

Evaluation of Behaviour Change

of young
people
using
TuneMe in
Southern
Africa



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ACRONYMS

AIDS	Acquired Immunodeficiency Syndrome
CSE	Comprehensive Sexuality Education
DHS	Demographic and Health Survey
DoB	Date of Birth
DV	Dependent Variable
HIV	Human Immunodeficiency Virus
IRB	Institutional Review Board
KII	Key Informant Interviews
M&E	Monitoring and Evaluation
MRCZ	Medical Research Council of Zimbabwe
MSC	Most Significant Change
NCRSH	National Committee on Research in the Social Sciences and Humanities
NHRAC	National Health Research Authority Council
SBCC	Social and Behaviour Change Communication
SPSS	Statistical Package for Social Sciences
SRH	Sexual and Reproductive Health
SRHR	Sexual and Reproductive Health and Rights
STI	Sexually Transmitted Infections
SYP	Safeguard Young People Programme
UNAIDS	Joint United Nations Programme on HIV/AIDS
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
WHO	World Health Organization



EXECUTIVE SUMMARY

A. INTRODUCTION

The need for young people to receive quality information on sexual and reproductive health and rights (SRHR), prevention of child marriage, gender-based violence (GBV), and early and unintended pregnancy drove the United Nations Population Fund (UNFPA), in collaboration with the Ford Foundation and Praekelt Foundation, to create a platform where youth can access age-appropriate and accurate SRHR information. TuneMe.org, developed as a part of the Safeguard Young People Programme¹ (SYP), is a web-based platform accessed through Java-enabled devices and simple mobile phones. It takes advantage of the high rate of access to mobile phones and increasing Internet penetration across East and Southern Africa. The aim was to promote sexual and reproductive health outcomes for at least three million young people aged 10 to 24 years within the first four years and across seven of the SYP implementing countries (Botswana, Eswatini, Lesotho, Malawi, Namibia, Zambia and Zimbabwe).

B. OBJECTIVE OF THE EVALUATION

The objective of the evaluation was to understand the users; understand the progress made by individual users towards behaviour change; obtain client feedback/satisfaction, and obtain insights on implementation of the platform.

C. EVALUATION APPROACH AND METHODS

The evaluation used a mixture of methods, employing a quasi-experimental model based on a within-subject research design aimed at approximating individual changes in sampled TuneMe users. An interviewer-administered questionnaire was used to collect data from sampled users, descriptive trends were queried through Google Analytics

¹SYP was conceptualized with the intention to improve the sexual and reproductive health status of young people between the ages of 15 and 24 in Southern Africa.

and more qualitative inquiry was done using Key Informant Interviews (KIIs). The evaluation also used the Most Significant Change (MSC) stories for qualitative inquiry among purposely selected users. The evaluation was carried out in Malawi, Zambia and Zimbabwe, the first countries to launch TuneMe.

D. MAIN EVALUATION FINDINGS

D1. Relevance

TuneMe was found to be relevant to the needs and expectations of the users. Their unanimous and spontaneous descriptions of TuneMe as a very good, educative, helpful and informative platform signified its relevancy to the users. About one in every two visitors on TuneMe had their expectations met while the other half had their expectations partially satisfied. The evaluation inferred that most participants found the content appropriate and the topics well-arranged. ; they reportedly benefited from the information and most could easily access the mobisite. The content, however, was reported to be static and irregularly updated. Some of the users visited the mobisite just once, or more frequently during the early days, and stopped visiting the site after exhausting all the areas.

It was discovered that each country had a slightly different profile of users who reacted to content differently. Malawi had a comparatively higher proportion of married and employed users. Zambia had a comparatively higher proportion of unemployed and out-of-school youths. Zimbabwe had a comparatively higher proportion of youths in tertiary institutions and in sexual relationships. Therefore, the content and implementation strategy should take the characteristics of the audience into consideration.

Key informant participants from all the three countries reported that TuneMe was relevant to the development agenda of their respective countries. It was reasoned that the provision of SRHR information and increase in the service uptake was generally an extension of the work from the ministries of health, youth, and education in each country, hence its continued relevance. In Zambia, in particular, TuneMe was found to be catalytic to the implementation of government policy. Sentiments from the Ministry of Youth and Sport indicated that “TuneMe is owned by government” as a “by-product of CSE”. Overall, TuneMe was perceived as an instrumental tool in each country.

D2. Effectiveness

In terms of a quantitative target, TuneMe aimed to reach at least three million young people within the first four years of inception. The evaluation found that as of 23 July 2019 TuneMe had been visited by 15 per cent more new users than originally envisaged, with the bulk (66 per cent) of users coming from the Zambian site. Returning visitors to the platform and bounce rates² are still a challenge, with only 9 per cent of users returning to the platform for at least a second time and an average bounce rate of 87 per cent.

Qualitatively, TuneMe was conceptualized as a strategy to increase SRHR knowledge and SRHR service uptake. The evaluation established that for users who engaged with the platform, interfacing with TuneMe had significantly and positively influenced their knowledge levels. There was a statistically significant positive shift from perceiving themselves as being mostly ignorant and just familiar with SRHR issues before joining TuneMe to becoming well-informed and knowledgeable after joining TuneMe. Equally, the participants felt that their peer-peer, child-parent, student-teacher and partner-partner interactions/discussions on SRHR had significantly improved. Even though the clinic finder was found to be underutilized, a statistically significant number of users reported having started and/or increased their access to SRHR services after joining and as a result of learning from TuneMe. It is important to note that about half of the young people participating in the survey were no longer using TuneMe because content was not updated often enough by the in-country content managers

²The percentage of all sessions on the site in which users viewed only a single page and triggered only a single request to the Analytics server.

D3. Efficiency

TuneMe is supported by various government departments and partners. These collaborations are also forums to vet the information given to the young people. It was observed that coordination of partners was complicated and that weak consolidated coordination has impacted the level of promotion of the initiative.

The absence of baseline parameters was a problem for the project's monitoring and evaluation (M&E) system, making it difficult to track and assess results at different levels. In the three countries, the promotion of TuneMe was reported as being inadequate. This corroborated the viewpoints of a majority of the young people interviewed, who said that they heard about TuneMe from friends, not from campaigns, adverts or brochures. More young people could be reached with direct engagement through youth clubs, associations or groups.

In 2018, a shift in strategy saw a rapid switch from the use of mobile devices to desktops, most likely when schools started using TuneMe to share SRHR information with students.

Engagement with content had a good start in 2016 and 2017 but has diminished over time, mainly due to the migration of TuneMe to UNFPA Headquarters, which slows down the updates and the generation of new content. However, such migration is essential for a longer lifespan of the mobisite as part of the sustainability strategy.

D4. Impact

Participants from all the countries felt that TuneMe had a positive impact on young people. It was found that the platform had significantly improved the knowledge levels of young people as seen in their increased discussions⁴ and knowledgeability⁴ on SRHR issues when comparing their perception of personal changes before and after joining TuneMe. There was also a statistically significant change⁵ in how the participants perceived their SRHR service uptake, from low levels before joining TuneMe to relatively higher levels after joining. However, it was also observed that TuneMe was more successful in the acquisition of information than in service uptake.

Despite the observed high bounce, exit and attrition rates, the participants felt strongly that they had benefited (at least at some point) from their visits to TuneMe. Discussions with friends/peers, parents/guardians, partners and teachers were reportedly improved.

The evaluation identified some important self-reported output-level and process achievements by the initiative. However, the achievement of its goal-level impact was relatively difficult to prove due to the lack of baseline parameters and a robust M&E framework.

D5. Sustainability

TuneMe was judged to be an excellent initiative that needed to be nurtured in order to stay relevant. The TuneMe platform allows for accessible information anytime, anywhere and by anyone, with the benefit of anonymity and privacy. This allows users to be more open and to ask questions about SRHR issues that they would not normally ask their friends, parents or teachers. All countries expressed the desire to see the programme sustained but acknowledged challenges in platform sustainability at country level. At regional level, UNFPA developed a generic URL for TuneMe where all the country URLs are included, which is currently hosted by UNFPA HQ as part of the sustainability strategy. Zambia, however, has already secured alternative funding through the Global Fund to run TuneMe activities.

³Peer-peer ($z = 3008, p < .000$); child-parent ($z = 724, p < .000$); Student-teacher ($z = 1888, p < .000$); Partner-partner ($z = 1685, p < .000$).

⁴Contraception ($z = 515, p < .000$); Safe sex ($z = 1202, p < .000$) and Sexual orientations ($z = 491, p < .000$).

⁵Family planning ($z = 252, p < .000$); Condom Use ($z = 2311, p < .000$); HIV Testing ($z = 1991, p < .000$); STI Screening ($z = 475, p < .000$); HIV Self-testing ($z = 188, p < .000$); Pregnancy Testing ($z = 200, p < .000$).

E. LESSONS LEARNED

The main lessons learned include:

- Campaigns are good, but will not improve usage or access unless there is a demonstration of how to use the platform effectively.
- Sustainability of the TuneMe programme depends on users' continuous access to the platform and this hinges on offering new content and active moderation.
- TuneMe is useful for older people for personal learning, as well as for teaching and counselling since it provides answers to many of the questions asked by young people.
- To access TuneMe, young people need to buy data bundles, and the cost is an obstacle to uptake of the platform.

F. RECOMMENDATIONS

Below are suggestions to improve TuneMe as proposed by stakeholders interviewed for this study:

1. Countries should invest in content development and recruitment of moderators appropriately qualified in SRHR.
2. Make TuneMe more interactive by allowing administrators to add stories, and announce events such as National AIDS Day and Youth Day, television programmes for youth, roadshows, community activities, markets, cultural shows and trade fairs featuring a TuneMe desk. In this way, no one will be left out.
3. TuneMe country-lead organizations should advocate with ministries of education to integrate TuneMe in the curricula of life skills and comprehensive sexuality education (CSE).
4. Reaching out strategies should be more inclusive and cover the rural populations. Find ways of making the service free or less expensive.
5. Google Analytics is good at monitoring users registering and accessing the platform but TuneMe has no facility to monitor uptake of the services unless the moderator follows up. The M&E system for TuneMe must be improved in this regard.

G. CONCLUSION

Interfacing with TuneMe significantly and positively influenced users' knowledge of SRHR issues. Equally, participants' peer-peer, child-parent, student-teacher and partner-partner interactions/discussions on SRHR were hugely improved. Although the clinic finder was relatively underutilized, a significant number of youths started using or increased their use of SRHR services after joining TuneMe. To a greater extent, participants engaged first in more familiar topics and personal changes (in their relationships). Later they reported diversifying their actions, with subtle signs of attitude change, as they became more comfortable to talk about sexuality, testing for HIV and access to youth-friendly SRHR services. Young people had a high level of curiosity to learn more. Half of the young people interviewed were fully satisfied with TuneMe while the other half would have liked more regular updates.

There is a real opportunity for TuneMe to play the role of a thought leader on SRHR issues in each implementing country, tracking real stories as they happen.

Improving country promotion and coordination and reducing data costs will strengthen the reach and sustainability of TuneMe.



INTRODUCTION

A significant population⁶ of Southern Africa consists of adolescents and young people who are exposed to multiple risks with the potential to compromise their health, education and economic opportunities. This group would benefit greatly by receiving quality information on sexual and reproductive health (SRHR), child marriage, gender-based violence (GBV), and early and unintended pregnancy. Consequently, through the Safeguard Young People (SYP) Programme, UNFPA has taken advantage of the high rate of mobile connection across Southern Africa⁷ to create a mobile platform that provides young people with accurate information and services related to SRHR.

SYP is intended to improve the SRHR of young people between the ages of 15 and 24 years in Southern Africa. As part of the SYP programme, in partnership with the Ford Foundation and Prakaelt Foundation, UNFPA designed a mobisite called TuneMe, to assist young people in accessing suitable information on SRHR, and connect them to health services. TuneMe is being implemented in seven countries; Botswana, Eswatini, Lesotho, Malawi, Namibia, Zambia and Zimbabwe. This evaluation focuses on Malawi, Zambia and Zimbabwe, the first three countries to launch TuneMe, and whose youth have therefore had a more prolonged exposure to the platform than the other four countries.

The TuneMe web-based platform is accessed through both Java-enabled mobiles or smartphones and simple mobile phones. In 2015 8,940 young people were reached through TuneMe⁸. As of December 2017, the mobisite had more than 1.5 million unique users and 11,600 registered users.⁹ Within four years, the mobisite had reached more than three million young people aged 10 to 24. From 2015 to date, TuneMe has carried out 219 Facebook campaigns, one radio campaign and numerous web banner campaigns.

⁶In 2018 the total population was 597,098,000 of which 32 per cent or 192,486,000 were adolescents and young people between the ages of 10 and 24. The 10 to 14-year-olds make up most of the young people population at 38 per cent while 15 to 19-year-olds and the 20 to 24-year-olds make up 33 per cent and 29 per cent respectively.

⁷By the end of 2018, there were 456 million unique mobile subscribers in Sub-Saharan Africa – an increase of 20 million over the previous year and representing a subscriber penetration rate of 44 per cent. Around 239 million people, equivalent to 23 per cent of the population, also use the mobile internet on a regular basis (GSMA, 2019).

⁸Safeguard Young People Programme | Annual Report 2015 | www.esaro.unfpa.org/syp

⁹Safeguard Young People Programme | Annual Report 2017 | www.esaro.unfpa.org/syp

1.1 OBJECTIVES OF THE EVALUATION

- To understand the user: description of the characteristics, identification of the extent of reach of TuneMe and strategies for more inclusive reach.
- To understand the progress made towards behaviour change: using the transtheoretical model to approximate the stages of behavioural change.
- To obtain client feedback/satisfaction.
- To obtain insights on the implementation of the platform.

1.2 RESEARCH QUESTIONS

To achieve the above objectives, the evaluation answered the following questions:

1. In what ways has interfacing with TuneMe influenced perceptions on discussion issues related to contraception, safer sex, and sexuality?
2. What is the extent of TuneMe's influence on peer-to-peer, child-parent, student-teacher and partner-partner discussions on SRHR?
3. Has access to SRHR services increased due to access to TuneMe?
4. Have attitudes towards your partner changed due to access to TuneMe?
5. Have TuneMe users learned new things about menstruation, puberty and SRHR/HIV?
6. Did the implementation of TuneMe go on as planned?

1.3 THEORETICAL FRAMEWORK

The evaluation is informed by the Theory of Change of the TuneMe programme, which seeks to increase SRHR uptake by influencing behaviour change through promoting access to information/knowledge. Behaviour change is expected to promote young people's health through age-appropriate individual changes in lifestyle. The key assumption is that before young people can change their lifestyle, they must first understand basic facts about SRHR issues, adopt positive attitudes, learn relevant skills and gain access to SRHR services.¹⁰ While the intervention also contributes to positive change at interpersonal and community levels, the mobisite was developed to affect personal behaviour. The crucial questions at a personal level would be: a) "Has my knowledge increased since I began using TuneMe?" b) "Have I accessed HIV and SRHR services as a result of using TuneMe?"

These questions formed the basis from which to explore changes at an individual level as a result of TuneMe.

¹⁰Glenn L. 2017 *The Challenge of Behaviour Change and Health Promotion*



METHODS

The study used a mixture of methods, employing a quasi-experimental model based on a within-subject research design aimed at approximating individual changes in the TuneMe users. Within-subject comparison points were constructed using retrospective retrievals based on self-reports. For data collection, both quantitative and qualitative methods were used. Volumetric data was collected from TuneMe users through Google Analytics as well as an interviewer-administered questionnaire. More qualitative inquiry was done using Key Informant Interviews (KIs) with implementers. The evaluation also used the Most Significant Change (MSC) stories for qualitative inquiry to purposely selected users. The data was analysed to understand the actual insights gathered through Google Analytics statistics.

A multi-stage sampling design was used for the selection of the TuneMe users. Firstly, one criterion for inclusion was the eligibility of all the TuneMe users who were at least 15 years old and at most 24 years old when they joined TuneMe to be sampled in the three countries. Secondly, for a representative quantitative sample of the TuneMe Users, a standard sample size formula for 95 per cent confidence was used. For generalizability to each country, three separate samples were computed relative to the population parameters obtainable from the TuneMe content management system, which is run by Wagtail CMS. While it was initially anticipated to have a minimum sample of 998, the final sample was only 539 due to lack of availability of respondents, notwithstanding the numerous efforts undertaken to ensure participation. A total of 1,598 calls were made to reach the anticipated sample. Therefore, the resultant sample was mostly a convenient sample rather than the initially envisioned sample following the patterns observed in Wagtail. As a result, all the hypothesis testing performed used non-parametric (distribution-free) statistics for inference of significance and effect sizes.

Qualitative data from key informant interviews with programme managers and partners from Malawi, Zambia and Zimbabwe was transcribed verbatim. Data was managed and analysed using Atlas.ti 8.2 software. All interviews were transcribed verbatim and uploaded; text passages were read and examined to identify interesting and relevant concepts in answering the research questions. Relevant quotations were noted, and codes that guided cross-referencing generated to ensure inter-coder reliability.



RESULTS

This chapter presents the results of the study, including opinions obtained from key informant interviews, adolescents and young people interviewed, and evidence from the desk review. The views of the sampled stakeholders sometimes confirm, sometimes contradict conventional wisdom. These perspectives enriched the analysis leading to key messages that will inform future programming.

3.1 UNDERSTANDING THE USER

Objective 1. To understand the user: Description of the characteristics, identification of the extent of reach of TuneMe and proposition of strategies for more inclusive reach.

Key Findings

- The platform has a reportedly more comprehensive content relating to girls and women, which mostly attracts female users. More sex-balanced content is proposed for a more inclusive reach.
- Each country has a slightly different profile of users who react to content differently. Malawi has a comparatively higher proportion of married and employed users. Zambia has a comparatively higher proportion of unemployed and out-of-school youth users (Figure 1). Zimbabwe has a comparatively higher proportion of youth users in tertiary institutions and in sexual relationships. Therefore, there is a need for sensitivity to SRHR content that is relevant for the target group in each country.
- In terms of discussions with parents, difficulties in discussing SRHR matters are relatively higher with father (7 in 10) than with mother (1 in 2). Content to stimulate discussions with parents is needed, for example, tips on interacting with fathers.
- There are more households without fathers (30 per cent) as compared to households without mothers (10 per cent). Therefore, content on SRHR needs to include the roles of family members and coping strategies for those with a missing parent. Such salient contextualization can motivate vulnerable groups to join.
- While the participants were largely not sharing the platform with their partners, the frequency of SRHR discussions with their partners improved significantly. It was inferred that TuneMe is a secret tool for users to gain knowledge to better understand their relationships. Therefore, diversification and dynamism of relationship tips would stimulate more return visits.
- User engagement (staying longer and viewing more pages) was lower and decreasing over time since 2016-17 (the inception period). More frequent updates were recommended for sustained engagement.

- Users who got to the mobisite through referrals (e.g. Facebook) were more engaged than those who typed the URL directly to go to the site. Therefore, social media campaigns seem to be a successful tool to direct traffic to the mobisite. Participants cited WhatsApp as a platform they are already using and are comfortable with. TuneMe should consider creating more interactive chatbots that can be run on WhatsApp and other less costly platforms such as SMS (a model from UNICEF U-Report).
- From Google Analytics it was found that in 2018 there was a massive registration of users using desktops and this was correlated to higher bounce rates and poor engagement with the content. The change from mostly mobile devices to desktops may be linked to the campaign visits to schools and colleges where students' use of mobile devices is prohibited or limited. School constraints (such as the prohibition of mobile phones, data access and competing interests with schoolwork) need to be addressed by encouraging and facilitating the integration of TuneMe as a tool in life skills and CSE programmes.
- Data costs constitute a significant barrier, especially in Zimbabwe and Zambia, where 74 per cent of users reported using personal data to access TuneMe. Special arrangements must be put in place to make access to TuneMe more affordable, if not free. Recommendable are post-payment agreements with Internet Service Providers to debit payments from the donor/information provider, a best practice that can be borrowed from the UNICEF U-Report.

Table 1: Demographic Characteristics

Variable		Malawi		Zambia		Zimbabwe		Total	
		n	%	n	%	n	%	N	%
Sex of Participants	Female	27	20	40	19	87	46	154	29
	Male	111	80	171	81	103	54	385	71
	Total	138	100	211	100	190	100	539	100
Age of participants*	Mean	24		24		23		24	
	Median	24		23		23		23	
	Std. Deviation	4		3		2		3	
	Minimum	17		15		16		15	
	Maximum	51		40		28		51	
	Aged <= 28	128	93	203	96	190	100	521	97
	Aged > 28	10	7	8	4	-	-	18	3
	Total	138	100	211	100	190	100	539	100
Relationship Status	Complicated	-	-	3	1	1	1	4	1
	Divorced/widowed	-	-	1	0	1	1	2	0
	In a relationship	68	49	94	45	116	61	278	52
	Married	20	14	14	7	13	7	47	9
	Single/Not in a relationship	50	36	99	47	59	31	208	39
	Total	138	100	211	100	190	100	539	100
Employment Status	Employed	67	47	75	36	50	26	192	36
	In school	55	40	8	4	92	48	155	29
	Not employed	16	12	128	61	48	25	192	36
	Total	138	100	211	100	190	100	539	100
Level of Education	None	1	1	4	2	-	-	5	1
	Primary	-	-	3	1	1	1	4	1
	Secondary	28	20	72	34	37	20	137	25
	Tertiary	109	79	132	63	152	80	393	73
	Total	138	100	211	100	190	100	539	100
Religion	Agnostic	1	1	1	1	-	-	2	0
	Christian	133	96	209	99	189	100	531	99
	Muslim	4	3	1	1	-	-	5	1
	Traditional	-	-	-	-	1	1	1	0
	Total	138	100	211	100	190	100	539	100
Household head	Brother	4	3	6	3	4	2	14	3
	Church leader	-	-	1	0	-	-	1	0
	Father	56	41	97	46	89	47	242	45
	Mother	20	14	26	12	35	18	81	15
	Other female relative	7	5	9	4	12	6	28	5
	Other male relative	7	5	14	7	10	5	31	6
	Self	41	30	48	23	28	15	117	22
	Sister	1	1	7	3	5	3	13	2
	Spouse	2	1	3	1	7	4	12	2
	Total	138	100	211	100	190	100	539	100
Year joined TuneMe	2015	26	19	11	5	6	3	43	8
	2016	43	31	69	33	22	12	134	25
	2017	37	27	60	28	44	23	141	26
	2018	24	17	57	27	112	59	193	36
	Jan, 2019	8	6	14	7	6	3	28	5
	Total	138	100	211	100	190	100	539	100

A higher proportion of respondents were male (Table 1), especially in Malawi and Zambia (over 80 per cent). In Zimbabwe the proportion of males (54 per cent) and females (46 per cent) was comparable. Given that the random selection of participants gave equal chances to all TuneMe members, it can be inferred that the platform is being used more by males than by females. Yet much of the content was reportedly focused on girls. Participants recommended balancing this disparity with equal coverage of male issues.

On average, the participants were aged between 23 and 24 years and about half of them were in sexual relationships (Malawi 49 per cent, Zambia 45 per cent and Zimbabwe 61 per cent). This helps understand why a higher proportion of users from Zimbabwe joined TuneMe at a point of need for direct use of the information/services. This observation underlines the relevance of the topics covered as most of the participants were young and needed to know how relationships work.

About 1 in 10 participants was married and this was slightly higher in Malawi (15 per cent) and relatively lower in Zambia (7 per cent) and Zimbabwe (7 per cent). The findings on sexual relationships and marriage indicated some variation in respondents' profiles in each country. It was inferred that this had a resultant effect on the variation of interest between different TuneMe topics in each country. For instance, the section on sex was ranked number one in Zimbabwe and Malawi, presumably due to a higher number of young people in sexual relationships and in marriage in each country, respectively. Inversely, respondents in Zambia ranked the relationship category higher.

About 7 in 10 participants have reached tertiary education, and nearly half of Zimbabwean respondents (48 per cent) were still in tertiary. More than half of participants in Malawi and Zambia were employed, likely reflecting the economic situation in each country. The employment and education status of participants might be linked to the higher number of married users in Malawi as compared to Zimbabwe and Zambia.

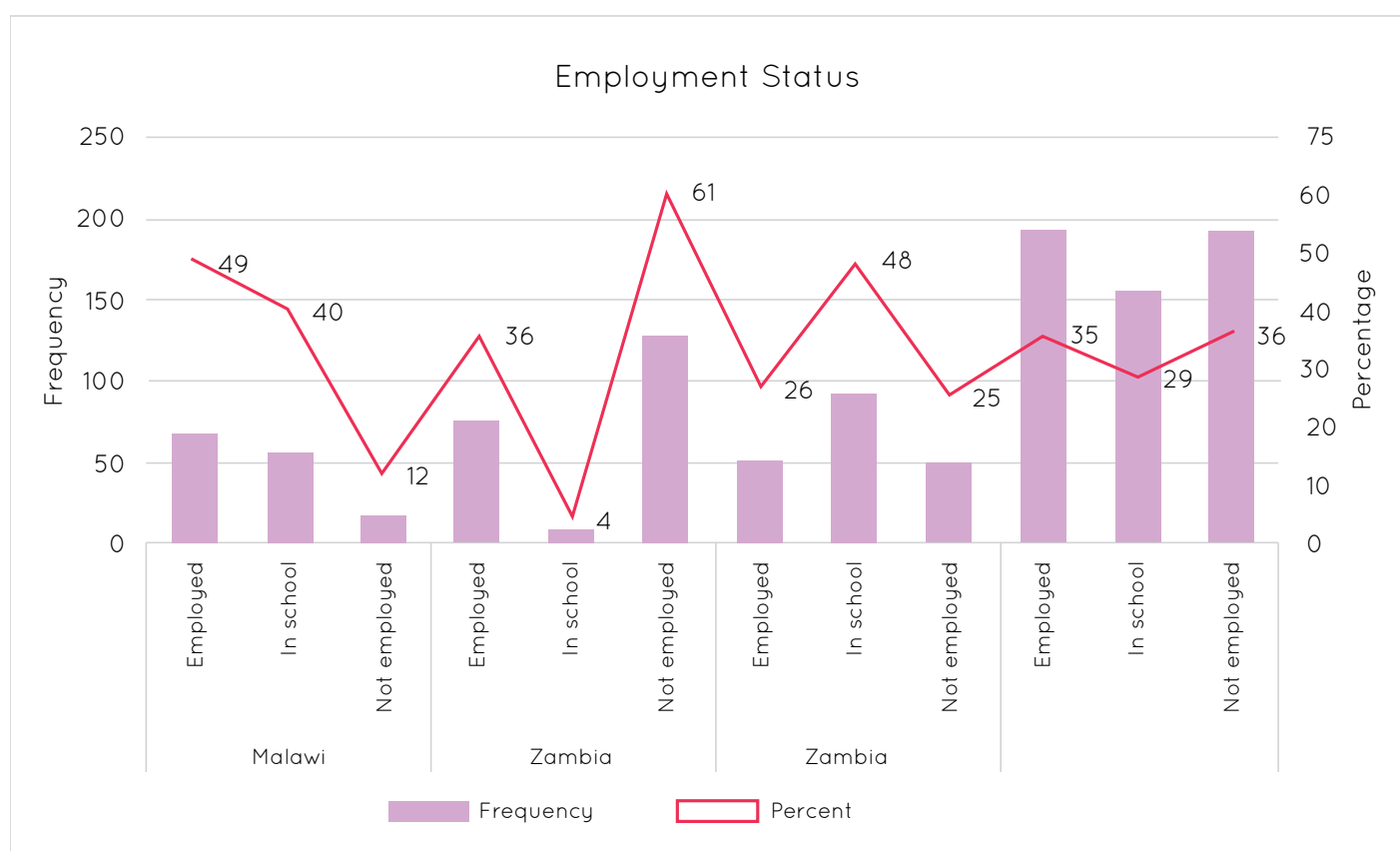


Figure 1: Employment Status

Most respondents came from households led by fathers (45 per cent) followed by self-led households (22 per cent). Even though there is a higher proportion of living mothers (90 per cent) than living fathers (70 per cent), more households are led by fathers than mothers (15 per cent). Self-led households were more pronounced in Malawi (30 per cent) and this may be linked to the higher proportion of young people in marriage, while Zambia reported 23 per cent and Zimbabwe 15 per cent of self-led households. The proportion of self-led households in Malawi and Zambia also corresponds to the higher numbers of users who are employed in these countries.

About 4 in 10 participants stay with their fathers as their household heads, about 7 in 10 users had their fathers alive, and about one in two find it easy to talk to their fathers about important issues. However, 7 in 10 of them had never had a discussion about sex-related matters with their fathers.

About 2 in 10 participants reported living in households led by their mothers and almost 9 in 10 reported that their mothers were alive. About 70 per cent of participants find it easy to talk to their mothers about important issues but 50 per cent never discussed sex-related matters with their mothers. Difficulties in discussing sex matters are relatively higher with fathers (7 in 10) and slightly lower with mothers (1 in 2). This fact resonates with the findings that little had changed in the way young people discuss SRHR issues with their parents/guardians before and after joining TuneMe. There was a slight effect size (from never discussing to rarely discussing) as compared to discussion with other significant groups such as friends and partners.

A high proportion of users (Malawi 86 per cent, Zambia 72 per cent and Zimbabwe 82 per cent) who were in relationships reported that their partner/boyfriend/girlfriend was not using the TuneMe platform. Only one person in Malawi, one in Zambia and six in Zimbabwe said that their partners were also on TuneMe.

Facebook was the major source through which participants learned of TuneMe. In Zambia it was the dominant source (57 per cent) and similarly in Malawi (49 per cent). For Zimbabwe, NGOs such as SAYWHAT were first (24 per cent) and Facebook second (21 per cent). This indicated that there were a number of social media campaigns in Zambia and Malawi while in Zimbabwe it was mostly physical campaigns conducted by implementing partners. Friends were a third significant source of information about TuneMe (Malawi 11 per cent, Zambia 11 per cent, and Zimbabwe 13 per cent). With 52 per cent of the participants reporting that their friends were also on TuneMe, it would appear that users are more open with their friends about TuneMe than with their partners.

3.2 USE OF TUNEME

Tracking the use of devices through Google Analytics, an estimation of frequency of use of TuneMe was computed for the period 1 January 2016 to 23 July 2019 (Table 2). In this case, a user was understood to be a unique identifier associated with each device used to access TuneMe. It is important to note that users who used multiple devices were more likely to cause multiple counting of their instances relative to the number of devices they used.

Table 2: TuneMe Metrics 2016-2019

Country	Users	Sessions	Page views	Pages wSession	Average session duration	Bounce rate
Zambia	2,289,775	2,499,889	4,390,375	1.76	0:01:13	86.72%
Malawi	384,009	436,512	818,656	1.88	0:01:15	85.88%
Zimbabwe	186,330	209,322	357,458	1.71	0:00:52	88.66%



Figure 2: TuneMe Access since 2016

Generally, there was a lot more traffic in Zambia followed by Malawi and then Zimbabwe. As shown below, the use of TuneMe in Zambia started much earlier, and large volumes were sustained over time (Figure 2). For Malawi, the traffic was higher at the beginning (late 2016 to early 2017) and decreased with fewer fluctuations over time. Zimbabwe started having users at the end of 2016. The utilization of the platform was very low until late 2017, when many new users registered and was otherwise relatively stable over time.

It was found that user engagement (staying longer and viewing more pages) was lower and decreased over time since 2016. Over 90 per cent of the time visitors to the site were new users, indicating that the site was not encouraging return visits. As shown above, the bounce rates¹¹ were high, indicating that visitors mostly exited the site upon opening only the landing page across the three countries. Users were more engaged (in terms of time, sessions and page views) earlier in 2016 and this engagement decreased over time. Users who got to the site through referrals, e.g. Facebook or search engines, were more engaged than those who typed the URL directly to go to the site. Referrals were characteristic of the inception period and have since been dropping; in this process, the engagement levels also decreased. The decline in engagement levels was also associated with the changes in the type of devices over time. Users during the inception period predominantly used mobile devices, were highly engaged and more likely to return to the site. Since the beginning of 2018, desktop use steadily increased and became the predominant device used to access TuneMe. Use of desktops was found to be associated with low engagement and high bounce rates.

Traffic device source dimensions were analysed into three categories: 1. Mobile traffic; 2. Tablet devices; and 3. Desktop devices. Desktops were found to be the most common source of content in Zambia (73 per cent), Malawi (58 per cent) and Zimbabwe (54 per cent) (Figure 3). However, although desktops had the largest share of users, they were less engaged in terms of their page views, pages per session, duration of sessions and experienced high bounce rates. On the other hand, users from mobile devices (Zambia 27 per cent, Malawi 38 per cent and Zimbabwe 41 per cent) had page views that surpassed desktop users consistently across the three countries. Users from mobile devices were more engaged with TuneMe content as they had higher proportions of return visitors, page views, pages per session, and duration, and the lowest bounce rates of the three categories.

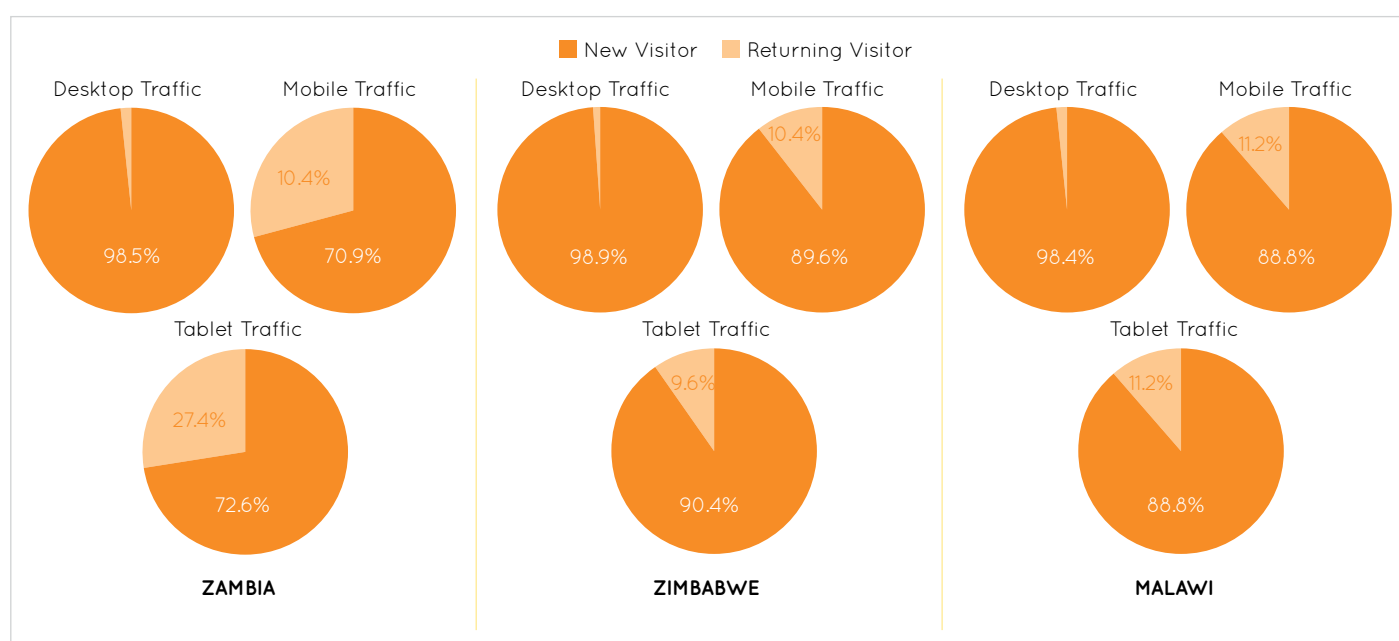


Figure 3: Device types and return rates

Users from mobile devices were more engaged with TuneMe content as they had higher proportions of return visitors, page views, pages per session, and duration, and the lowest bounce rates of the three categories.

Generally, the use of desktops was proportionally higher in Zambia and the use of mobile devices was proportionally higher in Zimbabwe. Desktop users had a higher chance of using multiple devices, more so if they were using school computer labs and Internet cafes. It is possible to infer that mobile device users were more likely to be engaged with the content because they could spend more time on the devices without sharing them.

Illustration (Figure 4) of the types of devices over time shows the predominant use of mobile devices in the earlier stages and the rise of desktops since late 2017, which by 2019 had become the predominant devices.

¹¹The percentage of all sessions on the site in which users viewed only a single page and triggered only a single request to the Analytics server.

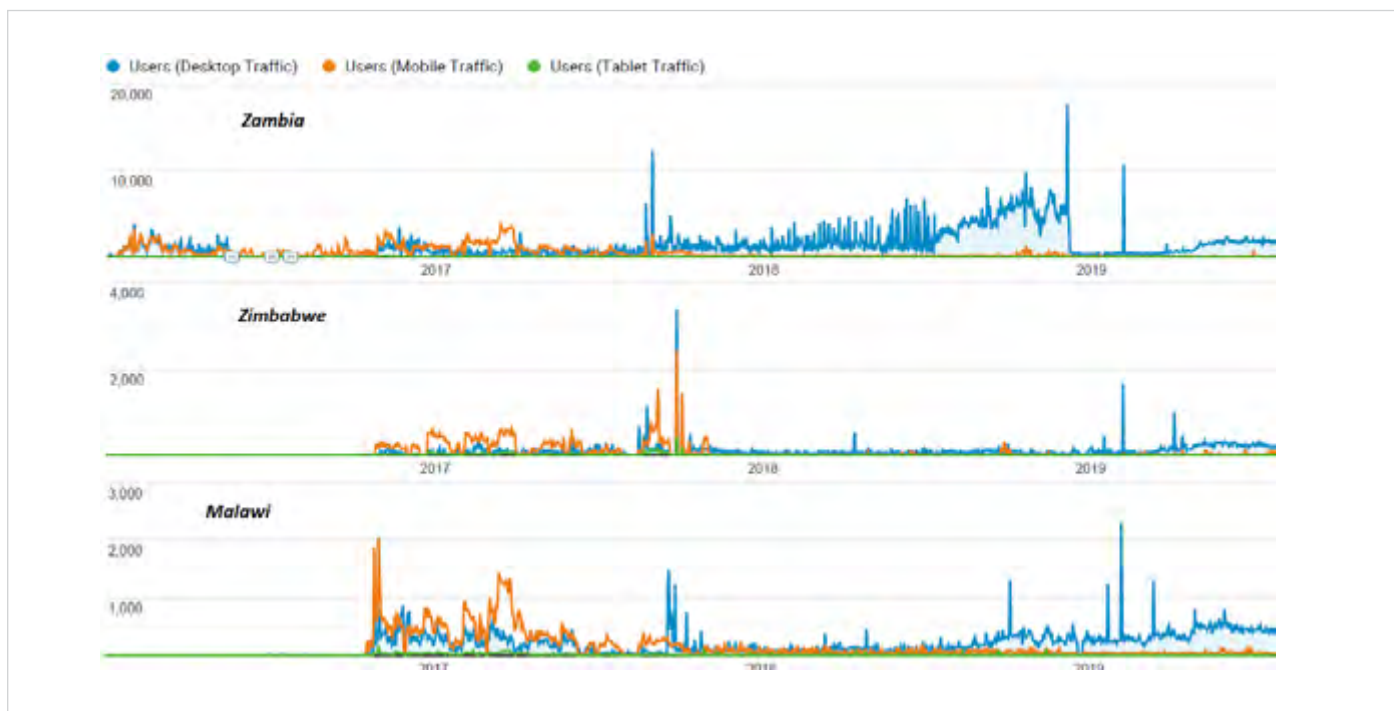


Figure 4: Device use over time

The patterns in Figure 4 reflect diminishing engagement after desktop exceeded mobile devices in frequency of use. The shift of devices in 2018 was likely associated with TuneMe's greater engagement with schools and/or adolescents, who have limited access, affordability and need of mobile phones.

Among the survey respondents, a personal phone/tablet was the most popular (80 per cent) device used to access TuneMe.

In Zimbabwe, about 3 per cent of the sample was discovered to have never accessed TuneMe. Their registration was done by T agents or personnel, and the new users never logged in on their own. Although we could not find any statistics from Malawi, the qualitative interviews revealed that during the promotion campaigns, staff would register new users with usernames and passwords on the understanding that they would log in later. The registration was done with their consent but logging in later proved problematic for the participants. This is substantiated with the high bounce rates on the initial page.

In Zambia and Malawi, more than 9 out of 10 users accessed TuneMe through their phones/tablets, while for Zimbabwe, the figure was less, at about 8 out of 10 users. Most participants (Malawi, 94 per cent, Zambia 95 per cent and Zimbabwe 95 per cent) reported using the same device to access TuneMe.

From the survey, it was found that 96 per cent of young people owned their own mobile phones, and nearly all the respondents relied on their mobile devices to receive important information. However, **slightly above half (55 per cent) of participants reported that they were not currently receiving any SRHR information on their mobile phones.** Only 30 per cent reported currently getting SRHR information on the TuneMe platform,¹² 17 per cent purely from TuneMe alone and the other 14 per cent from TuneMe and other platforms. Another group (16 per cent) reported getting SRHR information exclusively from platforms other than TuneMe, chiefly from social media. All of the sampled participants were presumed to be TuneMe users but about half had stopped using TuneMe and were no longer receiving SRHR information. Those who reported not receiving any SRHR information (55 per cent) were of comparable rates across the three countries (Malawi 51 per cent, Zambia 55 per cent, and Zimbabwe 57 per cent). Most said they would like to receive information on SRHR on their mobile devices. Only a few (Malawi 7 per cent, Zambia 6 per cent, and Zimbabwe 2 per cent) said they are not willing to receive information on SRHR on their mobile devices.

¹²This is purely based on the participants' perception of whether they are getting SRHR information or not.

3.3 CHALLENGES IN ACCESSING TUNEME

Survey participants cited data costs and poor connectivity as the major barriers.

3.3.1 Cost of data

A majority of users perceived that they incurred some costs (Malawi 78 per cent, Zambia 74 per cent, and 63 per cent Zimbabwe) when accessing TuneMe. Of those who incurred costs, nearly 6 in 10 of users in Zimbabwe (59 per cent) and Zambia (57 per cent) found it expensive. On the other hand, about 6 in 10 users in Malawi who incurred costs found it to be affordable, presumably due to their higher employment rate. The majority (Malawi 87 per cent, Zambia 99 per cent and Zimbabwe 79 per cent) reported no need to travel elsewhere to access TuneMe. In terms of failure to access TuneMe due to costs, there was a bimodal distribution of perception, as some felt that cost prevented access (Malawi 36 per cent, Zambia 26 per cent, Zimbabwe 39 per cent) and a comparable proportion felt that they never had any cost constraints (Malawi 33 per cent, Zambia 43 per cent, Zimbabwe 33 per cent) (Figure 5).

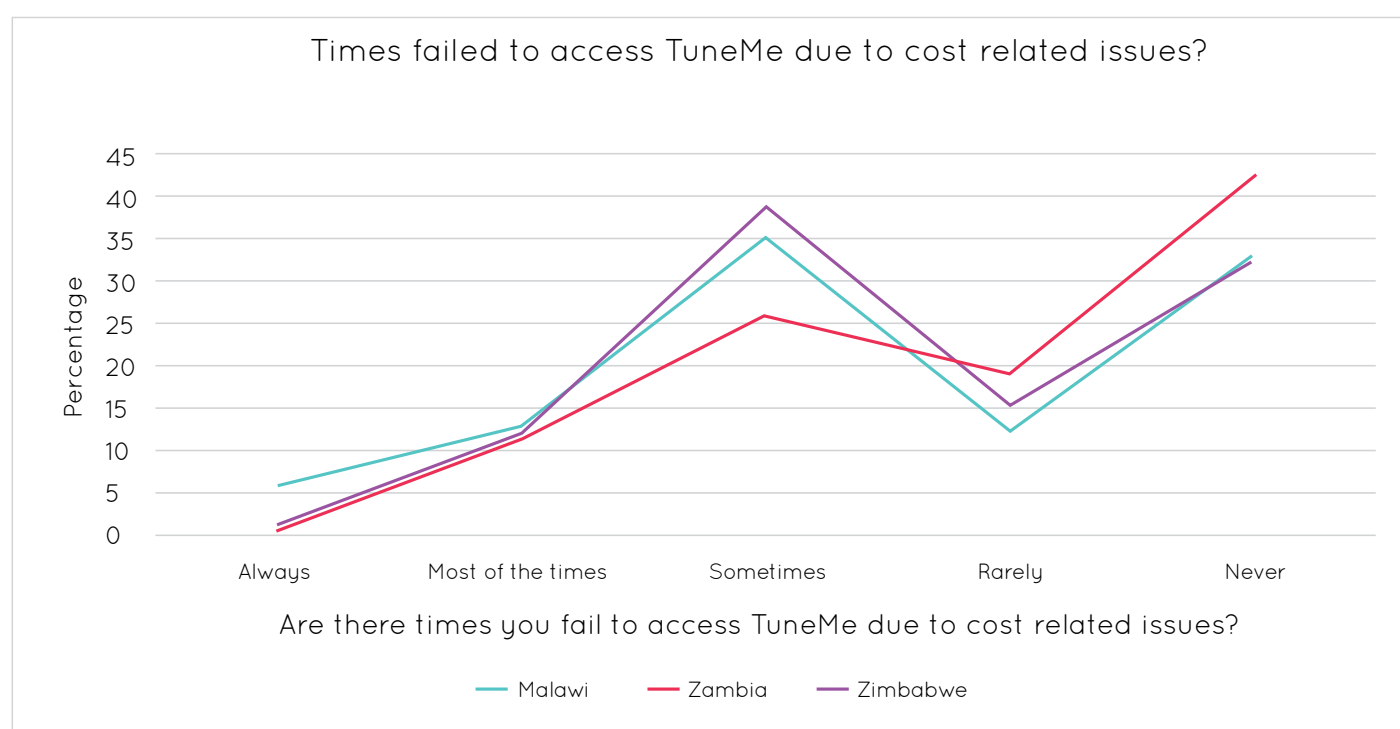


Figure 5: Perception of cost constraints

3.3.2 Mobile Networks

From the survey's participants, in Malawi, Airtel was the most preferred network (59 per cent) followed by TNM (41 per cent). For Zambia, Airtel (74 per cent) was the preferred network provider followed by MTN (26 per cent) and Zamtel (less than 1 per cent). In Zimbabwe, Econet (72 per cent) was the dominant network followed by Netone (25 per cent) and Telecel (3 per cent). These service providers offer the data bundles mostly (74 per cent) reported as the type of data used to access TuneMe, with most users purchasing general data bundles (46 per cent) and social media bundles (28 per cent). In Malawi, TuneMe is mostly accessed using social media bundles (51 per cent) and use of general data bundles is lower (20 per cent). This is the inverse of data use in Zambia, where general data bundles dominated (56 per cent) over social media bundles (34 per cent). In Zimbabwe, general data bundles (51 per cent) dominated and social media bundles (5 per cent) were used intermittently. Zimbabwe had a notably high use of school and work Wi-Fi/Internet (27 per cent), much higher than Zambia (1 per cent) and Malawi (9 per cent). This likely reflects the higher number of Zimbabwean users in schools/colleges. Use of open data (no cost) was relatively high in Malawi (17 per cent) but minimal in Zimbabwe (3 per cent) and Zambia (6 per cent).

3.4 BEHAVIOURAL CHANGE

Objective 2: To understand the progress made towards behaviour change: Using the transtheoretical model to approximate the stages of behavioural change.

KEY FINDINGS

- Ways in which interfacing with TuneMe had influenced perceptions on discussion issues related to contraception, safer sex, sexuality:
 - There was a statistically significant improvement in the participants' perception of their knowledge level. There was a marked shift from perceiving themselves as being largely unaware and/or just familiar before joining TuneMe into becoming well informed and knowledgeable after joining TuneMe.
- Extent of TuneMe influence on peer-peer, child-parent, student-teacher, partner-partner discussions on sexual and reproductive health:
 - There were statistically significant increases in the frequency of the discussions. The treatment effect was varied - huge with peer-peer and partner-partner discussions and marginal with child-parent and student-teacher discussions.
 - Although there were significant improvements on discussions overall, the quality of improvement on the discussions with parents/guardians and teachers was found to be relatively low as compared to improvements on discussions with friends/peers and partners.
 - Paradoxical observation: participants were reluctant to share and encourage partners to be on TuneMe, but at the same time, the frequency of discussions with the partner significantly increased. This supports the presumption of TuneMe being used as a private tool for improving one's relationship.
- Changes in SRHR service uptake due to access to TuneMe:
 - The clinic finder in TuneMe is heavily underutilized. Only 6 per cent of users reported having used it.
 - There was a statistically significant increase (30 per cent) in the number of users who began accessing SRHR services after joining TuneMe.
 - A big increase was seen in the frequency of accessing specific services such as HIV testing and in condom use. The other inquired services (family planning, STI testing and pregnancy testing) had a slight but significant increase in uptake.
- Attitudes towards partners changed due to access to TuneMe:
 - The privacy strategy is evidence of changes in attitude.
 - TuneMe is facilitating the process of change through cognitive dissonance that would lead to a change of attitude and behaviour. TuneMe was found to bring up controversial issues (e.g. masturbation and permissiveness of sex), compelling the participants to go through a process of evaluating their conflicting cognitions and appraisal of their own normative beliefs. The result has been more discussions about sex, sexuality and other SRHR issues.
 - To a greater extent, it can be reasoned that there was more transformative change that saw the participants engaging first in more familiar topics and personal changes (in their relationships), and later diversifying their actions into subtler signs of attitude change as they became more comfortable talking about sexuality, testing for HIV and accessing youth-friendly health services. One of the main reasons cited for exploring TuneMe was the quest for more information. This was ranked as the third action after changing own behaviour (first action) and making overt lifestyle changes (second action). Exploration of TuneMe for more facts signified a curiosity to learn more.
 - From the trend observed on the proportion of participants as they moved from pre-contemplation to action, it can be inferred that users have been going through the transformation process but have reduced their use of the platform due to perceived lack of diversification and dynamism through regular updates and contextualization of content.
 - The current content is largely biased toward females, which participants flagged as a cause for concern. There is a need to balance male and female-related content.

The study hypothesized that use of TuneMe increases knowledge on SRHR (H1). To test this hypothesis, within-subject changes in knowledge were derived from self-reported levels of awareness on three SRHR topics (contraception, safe sex and sexual orientation), as well as changes in frequency of SRHR discussions with various significant others (friends, partners, parents and teachers).

For the approximation of increase in the level of awareness on SRHR issues, the dependent variable (DV) was an ordinal-scale variable measuring the changes in self-reported level of awareness using reversely ordered four levels (1= Well informed, 2= Knowledgeable, 3= Familiar and 4= Ignorant). Therefore, the DV was increased with a decrease in score. Within-subject comparisons were made for the inquiry that sought to establish how much the participants knew about SRHR issues before and after using TuneMe. Related samples Wilcoxon Signed Rank Test was used and it was found that there was a statistically significant improvement on the level of SRHR knowledge (Table 3).

Table 3: Results of statistical tests on the effect of TuneMe on knowledge of users

VARIABLE	NULL HYPOTHESIS (H_0)	P VALUE AND EFFECT SIZE	DECISION
Contraception	There is no significant difference in level of knowledge on contraception: before and after using TuneMe	$p=.000$ (Median from 3 to 2 Positive diff: $n=3$ Negative Diff: $n=419$ Tied scores: $n=117$)	Reject H_0 ($z = 515, p < .000$)
Safe sex	There is no significant difference in level of knowledge on safe sex: before and after using TuneMe	$p=.000$ (Median from 3 to 1 Positive diff: $n=7$ Negative Diff: $n=421$ Tied scores: $n=111$)	Reject H_0 ($z = 1202, p < .000$)
Sexual orientation and preferences	There is no significant difference in level of knowledge on sexual orientation and preferences: before and after using TuneMe	$p=.000$ (Median from 3 to 2 Positive diff: $n=3$ Negative Diff: $n=403$ Tied scores: $n=133$)	Reject H_0 ($z = 491, p < .000$)

Overall, we rejected the above three sub-hypotheses of the null hypothesis and concluded that there was a statistically significant improvement in the level of knowledge, as shown in Figure 6.

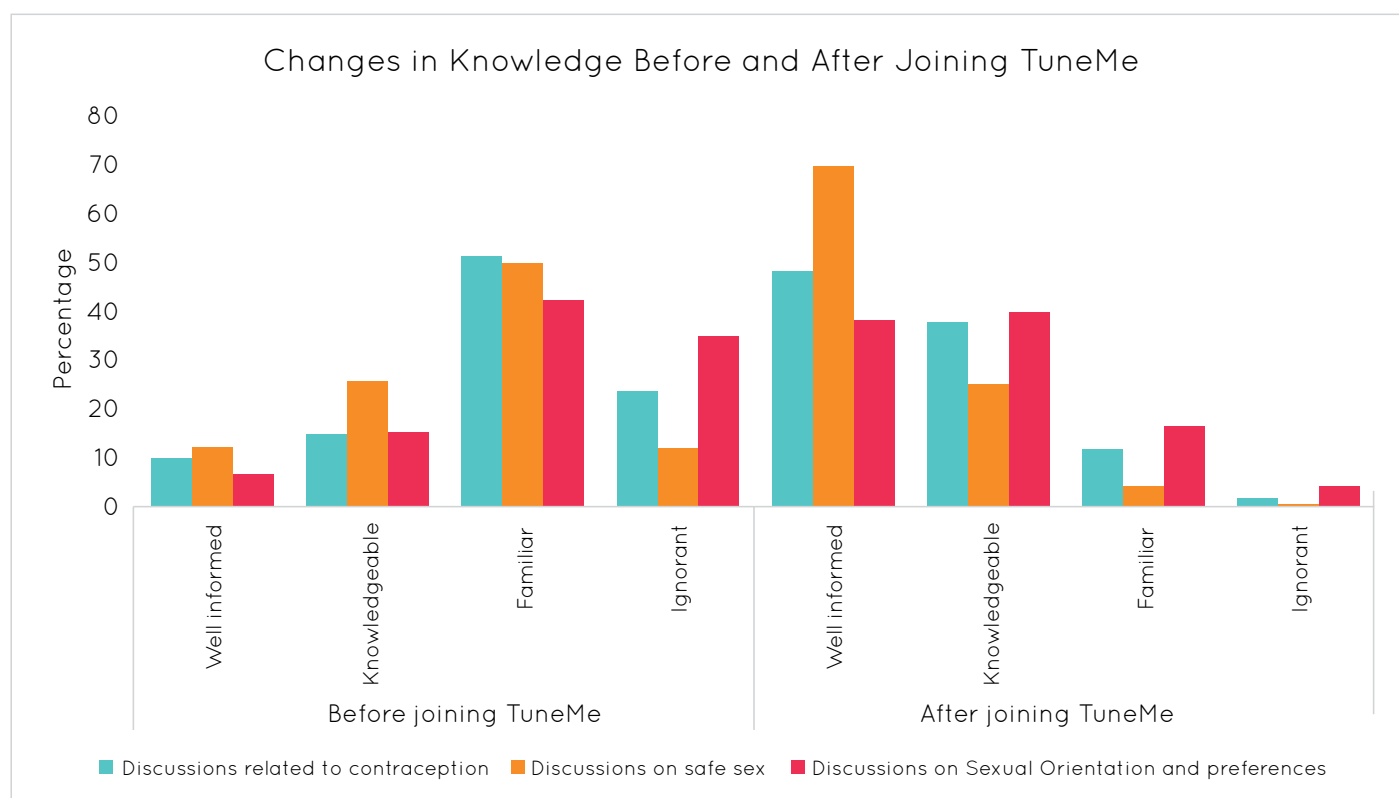


Figure 6: Changes in knowledge before and after joining TuneMe

For the approximation of increase in frequency of discussions on SRHR issues, the dependent variable (DV) was an ordinal-scale variable measuring the changes in self-reported frequency of discussions with friends/peers, parents/guardians, teachers and partners. The DV had five levels (1= Always, 2= Often/Most of the times, 3= Sometimes, 4= Rarely and 5= Never) as descriptors of frequency (before and after joining TuneMe) scoring at a decreasing order with an increase in number. The DV captured participants' perceptions on their own frequency of discussions on SRHR issues.

Table 4: Results of statistical tests on the effect of TuneMe on frequency of discussions

VARIABLE	NULL HYPOTHESIS (H_0)	P VALUE AND EFFECT SIZE	DECISION
Discussions with friends/peers	There is no significant difference in frequency of discussions with friends/peers from the period before and after using TuneMe	p=.000 (Median from 3 to 2 Positive diff: n=15) Negative diff: n=371 Tied scores=142	Reject H_0 (z = 3008, p < .000)
Discussions with parents/guardians	There is no significant difference in frequency of discussions with parents/guardians from the period before and after using TuneMe	p=.000 (Median from 5 to 4 Positive diff: n=8) Negative diff: n=189 Tied scores=320)	Reject H_0 (z = 724, p < .000)
Discussions with teachers	There is no significant difference in frequency of discussions with teacher from the period before and after using TuneMe	p=.000 (Median from 5 to 5 Positive diff: n=29) Negative diff: n=84 Tied scores=296)	Reject H_0 (z = 1888, p < .000)
Discussions with partners	There is no significant difference in frequency of discussions with partners from the period before and after using TuneMe	p=.000 (Median from 3 to 2 Positive diff: n=15) Negative diff: n=242 Tied scores=151)	Reject H_0 (z = 1685, p < .000)

The related samples Wilcoxon Signed Rank Test revealed statistically significant increases in the frequency of the discussions with various groups (Table 4) with a varied treatment effect among groups. Discussions with friends and peers were found to have the greatest improvement as it has huge negative differences (371). Before joining TuneMe, about 12 per cent of users never discussed SRHR issues with their peers but after joining only 1 per cent reported never discussing SRHR with friends/peers. Most participants described their frequency of discussions with friends before joining as rarely (33 per cent), but after joining TuneMe the average frequency descriptor improved to often/most of the times (49 per cent). The number of those who always discussed also improved from 9 per cent before joining to 22 per cent after joining TuneMe. Therefore, TuneMe significantly increased the level of discussions among the friends and peers on SRHR issues.

Discussions with parents and guardians were also found to have improved. While almost 6 in every 10 (57 per cent) participants never discussed SRHR issues with their parents/guardians before joining, the proportion dropped to 40 per cent after joining. Although "never discussed" remained the dominant descriptor for both before and after joining TuneMe, there were slight improvements in frequencies; those who always discussed improved from 1 per cent to 3 per cent and those who discussed often/most of the time improved from 3 per cent to 10 per cent after joining TuneMe. Nevertheless, more needs to be done to dynamize the discussions of SRHR issues with parents/guardians as shown by the huge tied scores (n=320).

Discussions with teachers also saw a slight but significant improvement. Like discussions with parents, the frequency of discussions with teachers was largely low both before (Never = 44 per cent) and after (Never = 40 per cent) joining TuneMe. There were, however, slight improvements, firstly the gain in 4 per cent of users who never discussed with teachers, secondly those who always discussed improved by 1 per cent, and thirdly those who discussed "sometimes" improved by 3 per cent. As with parents, it will be useful to feature topics to facilitate discussions with teachers on SRHR issues (tied scores = 296).

Findings on discussions with partners are paradoxical. Sharing TuneMe among partners remained low but the frequency of discussions increased; while 19 per cent never discussed before joining TuneMe, only 9 per cent never discussed after joining, giving a gain of 10 per cent. The average descriptor of the frequency of partner discussion improved from "sometimes" (23 per cent) before joining to "often/most of the time" (30 per cent) after joining. Those who always discussed with their partners improved from 8 per cent before joining to 19 per cent after joining TuneMe

and those who often discussed improved from 12 per cent to 30 per cent. Possibly, divulging knowledge gained from TuneMe had a disempowering effect that discourages sharing and referrals from partners. Would it suffice to describe TuneMe as a private tool? What are the chances that the partner would not approve or take it seriously if found that the knowledge was from TuneMe? It can be inferred that TuneMe is being used privately to manage relationships.

Major success was found in stimulation of discussions among friends and peers as well as a private empowering strategy when discussing with partners. Improvements would be required for discussions with parents and teachers. From the findings, it can be concluded that TuneMe significantly improved users' knowledge as seen in statistically significant improvements in the self-reported level of awareness and frequency of discussions on SRHR issues.

The study also inquired whether the use of TuneMe increases uptake of SRHR services (H1). To test this hypothesis, the proportion of those who accessed and used the clinic finder were analysed. Further analysis was also done on the within-subject self-reported changes on access to various SRHR services.

A binomial test was run to test the proportions of those who had and had not used the clinic finder on TuneMe. The observed significance level for the comparison of those who used it (6 per cent) and those who did not use it (94 per cent) was small ($p = 0.000$). These results indicate that the clinic finder button is not being used or is not visible enough. To try and triangulate if this finding actually reflects users' limited uptake of the SRHR services, participants were asked to self-report their perceptions on any changes in how they access various services. A comparison was made on the changes to access to SRHR services based on response on either having accessed (1=yes) or not accessed (2=no) SRHR services before and after using TuneMe. Related samples Wilcoxon Signed Rank Test was used and it revealed a statistically significant increase (30 per cent) in the number of users who began accessing SRHR services after joining TuneMe. Further analysis was done in respect to access to specific services. The DV had five levels (1= Always, 2= Most of the times, 3= Sometimes, 4= Rarely and 5= Never) as descriptors of frequency (before and after joining TuneMe) with which participants self-reported their access to SRHR services. Wilcoxon Signed Rank Test revealed a statistically significant increase in the frequency of accessing specific services with more pronounced effect sizes on HIV testing and condom use (Table 5).

Table 5: Results of statistical tests on the effect of TuneMe on access to SRHR services

VARIABLE	NULL HYPOTHESIS (H_0)	P VALUE AND EFFECT SIZE	DECISION
Use of SRHR Services	There is no significant difference on access to SRHR services from the period before and after using TuneMe in general.	$p=.000$ (Median from 2 to 1 Positive dif: $n=11$) Negative dif: $n=172$ Tied scores= 356	Reject H_0 ($z = 1012$, $p < .000$)
Family planning services (contraceptive pills, injectable, implants)	There is no significant difference on frequency of access to family planning services from the period before and after using TuneMe	$p=.000$ Median from 5 to 5 Positive dif: $n=7$ Negative dif: $n=119$ Tied scores= 214	Reject H_0 ($z = 252$, $p < .000$)
Condom use	There is no significant difference on frequency of condom use from the period before and after using TuneMe	$p=.000$ Median from 4 to 2 Positive dif: $n=14$) Negative dif: $n=266$ Tied scores= 197	Reject H_0 ($z = 2311$, $p < .000$)
HIV testing	There is no significant difference on frequency of HIV testing from the period before and after using TuneMe	$p=.000$ Median from 4 to 3 Positive dif: $n=19$) Negative dif: $n=301$ Tied scores= 200	Reject H_0 ($z = 1991$, $p < .000$)
STI screening	There is no significant difference on frequency of STI screening from the period before and after using TuneMe	$p=.000$ Median from 5 to 5 Positive dif: $n=9$) Negative dif: $n=155$ Tied scores= 278	Reject H_0 ($z = 475$, $p < .000$)
HIV self-testing	There is no significant difference on frequency of HIV self-testing from the period before and after using TuneMe	$p=.000$ Median from 5 to 5 Positive dif: $n=5$) Negative dif: $n=145$ Tied scores= 334	Reject H_0 ($z = 188$, $p < .000$)
Pregnancy testing	There is no significant difference on frequency of pregnancy testing from the period before and after using TuneMe	$p=.000$ Median from 5 to 5 Positive dif: $n=7$) Negative dif: $n=52$ Tied scores= 172	Reject H_0 ($z = 200$, $p < .000$)

While “never” remained the main descriptor of accessing family planning, STI testing and pregnancy testing, the descriptor for condom use improved from “rarely” to “most of the times”, while HIV testing increased from “rarely” to “sometimes” (Figure 7).

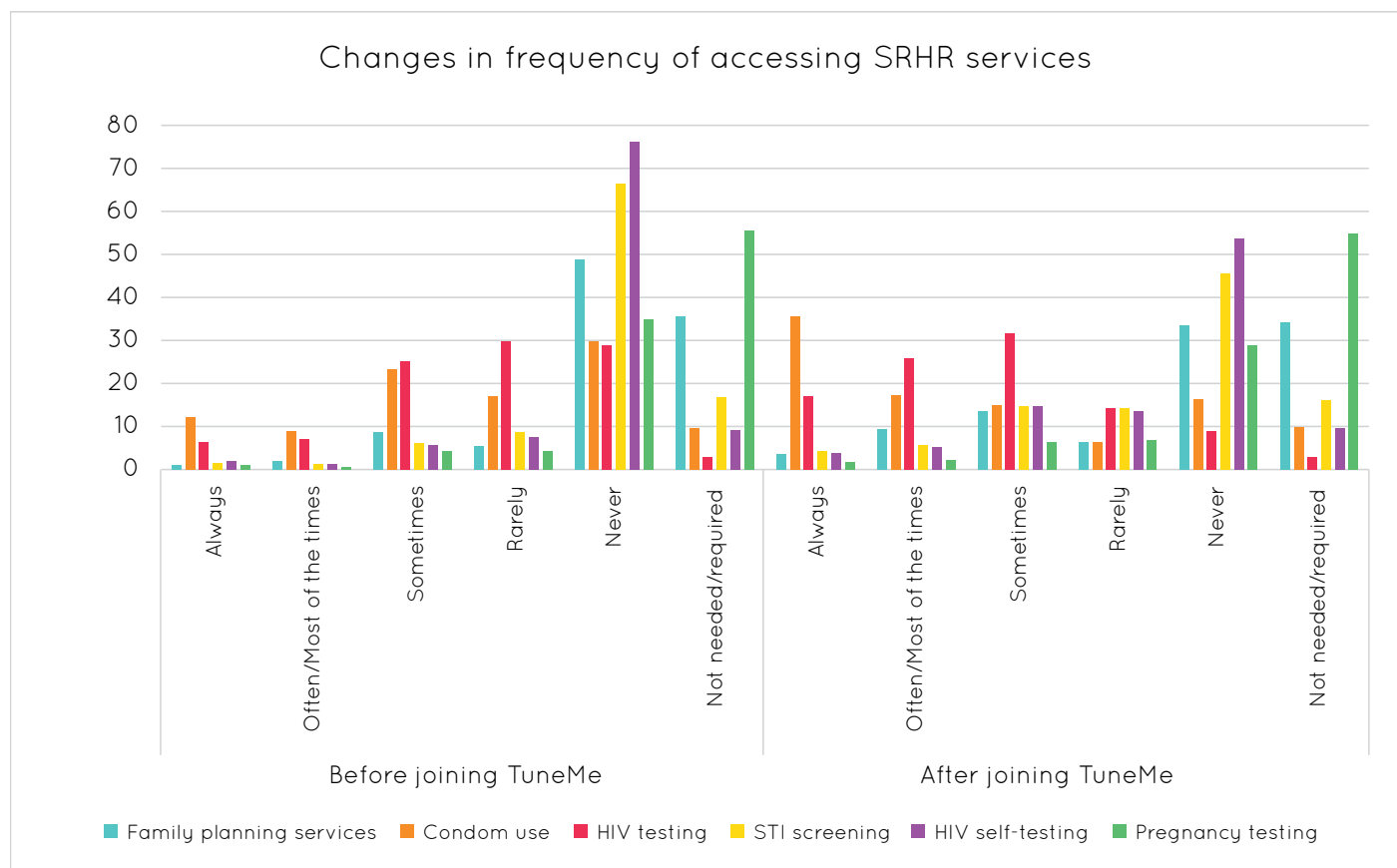


Figure 7: Changes in frequency of accessing SRHR services

Succinctly, TuneMe was found to be instrumental in raising the knowledge level and access to services on SRHR issues. Even though there are potential confounding variables from access to other platforms as well as general maturation processes, most participants directly revealed having made a positive change in their lives due to accessing TuneMe. When asked about the first action they took as a result of learning from TuneMe, most participants reported having changed their own behaviour (24 per cent), made overt lifestyle changes (18 per cent) and explored TuneMe for more facts (12 per cent), as shown in the graph on the following page (Figure 8).

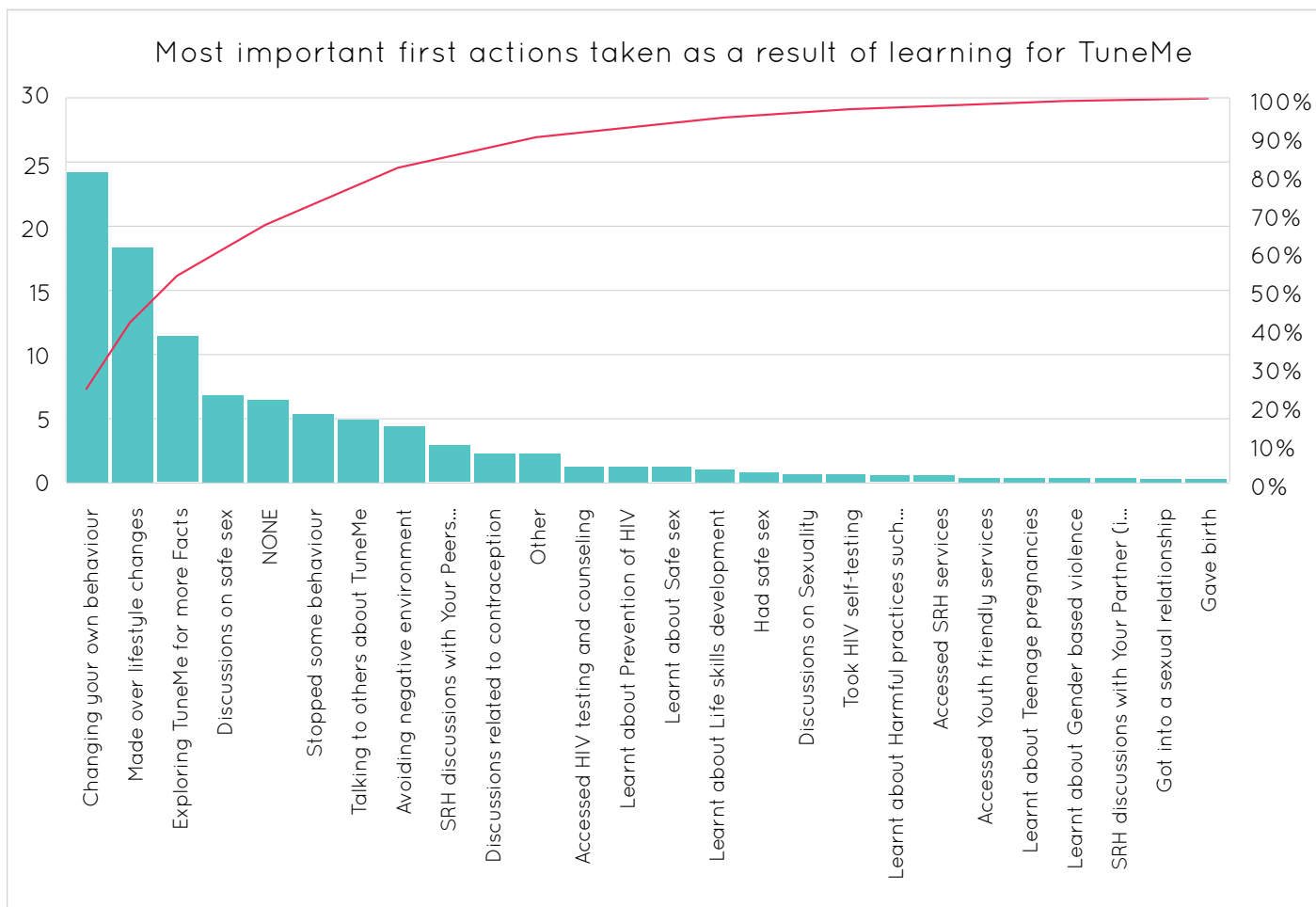


Figure 8: Most important first actions taken

Participants reported having learned a lot from the TuneMe platform especially from the categories relating to relationships (29 per cent), sex (21 per cent) and true stories (22 per cent). Participants were asked to name more actions they took (after the first) as a result of learning from TuneMe. It was found that their subsequent activities (fourth to fifth actions) were mostly concerning issues that are controversial and taboo in the society such as sexuality and gender-based violence discussions. TuneMe's category on relationships was the best category learned from in all three countries, with the highest proportion (33 per cent) in Malawi (Figure 9).

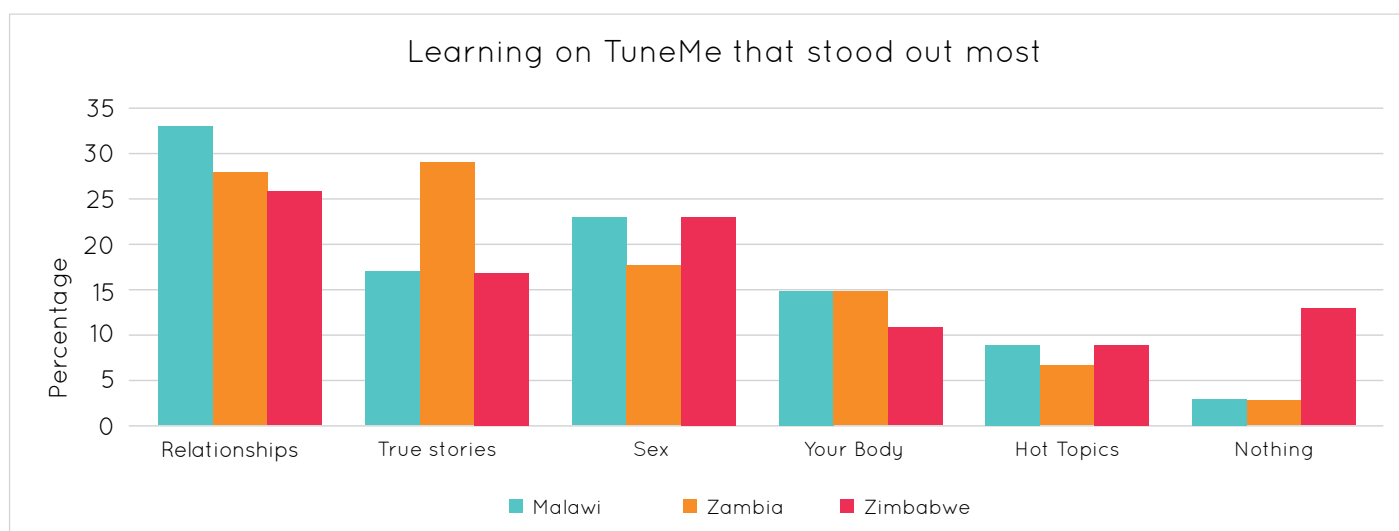


Figure 9: Resourcefulness of sections in TuneMe

The True Stories' category was ranked second due to its higher proportion in Zambia (29 per cent) followed by Zimbabwe (17 per cent) and Malawi (17 per cent). Sex was the second most interesting category for Zimbabwe and Malawi (tied proportion at 23 per cent). The findings from the participants were also triangulated by Google Analytics, confirming that the five categories were popular sections¹³ that attracted visitors (Table 6). Sex and relationships were the dominant ones in that order. In the Sex category, participants mostly engaged in topics on "what is oral sex", "should you be having sex", "bad boy feeling so sexy", "masturbation advice", "let's talk about porn", "what is anal sex", "what is incest", "new girl first time", "how does having sex work", and "who can I talk to about sex" in that order. This content keeps the visitors engaged and substantiates the assertion that users will be following areas to qualify their cognitive dissonance as they seek to strengthen normative attitudes that will govern their behaviours. This would then manifest in how they reported having increased their knowledge and discussions with significant others.

It is also worth noting that about 6 in 10 page views on the Your Body section were on a girl's body and only about 2 in 10 page views were on a boy's body. This pattern was universal across the three countries. This confirms that most of the interesting content related to females, as mentioned by the respondents. Google Analytics confirmed that the male body section is not as popular as the female body section.

Table 6: Drill down of first ranked content category by country

DRILLDOWN OF FIRST RANKED CONTENT CATEGORY-ZAMBIA

Page path level 2	Pageviews	Unique pageviews	Avg. Time on Page	Bounce Rate	% Exit
	1,591,747 <small>% of Total: 36.26% (4,390,375)</small>	1,326,387 <small>% of Total: 35.82% (3,703,222)</small>	00:01:54 <small>Avg for View: 00:01:37 (18.28%)</small>	83.47% <small>Avg for View: 86.72% (-3.74%)</small>	41.81% <small>Avg for View: 56.94% (-26.57%)</small>
Sex	445,020 (27.96%)	368,011 (27.75%)	00:01:49	81.51%	39.56%
Relationships	302,020 (18.97%)	246,524 (18.59%)	00:01:49	76.76%	39.57%
Hot-topics	296,655 (18.64%)	245,703 (18.52%)	00:01:48	83.16%	41.46%
True-stories	280,087 (17.60%)	238,214 (17.96%)	00:01:56	91.64%	46.55%
your-body	267,954 (16.83%)	227,930 (17.18%)	00:02:15	84.43%	43.51%
tuneme-help-center	10 (0.00%)	4 (0.00%)	00:00:29	50.00%	30.00%
www.facebook.com/our-body	1 (0.00%)	1 (0.00%)	00:00:08	0.00%	0.00%

DRILLDOWN OF FIRST RANKED CONTENT CATEGORY-ZIMBABWE

Page path level 2	Pageviews	Unique pageviews	Avg. Time on Page	Bounce Rate	% Exit
	255,999 <small>% of Total: 71.62% (357,458)</small>	231,026 <small>% of Total: 76.02% (303,920)</small>	00:01:25 <small>Avg for View: 00:01:14 (15.27%)</small>	87.33% <small>Avg for View: 88.6% (-1.50 %)</small>	59.04% <small>Avg for View: 58.56% (0.82%)</small>
Sex	72,956 (28.50%)	65,666 (28.42%)	00:01:25	87.57%	58.84%
Relationships	61,255 (23.93%)	53,426 (23.13%)	00:01:20	78.13%	50.83%
Your-body	51,515 (20.12%)	46,779 (20.25%)	00:01:25	89.03%	60.70%
True-stories	37,686 (14.72%)	35,657 (15.43%)	00:01:27	95.80%	71.04%
Hot-topics	32,525 (12.71%)	29,438 (12.74%)	00:01:35	87.39%	58.34%
Fighting-abuse-relationships	51 (0.02%)	50 (0.02%)	00:02:11	97.92%	96.08%
Are-young-people-zimbabwe-helping-spread-hiv	11 (0.00%)	10 (0.00%)	00:00:29	100.00%	90.91%

DRILLDOWN OF FIRST RANKED CONTENT CATEGORY-MALAWI

Page path level 2	Pageviews	Unique pageviews	Avg. Time on Page	Bounce Rate	% Exit
	543,454 <small>% of Total: 66.38% (818,656)</small>	465,337 <small>% of Total: 68.47% (679,611)</small>	00:01:36 <small>Avg for View: 00:01:26 (11.84%)</small>	84.73% <small>Avg for View: 85.88% (-1.34%)</small>	49.15% <small>Avg for View: 53.32% (-7.81%)</small>
Sex	175,584 (32.31%)	147,729 (31.75%)	00:01:29	83.13%	43.24%
Relationships	117,145 (21.56%)	100,109 (21.51%)	00:01:32	81.99%	50.81%
Your-body	112,624 (20.72%)	95,847 (20.60%)	00:01:49	82.68%	47.91%
Hot-topics	69,880 (12.86%)	59,953 (12.88%)	00:01:38	84.50%	51.37%
True-stories	68,006 (12.51%)	61,586 (13.23%)	00:01:41	94.57%	61.40%
Chichewa-translation-of-your-body	51 (0.01%)	22 (0.00%)	00:00:58	100.00%	23.53%
Chichewa-translation-of-hot-topics	46 (0.01%)	37 (0.01%)	00:00:15	96.77%	65.22%
Chichewa-translation-of-stories	43 (0.01%)	26 (0.01%)	00:00:18	94.44%	46.51%
Chichewa-translation-of-sex	39 (0.01%)	14 (0.00%)	00:00:13	100.00%	17.95%
Chichewa-translation-of-relationships	36 (0.01%)	14 (0.00%)	00:00:10	83.33%	19.44%

¹³These are the categories of content as they are arranged on the TuneMe mobisite. It is a container of content.

Unlike the Zambian and Zimbabwean sections, Malawian sections had a local language translation. The page views to these translations were very few (possibly it was a late development) but it is a unique attribute of the Malawian site and may need nurturing.

From what was learned on TuneMe, only a few (4 out of 539, or 0,7 per cent) participants felt that they had been negatively affected. Two felt they had been affected morally. One user failed to abstain from sex (or felt prompted to have sex) and said that “the sexually themed content makes me think about sex a lot and it affects me psychologically.” The other user said that “TuneMe says masturbation has no side effects but I know that it has side effects so I was disturbed morally”.

From this, it can be deduced that the above-reported negative effects are signs of attitude change in the process. There are signs of cognitive dissonance when the learners/youths hold two conflicting cognitions forcing them to think and explore more about the subject, and as a result, the attitudinal latitude will broaden. It can be inferred that this process happened to many users as they explored new topics that challenged their existing knowledge and values.

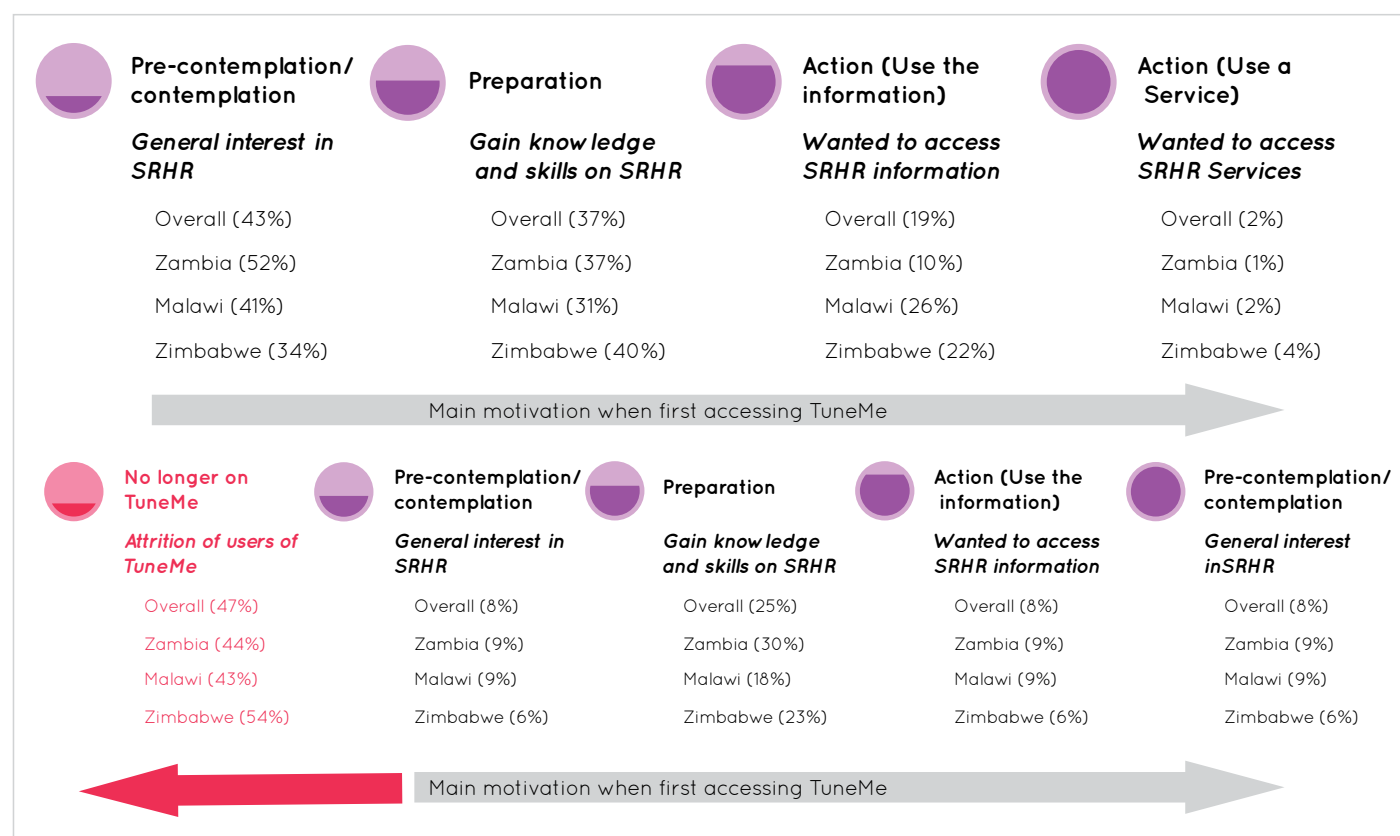


Figure 10: Trans theoretical model: Motivation shift in accessing TuneMe

Many participants (about 4 in every 10) initially joined TuneMe to follow their general interest in SRHR issues without a profound need to consume the information and services (pre-contemplation/contemplation stage) or to gain the knowledge/skills without an immediate need to use it (preparation) (Figure 10). As shown in Figure 11, the number of those who joined with a direct need to use the information or the service was small, but the proportion increased with repeated exposure. Malawi and Zimbabwe had higher proportions of participants who joined at points when they needed to directly use the knowledge and services (action) because of the higher numbers of users in marriages and relationships, respectively. Zambia however had a marked proportion of users who were single/not in relationships, and as a result, a higher number were at the contemplation stage.

Noteworthy is that about half (47 per cent) of the users are no longer accessing TuneMe (Figure 11). The attrition rate was comparably the same for all three countries but slightly higher in Zimbabwe. It can be inferred that, given the self-reported improvement in knowledge and discussions about SRHR issues, as well as improved access to services, the attrition is largely due to having attained the desired effect. Participants mostly reported their attrition to lack of new information (on top of what they have gained). This would indicate the likelihood of participants perceiving that they have learnt everything there is to know on the platform, leading them to discontinue use. This can be substantiated by the increasing bounce rate and decrease of returning visitors over time.

The frequency of platform use has also decreased as most participants (42 per cent) reported using it no more than once a week. In Malawi, 43 per cent have stopped using TuneMe, 24 per cent reduced the frequency, and 17 per cent increased their frequency of use. In Zambia, 44 per cent have stopped using TuneMe, 22 per cent reduced the frequency, and 8 per cent increased their frequency of use. In Zimbabwe, 54 per cent stopped using TuneMe, 24 per cent reduced the frequency, and 14 per cent increased their frequency. From the trend observed on the proportion of participants who move from pre-contemplation to action, it can be inferred that users are going through the transformation process but the platform is losing users due to lack of diversification and dynamism through regular updates and contextualization of content (Figure 11 below).

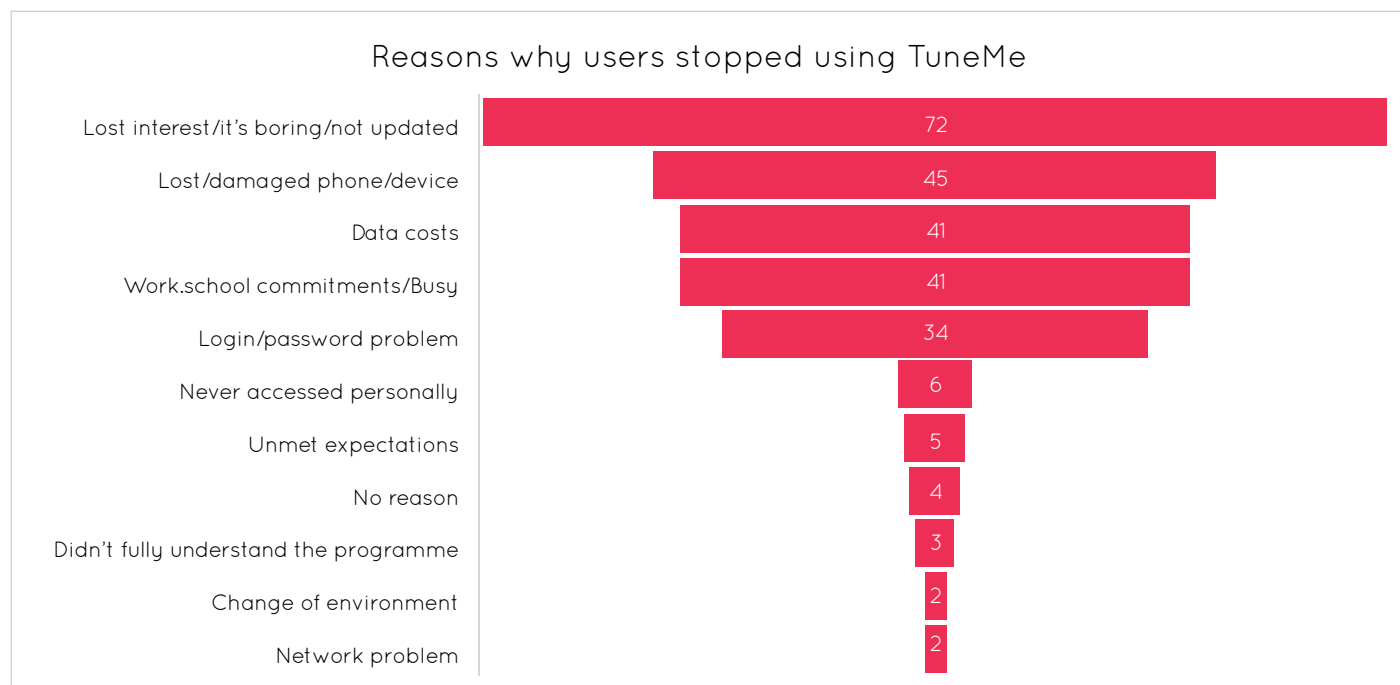


Figure 11: Reasons for stopping the use of TuneMe

Of the 47 per cent who stopped accessing TuneMe, 45 per cent expect to resume using it if updates and dynamism are introduced. The platform was seen by many as static. Explaining the reasons for stopping use, one participant said: "I think I got the SRHR information I needed." Another explained: "I am now grown and knowledgeable". This shows that the platform is limited in its offering and would have to be diversified to keep people engaged. Other suggestions to drive engagement are given below:

- The site is mostly text-based. There should be more audio and visual media to attract more people [perceived lack of dynamism].
- The site should also talk about other issues, for instance, marriage and traditional practices, how bad are they to the well-being of society [perceived lack of contextualization].
- Use indigenous languages.
- Discuss relatable issues that people can relate or connect with.
- Have offline accessible information while online is for interaction.
- Include broader topics about other health ailments.
- Should bring something new that I can't find on other websites.

The reduction of users over time was also confirmed by Google Analytics (Figure 12). The bounce rate was generally very high for all three countries: Zambia 87 per cent, Malawi 86 per cent and Zimbabwe 89 per cent. Earlier engagements with the TuneMe platforms in 2016-2017 had a lower bounce rate (Figure 12). Bounce rates increased with time while the sessions, duration per session and page views decreased.

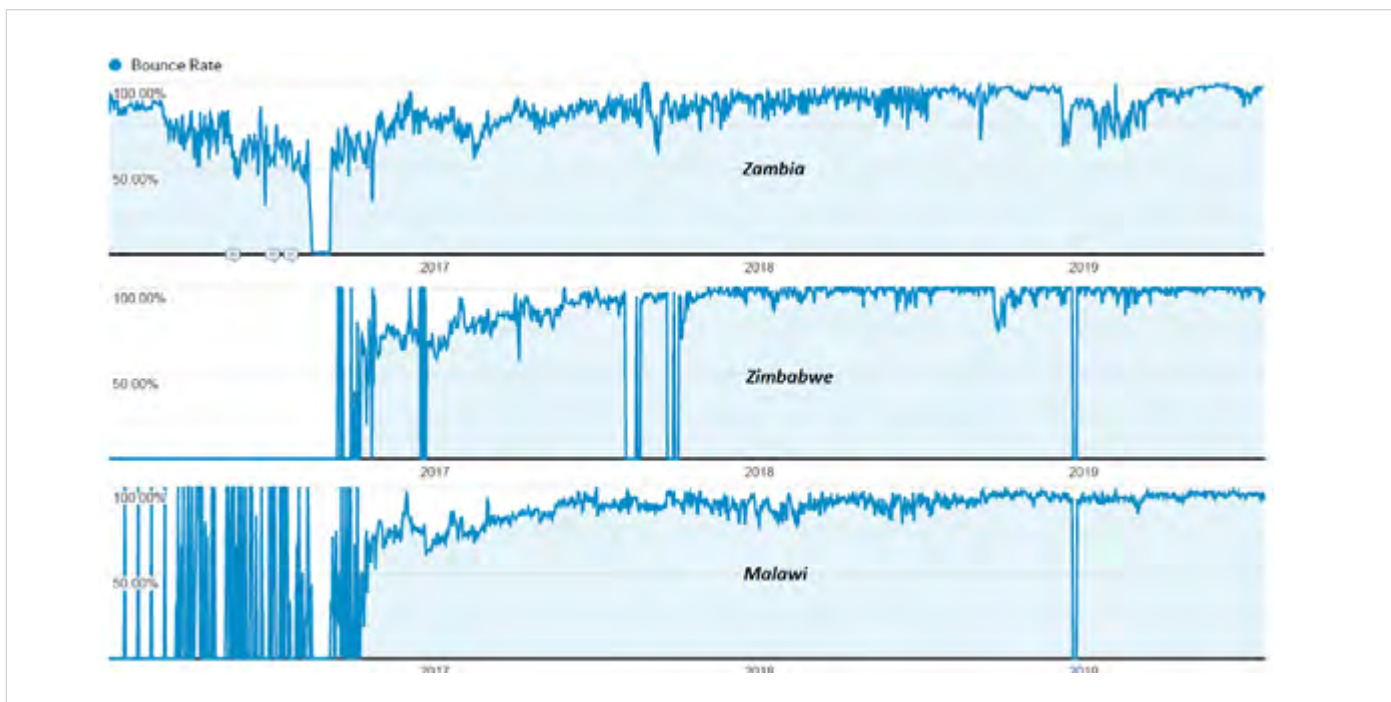


Figure 12: Bounce rates in Zambia, Zimbabwe and Malawi

Resonating with participants' concerns, this high bounce rate could be a result of slow updates. If a participant visits and finds the platform contains the same information as the last time s/he visited, there will be little or no motivation to proceed. There is also the likelihood that the high bounce rate is due to users who only visited the homepage and/or registration/login page and never returned (Zambia 98 per cent, Malawi 84 per cent, Zimbabwe 78 per cent).

Exploration of TuneMe for more facts was significantly registered not only as the first action (12 per cent) but also as the second (11 per cent) and the third (7 per cent) action taken as a result of learning from TuneMe. Discussion about safe sex was also a major action (ranked fourth). It was found that users were getting more engaged in multiple and diversified actions. Topics that remained constant with time were those related to sex and relationships. The popularity of True Stories and Hot Topics diminished with time, especially for the latter.

3.5 FEEDBACK AND SATISFACTION

Objective 3: To obtain client feedback/satisfaction.

Key Findings:

- TuneMe was described as a helpful, informative platform.
 - 88 per cent were satisfied with content appropriateness (61 per cent very satisfied and 27 per cent somewhat satisfied)
 - 87 per cent were satisfied with the information on the mobisite (59 per cent very satisfied and 29 per cent somewhat satisfied).
 - 85 per cent were satisfied with arrangement of topics (53 per cent very satisfied and 32 per cent somewhat satisfied).
 - 85 per cent were satisfied with the site activities (52 per cent very satisfied and 33 per cent somewhat satisfied).
 - 83 per cent were satisfied with the access to the site (49 per cent very satisfied and 33 per cent somewhat satisfied).
 - Half the participants felt that TuneMe had fully met their expectations, while the other half felt their expectations were partially met.

- While the platform was praised for being insightful, the perceived lack of updates and insufficient contextualization to local conditions was a major obstacle to continued use.
- TuneMe was characteristically found to be exoteric and generic rather than contextual and adaptive. Participants suggested that TuneMe should track real stories as they happen in each country instead of using fictional examples.
- Interlinkage of the mobisite with the TuneMe Facebook page was very useful in engaging users. Contingently, Facebook page allows multi-tasking and task shifting to satisfy diverse social media needs.
- Participants overwhelmingly requested to have TuneMe on WhatsApp. Integration of automated interactive SMS platforms will promote more engagement.

3.5.1 User Experience on TuneMe

In their free form, participants mostly described TuneMe as a platform for information that is very good, educational, helpful and informative for the youth.



Figure 13: Value of the TuneMe Platform

When guided to specific words, the platform was described as great and insightful (Figure 13). About half of the participants (49 per cent) reported having their needs fully met by TuneMe, 46 per cent of them felt that their needs were partially met and only 5 per cent reported that TuneMe has never met their needs. There was a similar proportion of those whose expectations were fully met and those whose expectations were partially met. The distribution of level of satisfaction was comparably the same across the three countries, with a slightly higher level of contentment in Zambia (53 per cent) and slightly higher discontentment in Zimbabwe (7 per cent). Recommendations were made to improve visitor satisfaction.

HOT TOPICS: There is a need for “more personal stories”, putting “information which is relevant to different countries.” Respondents in Malawi requested topics of interest for both girls and boys, and more coverage of polemic SRHR topics such as masturbation, sexuality and homosexuality, with “hot topics frequently updated so that people would get more interested in visiting the website.”

Respondents in Zambia requested regular updates and more content. Respondents in Zimbabwe said the platform should be responsive to current issues, for example, stimulate debate on the proposed marriage bill.

YOUR BODY: Malawian respondents requested more balanced information for both boys and girls, and topics like physical fitness and sexual dysfunctions such as premature ejaculation. Zambian respondents requested more sexual reproductive health content for males, tips to keep sustainable health, personal hygiene and holistic information about the body without an overemphasis on sex organs. Puberty was a topic that users in Zambia and Zimbabwe felt should be diversified and better covered, given that “a lot of young people get confused” at that stage. Zimbabwean respondents called for diversification of health-related issues like healthy eating, cancer and STIs. While it can be argued that much of the content requested, especially puberty and STIs, is already available on the platform, their dynamism and presentation should be revisited.

SEX: More comprehensive sex content was requested across the three countries. Users said that the site “should not beat around the bush but be open when addressing needs.” “The site needs to provide all the details on a subject so that readers are satisfied.” In Zimbabwe, it was recommended to have expert opinions on the site to qualify some of the discussions and recommendations: “An elderly person with a medical background to give advice on topical issues being discussed.” This shows the need for qualified and experiential opinions to guide the discussions on sex. In Malawi, participants suggested including or expanding the following topics: who can I talk to about sex; sex in marriage; sex and people (youths) living with disabilities; myths on condom use; negative/positive outcomes of sex; sexual gender-based violence. In Zambia and Zimbabwe, the topical call was for more information, especially on safe sex, and more sex stories in the True Stories section. Other topics requested included dealing with early, unplanned and premarital pregnancies; how to enjoy sex; religion-based sexual issues; sexual rights and choices; and sex for the first time.

TRUE STORIES: There were calls for newer and relevant stories in all three countries, with emphasis on “stories which are real-life experiences and believable”, “current and moving with the times.” Stories should have “depth so that the stories really get to help someone in that same situation.” In Malawi, participants called for case studies with more continuous story lines. Other suggestions included: diversify the stories by allowing people to share “their experiences”; have role models share their stories for motivational purposes; “engage the well-known people, for example artists and presenters, to share their SRHR experiences.” In Zambia, users wanted more stories on HIV/AIDS, sexuality, drug abuse, early marriages, teenage pregnancies and SRHR for people living with disabilities. Stories should also cover “real-life negative consequences of wrong choices”. It appears that the stories are not adapting to the developmental transitions of users. As they transitioned to young adulthood, some users reported that the platform is best suited for teenagers. A more diversified platform would accommodate the needs of those in early adulthood.

RELATIONSHIPS: Participants requested more information about how to choose a partner; emotional intelligence in relationships; healthy/unhealthy relationships; sensitivity to culture and religious contexts; and transition from dating to marriage. Participants in all three countries wanted tips on how to maintain relationships, in a more interactive format with a live chat functionality. This could be a specialized live chat line(s) to focus on relationships with a specialized “aunt” or “uncle” responsible for advising. In Zimbabwe, participants requested psychosocial content to deal with psychological problems such as depression and more content on SGBV. The relationships section could cover auxiliary relationships to love relationships, including parent-child communication and peer-peer communication.

FINDING A SERVICE: This functionality was hardly used. It was recommended to make the link more visible and publicized, and to add clear geographical locations and maps, live chat and contact details.



Generally, most respondents had a positive appraisal of TuneMe with a high rating for content appropriateness (Figure 14). See Section 3.5 for key findings on feedback and satisfaction.

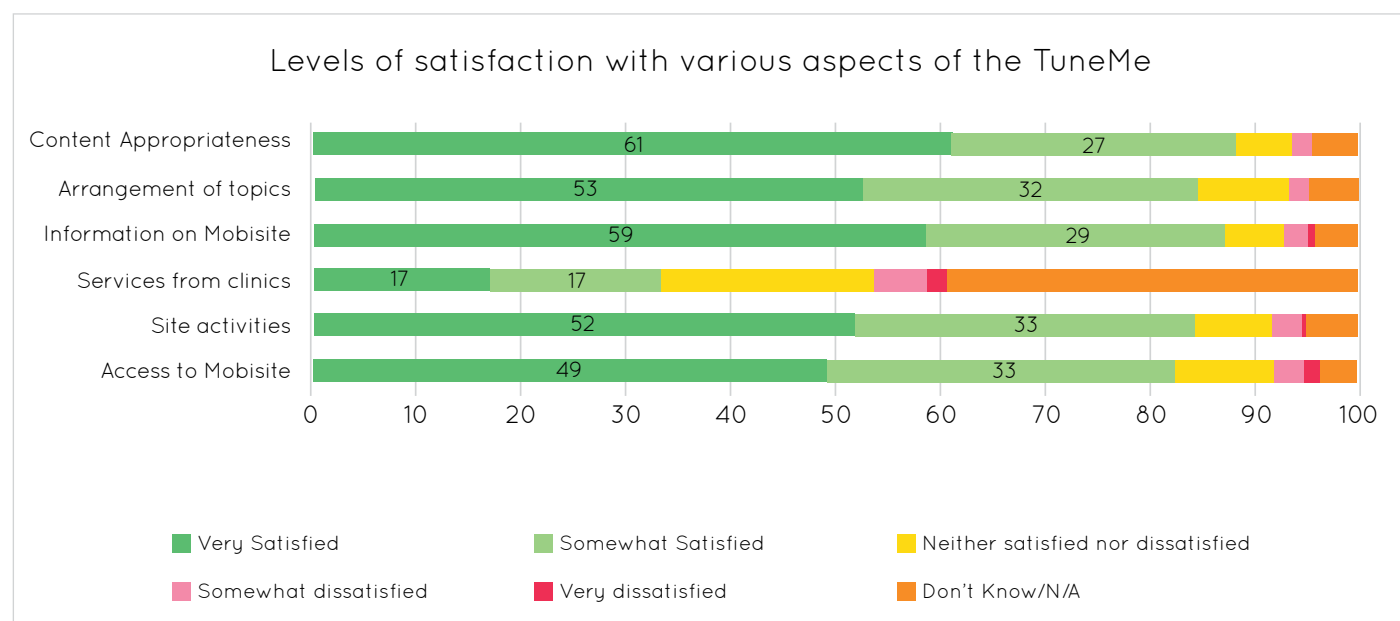


Figure 14: Appraisal of TuneMe Aspects

Regarding the comments on the site being static and content not varied enough, the majority of participants in the survey either did not see any improvements in the platform (32 per cent) or did not know of any improvements (42 per cent) since they started visiting TuneMe.

3.6 ACCESS OF SIMILAR INFORMATION AND SERVICES THROUGH OTHER MOBISITES/WEBSITES AND PLACES

In Zambia and Zimbabwe, about 7 in every 10 participants were getting SRHR information exclusively from TuneMe (73 per cent and 74 per cent respectively) while in Malawi it was slightly mixed (62 per cent), with access through other mobisites/websites as well. This finding indicated that TuneMe is playing a crucial role in providing SRHR information since 70 per cent of respondents do not access any other similar platform. Among those who have access to other mobisites (about 30 per cent), some use the other sites (15 per cent), a smaller proportion (9 per cent) mostly use TuneMe, and the remaining (6 per cent) use them equally to access information and services.

In terms of access to the information offline, in Malawi (65 per cent) and in Zimbabwe (57 per cent) the majority of users were able to access similar information and services offline, but fewer in Zambia (30 per cent). More participants could access the information on social media. This was more pronounced in Malawi (73 per cent), followed by Zimbabwe (62 per cent) and Zambia (51 per cent). For those who accessed through social media, Facebook was the dominant channel. The use of the TuneMe Facebook page was higher in Malawi (59 per cent) than in Zambia (36 per cent) and Zimbabwe (25 per cent). Across the three countries, the users of TuneMe Facebook page use it more than they use the mobisite, with higher numbers in Malawi (59 per cent), Zambia (20 per cent) and Zimbabwe (11 per cent). Therefore, the linkage of the two must be promoted and popularized. The majority of users (78 per cent) reported that they would prefer another social media platform to access SRHR information, especially WhatsApp (50 per cent).

3.7 INSIGHTS ON IMPLEMENTATION

Objective 4: To obtain insights on the implementation of the platform.

To a large extent, the implementation of TuneMe was found to be in line with the implementation plan since it was successful in identifying government institutions and/or implementing partners to assist with the country launches, contextualization processes and content generation. SYP managers from the implementing countries attended an orientation programme in South Africa. Each country was to identify an organization to work with Praekelt Foundation in implementing the TuneMe package.

- Zambia identified the Ministry of Youth, Sport and Child Development, which is implementing the programme in collaboration with Ndola Resource Centre (NRC) and SAfAIDS. NRC manages the social media strategy of TuneMe and SAfAIDS works on increasing demand among the target group.
- Zimbabwe identified the Ministry of Health and Child Care and the implementing partner is SAYWHAT.
- Malawi identified Youth Network and Counselling (YONECO), whose contract was later terminated with Praekelt Foundation following differences in approach. Praekelt Foundation then requested UNFPA Malawi to implement the programme. No government ministries are involved in the implementation of TuneMe.

Participants in the survey corroborated the inadequate marketing and popularization of TuneMe in their respective countries. Literature has shown, however, that in 2017 an overall marketing strategy to increase demand was developed for the implementing countries to replicate with additional specific activities. Findings of this evaluation have shown the contrary. As such, despite the programme's potential for huge impact in the three countries, its profile has remained at a level below what could have been achieved with a more dynamic marketing strategy.

"... The marketing of TuneMe has been very poor, so you find that even here in Lusaka, a lot of people don't even know about TuneMe... Many of these organizations work on SRHR but they don't know ..." (SAfAIDS, Zambia).

"In terms of marketing, I'm sure not much has been done. We have been trying from our end to market TuneMe ... it is not being publicized a lot so some people might not even know about TuneMe ... They would ask what is it? What does TuneMe do? ...It's not out there" (SAYWHAT, Zimbabwe).

Social media campaigns were found to be very helpful and were mostly reported in Malawi and Zimbabwe. Social media campaigns were successful because the resultant users were already experienced, and their return to and engagement with TuneMe were appreciably higher. For Zimbabwe, the implementing team felt that the popularization was largely done through the TuneMe Facebook page, SAYWHAT Facebook Page and via Young People's Network posting links to TuneMe on websites and Facebook pages through the SRHR forum. To get young people interested, branded SBCC materials with the TuneMe URL such as banners, posters, pamphlets, T-shirts, and little bags were given away at some events.

With regards to advertising and popularizing the programme, all three countries organized some physical campaigns where the use of TuneMe was demonstrated, and the registration process was facilitated from available devices. Young people were given their usernames and passwords. While this increased the reach and number of registered users, the requirement of having a smartphone limited the ability of potential users to log in on their own. For broader participation, young people were organized into groups that included youth with and without smartphones.

The adoption of Google Analytics as a tracking tool for user activities gave real-time feedback on how users are navigating and engaging with content. Strengthening the capacity of the implementing teams on full utilization of Google Analytics will enhance their informed decisions.

There is a consensus among the participants interviewed from the three countries that, despite the challenges experienced, TuneMe is an excellent initiative that needs to be nurtured as much as possible. Issues of access to data, smartphones, and multiple technologies must be addressed. "The Programme will stay relevant... it's a learning cycle, a revolving concept, a new concept." – says one of the government correspondents.

TuneMe's unique mobisite has surpassed the original expected outcome of reaching young people between the ages of 10 and 24 years. The platform allowed users continuous access even if they had outgrown the targeted age group or if they were older adults. In Zambia, it was reported that parents joined the platform to learn how to interact with their children. In Malawi, teachers and healthcare staff working with young people accessed the platform to improve their counselling. This is expected to go further by making TuneMe accessible in schools to provide quality information on SRHR.

3.8 KEY CHALLENGES ON IMPLEMENTATION

PUBLICITY: In all the three countries, publicity has been reported inadequate. A lot of TuneMe users reported not knowing TuneMe adequately despite having been registered on the platform.

Coordination and Collaboration: TuneMe is supported by various government departments and partners who are collaborating to reach young people. These collaborations are also forums to vet the information given to youth. In Malawi, the coordinator is a member of the Technical Working Group on matters that concern youths, and the working relationship is reported to be reasonably good. Zimbabwe and Zambia highlighted that coordinating the partners was a challenge mainly because of financial constraints and weak synchronization of activities.

SUSTAINABILITY: At the time of the study, the evaluators found no exit or sustainability plan for TuneMe. All three countries expressed the desire to put the programme on a sustainable footing, despite the many challenges. A representative was quoted as follows:

"On sustainability, I see one challenge ... This is a technical programme and at the moment it is only X who manages it. Suppose if X moved, like Y moved... then we were stuck... So maybe for sustainability we could have two or more people managing within in the Country Office" (UNFPA Malawi).

At the time of writing this report, TuneMe was formally made part of the UNFPA m-health portfolio and will be expanded globally.

DATA COST: This is one of the major challenges affecting sustainability.

"If there was a way in which people can access TuneMe without using data or the Internet, that will be a plus and I'm sure it will be a success."

Suggestions were made to complement TuneMe with printed SBCC material and free, preferably interactive SMS. While the mobisite was found to be a putative strategy for urban youths with access to smartphones and potentially free data (except in Malawi), it was found wanting when it comes to rural populations, where young people mostly own basic phones without Internet capability.

Alternative Funding: Both Zimbabwe and Malawi indicated that they are seeking alternative funding to keep the programme and its positive impact going. Zambia has already secured funding from the Global Fund to run TuneMe and its implementing activities.

"...as we speak, we have got six million from Global Fund to implement TuneMe activities. The European Union and the Swedish government have expressed interest to join." (Ministry of Youth and Sport, Zambia).

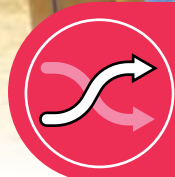




LESSONS LEARNED

The main lessons learned from the experience of TuneMe include:

- Campaigns are good, but without demonstrations on how to use TuneMe, they do not improve usage or access.
- Sustainability of TuneMe is anchored on users' continuous access to the platform, and this hinges on finding frequent new content and active moderation.
- As an unintended positive impact, TuneMe is also being used by older generations for personal use, teaching, and counselling.
- To access TuneMe, young people need to buy data bundles and the cost is an obstacle to uptake of the platform.



STAKEHOLDERS' PROPOSED CHANGES

Key informants were asked to make recommendations to improve the uptake, promotion and access of TuneMe in their respective countries. Some suggestions follow:

1. Countries should invest in content development and recruitment of moderators who are appropriately qualified in SRHR.
2. Make TuneMe more interactive. Allow administrators to add new stories. Announce events such as National Aids Day, Youth Day, and relevant television programmes, road shows, community activities, markets, cultural shows and trade fairs where a TuneMe desk could be set up. Make TuneMe available from national to community level, leaving no one behind.
3. UNFPA Country Offices and implementing partners working on TuneMe should advocate with ministries of education to integrate TuneMe in the curriculum for life-skills and CSE.
4. Outreach strategies should be more inclusive and cover the rural populations. Find ways of making the service free, or less expensive.
5. Google Analytics is good at monitoring those registering and accessing the platforms but TuneMe has no facility to monitor uptake of the services unless the moderator takes an interest and follows up. The TuneMe M&E system must be improved in this regard.



CONCLUSION

Interfacing with TuneMe influenced significantly and positively how the users perceived their knowledge levels. There was a marked shift from perceiving themselves as being largely ignorant and just familiar before joining TuneMe, to becoming well-informed and knowledgeable after joining. Equally, the participants felt that their peer-peer, child-parent, student-teacher and partner-partner interactions/discussions on SRHR had significantly improved. Even though the clinic-finder was relatively underutilized, a significant number of users reported having started and increased their access to SRHR services after joining TuneMe and as a result of learning from the platform.

TuneMe was found to engage its users in diverse topics, challenging, qualifying, broadening and demystifying users' existing beliefs about SRHR. It can be inferred that there was more transformative change, with the participants engaging first in more familiar topics and personal changes (in their relationships), and later diversifying their actions into subtler signs of attitude change as they became more comfortable talking about sexuality, testing for HIV and accessing youth-friendly services. Young people had significantly high levels of curiosity and a desire to learn more.

While half of the young people interviewed reported being fully satisfied with TuneMe, the other half said that their expectations were not fully met. The platform was praised for being insightful, but its limited updates discouraged continued use. Each country had a slightly different profile of users who reacted to content differently, and this requires TuneMe to be sensitive to SRHR content that is relevant for these varied audiences. Despite the effort to adapt content to countries, TuneMe was characteristically found to be exoteric and generic rather than contextual and adaptive. Following real stories as they happen in each country was recommended for TuneMe to become a thought leader on SRHR issues.

There was a consensus among the participants interviewed from the three countries that, despite the challenges, TuneMe was an excellent initiative that ought to be supported. TuneMe provides critical SRHR information that is easily accessible anytime anywhere and by anyone, with anonymity and privacy. However, challenges relating to data costs, promotion, coordination and sustainability in country need to be solved to improve the reach and sustain the use of TuneMe in the future.



RECOMMENDATIONS

The following are recommendations for UNFPA to work on with countries:

1. Encourage countries to contextualize content and advocate with governments to integrate the TuneMe contextualized content in CSE, where this has not yet been achieved.
2. Strengthen demand generation for TuneMe to improve bounce rates and increase the number of returning users.
3. Encourage countries to engage their respective governments to develop their own sustainability plan in relation to platform moderation and content generation.
4. Explore other technologies that would enable those in rural communities and with basic phones to access the TuneMe platform.

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