

Optimising mHealth for Violence Prevention: Results from Tanzania

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WhatsApp groups, unstructured app design, and digital support boost engagement for diverse families, showcasing their potential in LMICs.

OBJECTIVES

- Evaluate design and implementation factors to boost engagement with an offline-first app for caregivers in Tanzania
- Identify key moderators impacting effectiveness



RESULTS



33.4% male caregivers



84.2% reported food insecurity

MAIN EFFECTS

Guided vs. Self-guided → Effective

Unstructured vs. Structured → Effective

Enhanced vs. Basic → No impact

MODERATORS

Women × Unstructured Design → Engagement (↑)

Socio-economic factors → no moderation effect

Age × Guidance OR Digital Support → Engagement (↑)

STUDY DESIGN

2x2x2 cluster-randomised factorial trial

8 experimental conditions

16 communities

614 caregivers of adolescents aged 10-17

Guidance Guided vs. Self-guided

App design Unstructured vs. Structured

Digital support Enhanced vs. Basic



Global Parenting Initiative



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