



Mobile Health App Adoption and Effectiveness in Postpartum Depression Screening Among Rural Kenyan Mothers,

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Abstract

Postpartum depression (PPD) is a significant health issue affecting rural Kenyan mothers, with limited access to screening tools and resources. A mixed-methods approach was employed, including surveys and interviews to assess app usage patterns and impact on PPD detection in a sample of 150 rural mothers. Users demonstrated high engagement with the app, achieving an average daily use rate of 72% over two months. The proportion of mothers correctly diagnosed with PPD using the app was found to be 85%, indicating moderate accuracy. The mobile health app showed promise in improving PPD screening access and efficacy among rural Kenyan mothers, particularly for those without immediate medical resources or transportation. Further studies should explore scalability and cost-effectiveness of the app across different geographic regions to ensure widespread accessibility. Postpartum depression, mobile health app, rural Kenya, user engagement, screening effectiveness Treatment effect was estimated with $\text{text}\{logit\}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: *African, Postpartum, Mobile, Screening, App, Anthropology, Methodology*

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