



Performance Outcomes and Retention Rates of Mobile Text Messaging Campaigns in Rural Uganda 2009

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Abstract

Mobile text messaging campaigns have been utilised in rural Uganda to promote AIDS prevention education. The study employed a mixed-methods approach, including pre- and post-campaign surveys, focus group discussions, and longitudinal data collection to assess campaign effectiveness and participant engagement. A significant retention rate of 75% was observed over six months for participants who received the mobile text messaging intervention compared to 40% in control groups without such campaigns. Participants reported enhanced knowledge about AIDS prevention strategies. High-frequency mobile text messaging campaigns can effectively improve knowledge and retention rates among rural youth regarding AIDS prevention, warranting further implementation and evaluation. Future research should investigate the long-term effects of these interventions and explore potential scaling up in other regions with similar demographic profiles.

Keywords: *African geography, mobile communications, retention rates, behavioural change models, qualitative evaluation, iterative design methodologies, rural education outreach*

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