There is a high unmet need for sexual and reproductive health (SRH) information and services for youth (defined as between the ages of 15 and 24) worldwide. However, financial, cultural, social, and legal considerations often impede youth accessing SRH resources. There are efforts in place to make facility-based services and health providers ‘youth-friendly’; however, a welcoming facility environment alone may not be enough to entice young people to enter and access the information and services available to them. Creating demand among youth in need of SRH resources for those youth-friendly services requires an enabling environment. Innovative solutions have been used to create this enabling environment, including the use of mobile phone technology to engage and inform youth around SRH issues. These approaches offer significant advantages, including the wide availability of mobile phones within this age group and the discretion these devices offer. Despite the apparent good fit between SRH and mobile phones, the evidence base supporting mHealth approaches is still underdeveloped due to limited rigorous research to assess impact. As the number of mobile health interventions increase, so does the need to demonstrate the coverage, impact, and cost effectiveness of mobile phone strategies to deliver high quality SRH information and drive appropriate use of SRH. Following a formative stage centred on the iterative refinement and finalization of a repository of SRH messages targeted towards youth, the study seeks to answer the following questions.

When provided with access to on-demand, youth-targeted SRH information via mobile phone:

- Will youth use it? (If so, what kind of youth? If not, why not?)
- What is the impact on youth SRH knowledge attitudes, and self-efficacy?
- Is this a cost-effective way to reach youth, when compared to existing strategies for disseminating SRH information?

**Geographic location**

Kenya, Peru

**Main deliverables**

An automated, interactive, and on-demand short message service (SMS, also known as ‘text message’) platform that will provide essential facts and address common misconceptions about a full range of SRH issues pertinent to youth, including puberty, sex and pregnancy, HIV and STIs, and contraception.

**Partners**

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**Sources of funding**

HRP

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