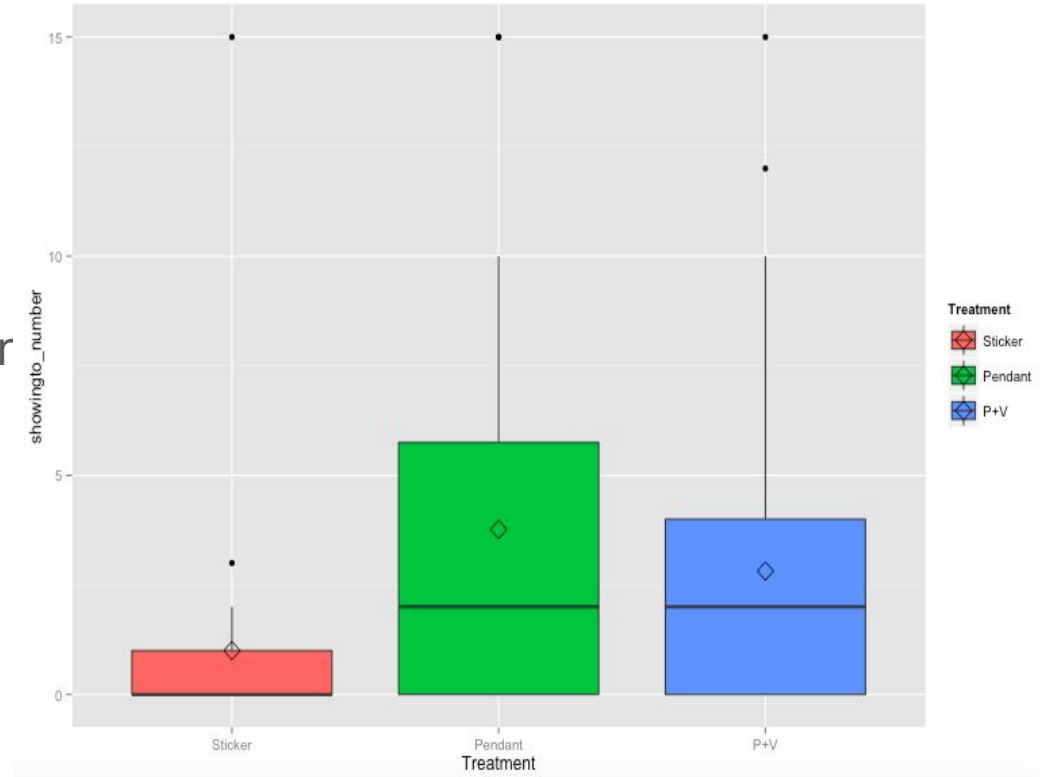
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Preliminary Results

The KB necklace generates significantly more discussion
among family & community members

- Average number of people that mothers discussed data collection tool (necklace or sticker) with:
 - 2.82 people (P+V)
 - 3.77 people (P)
 - 1 person (sticker control)

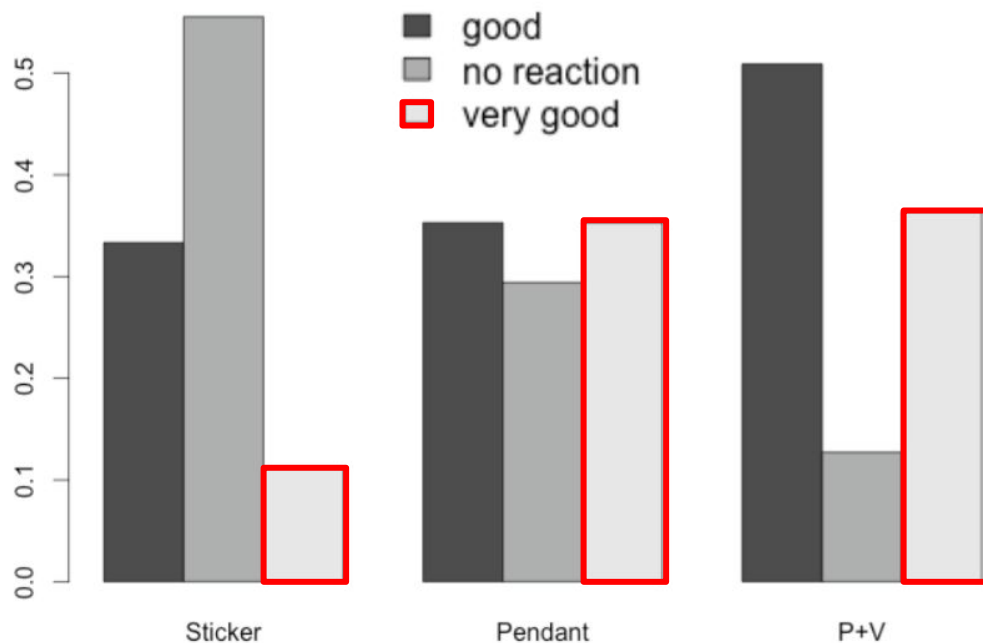


Preliminary Results

The KB necklace is **well liked** by users

- “Very Good”:
 - 35.3% (P)
 - 36.4% (P+V)
 - 11.1% (sticker control)

Distribution of General Reaction to Pendant/Sticker by Treatment Arm



Challenges & Limitations

- Inconsistent voice call deployment
 - 44.7% received at first follow-up
 - 56.4% received at second follow-up
- Technological bugs
- Camp Interruptions
- Surveyors were not blinded
- Small sample size
- No clear denominator
- Longer term effects?

Next Steps: RCT 2.0

- Larger sample
- Household census, baseline, and endline surveys
- A complete end-to-end app for health workers
- Compared to government status quo

Next Steps: a focus on demand generation

- Necklace as a social signal
- Voice Call reminders in the local dialect
- Due lists/ defaulter tracing
- Demand forecasting
- Social network activation
- Longitudinal behavior change starting with antenatal care

[www.bitgiving.com/
khushibaby](http://www.bitgiving.com/khushibaby)

