

RISING ACADEMY
NETWORK

RAN SMS Program Pilot

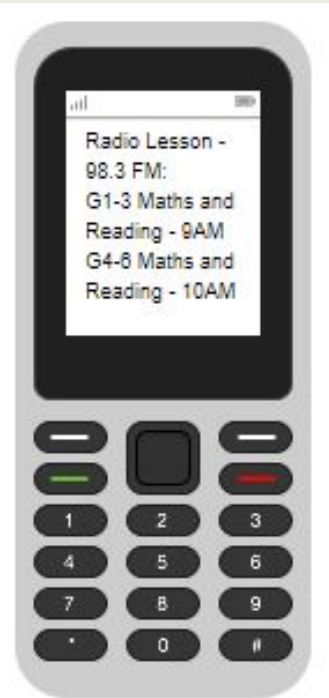
Results from three pilots in preparation
for the SMS Program

Introduction – Piloting

- We had many questions when we decided to send SMS:
 - *Will families read SMS?*
 - *Do we have reliable phone number information?*
 - *What type of content will benefit the most?*
- There were some other questions that came up while piloting, some of which we had not thought about before:
 - *Do families listen to the Radio?*
 - *Do they know the station's frequency and timetable?*
 - *How do parents feel now that children are at home everyday?*
- Piloting different SMS content, timing, frequency and even target groups provided Rising so much knowledge about our target group, their needs and their characteristics.
- This information played a very important role in our thought process and how we developed the content that was later implemented
- We try to summarize how we answered some of these questions and our findings in this document.

Introduction – The pilots

- Pilots happened one at a time, and served different purposes.
- We started with Private School parents, and then switched to Government School parents.
- The objective of the SMS was both making families aware of Radio Lessons as well as nudging their behavior towards listening to the Radio Lessons - *encouraging participation*.
- Simple activity: send two SMS on different days to selected families, and call them back a couple of days later asking for their feedback.



Pilot 1

- 110 parents
- RAN Private Schools
- 2 SMS sent in 2 days
- Follow up call to collect feedback
- Sent from School Leaders' phones
- Mainly known sender
- 20th April

Pilot 2*

- 40 parents
- Gov. Schools (PPP)
- 2 SMS sent in 2 days
- Follow up call to collect feedback
- Sent from online SMS platform
- Unknown sender
- 30th April

Pilot 3

- 100 parents
- Gov. Schools (PPP)
- 2 SMS sent in 2 days
- Follow up call to collect feedback
- Sent from online SMS platform
- Unknown sender
- 4th and 5th May

* Because Pilot 2 had very small sample size we do not report findings from it in the next slides.

How many and who did we contact?

Pilot 1

- 110 Private School parents selected randomly received two SMS
- Most of them were student's mother (60%)
- Most of them received the text message
- Some parents did receive the message but not picked the phone call for the survey, so surveyors replaced them for other parents who did not receive the message. Those parents are among the 20 who did not receive it.

Pilot 3

- 100 parent from Government Urban Schools were contacted 4th and 5th May
- They received one text message each day.
- Of the 100 parents in the sample, we could **reach out to 72** as of next Saturday (9th May) and conduct a short survey. 28 parents were not reachable. Most of these parents had their phones switched off.
- 30 respondents out of 72 claimed to have not received any messages. This was a concern as we needed to understand why these parents have not received any SMS

Text received?	Pilot 1*	Pilot 3
No	20	30
Yes	90	42

	Father	Mother	Aunt/Uncle	Sibling	Grandparent	Other
Pilot 1	31	65	8	2	3	1
Pilot 3	27	18	17	5	4	1

* We report information for parents who were not send SMS because they were replacements.

Did they read the text messages?

Pilot 1

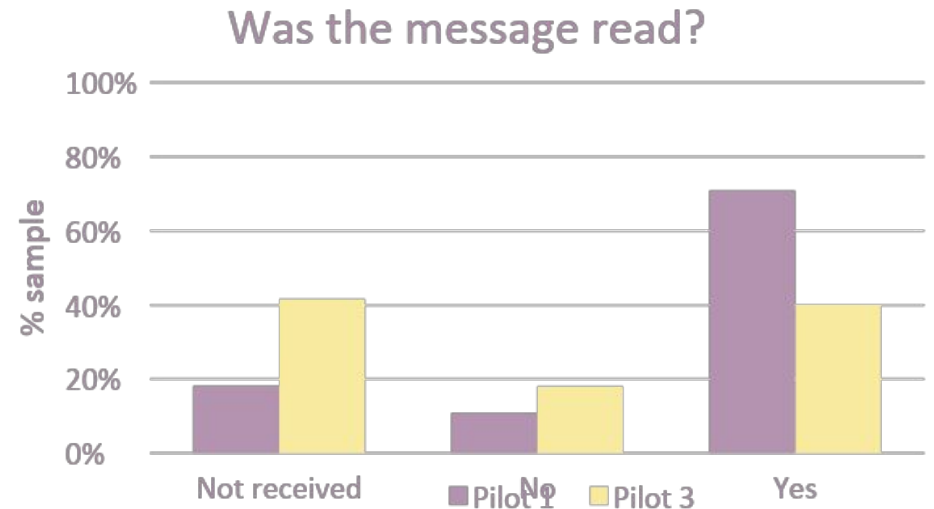
- Problems for some parents who could not read (illiterate) or with text messages storage full
- 86% (78) of the parents who received the messages read them

Pilot 3

- Some parents reported technical difficulties handling phone devices.
- 70% of parents who received the messages did read them.
- Reasons for not reading are mainly literacy levels. Some also mentioned they thought it was a typical advert message (this can be solved by displaying a sender name)

Was the message read?	Pilot 1	Pilot 3
Not received	20	30
No	12	13
Yes	78	29

Why not read?	Pilot 1	Pilot 3
I never open messages	2	2
I cannot read	4	5
I did not notice	2	0
Not interesting	0	1
Other	4	5



Radio Listenership

Pilot 1

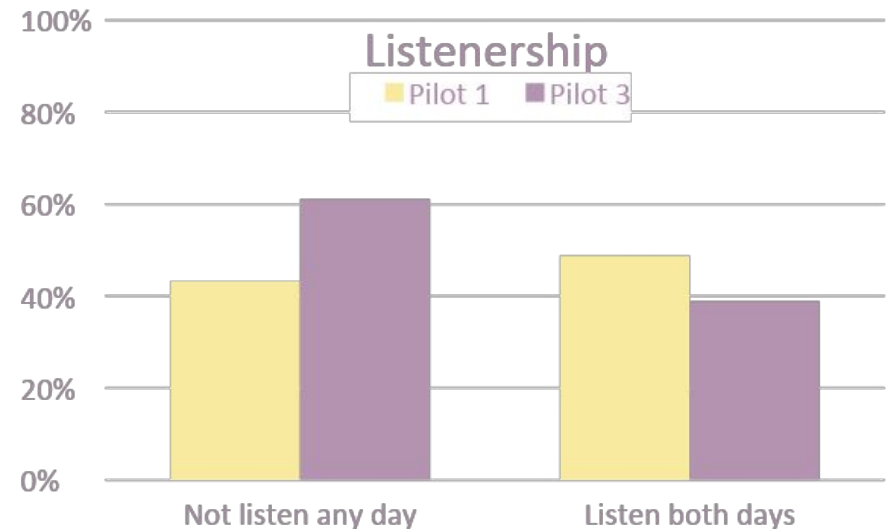
- Less than 50% of the parents that received the message listened to the radio program both days
- Most of them claimed not to know about the program or not being at home to ask their children to listen to it. However, they were keen on listening once they knew about it
- Most of the listeners said their children listened together with other household members
- Only less than 30% of the students had listened to the radio program before we sent them the text messages, **indicating text messages were needed.**

Pilot 3

- In this pilot we also asked parents if they knew about the radio program before they were contacted. **57% said they knew about it.**
- Although parents knew about the program, only 18 of them listened to the radio program before we sent text messages.
- More than 60% (44) of children did not listen to the radio program the days text messages were sent. This is **lower share than in our Private Schools**, and reflects both less responsiveness to the text messages and more challenges to tune in the radio.
- Most of the contacts that did not listen to the program stated that they did not know about it.
- Most of the children who listened, did it accompanied by another member of the household. More than 50% of the times, that member was an older sibling.

	Pilot 1	Pilot 3
Not listen any day	39	44
Listen both days	44	28

	Pilot 1	Pilot 3
Listen together		
No	11	6
Yes	47	22



Do they want more SMS?

Pilot 1

- 90% of the parents contacted would like to receive more of these SMS
- Most of them suggested 8-10AM is the best time to receive these SMS
- Many said other people might be interested in receiving such messages

Pilot 3

- 83.3% of the parents contacted would like to receive more of these SMS
- Most of them suggested 8-12noon is the best time to receive these SMS. Parents definitely want short reminders right before the programs
- 85% of these parents said other parents will be interested in receiving such messages! This is also consistent with previous findings

Would like to receive more?	Pilot 1	Pilot 3
No	11	12
Yes	99	60

Do you think other people might be interested?	Pilot 1	Pilot 3
No	15	11
Yes	95	61

Time of the day	Pilot 1	Pilot 3
Early morning (6.00-7.59)	15	0
Morning (8.00 - 9.59)	64	12
Mid morning (10.00 - 11.59)	11	24
Afternoon (12.00-14.59)	2	9
Late afternoon (15.00-17.59)	2	11
Evening (18.00-20.59)	11	3
Night (21.00-23.59)	0	1

