



Adoption and Health Gains Analysis of Educational Mobile Phone Apps for Nutrition Education in Rural Zimbabwe

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Abstract

This study examines the adoption rates of educational mobile phone apps designed for nutrition education in rural Zimbabwe's agricultural communities. Qualitative research methods were employed, including semi-structured interviews and focus group discussions with participants representing various socio-economic backgrounds. Data analysis was conducted using thematic content analysis. The study revealed that while only 30% of the surveyed population had adopted these educational mobile phone apps for nutrition education, those who did reported significant improvements in knowledge about balanced diets and local food sources, leading to better health outcomes among their families. This qualitative analysis highlights the potential of innovative technology platforms like mobile phones in enhancing nutrition education and improving public health in rural Zimbabwean communities. Given the identified benefits, it is recommended that policymakers consider integrating educational mobile phone apps into existing agricultural extension programmes to complement traditional methods of knowledge dissemination.

Keywords: *African Geography, Rural Studies, Qualitative Research, Mobile Technology Adoption, Nutrition Education, Health Impact Analysis, Community Engagement*

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