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Mobile health messages for preventing childhood injuries in Bangladesh

Submission date
06/10/2025

Recruitment status
No longer recruiting

Registration date
14/10/2025

Overall study status
Ongoing

Last Edited
22/01/2026

Condition category
Injury, Occupational Diseases, Poisoning

[ ] Prospectively registered
[ ] Protocol
[ ] Statistical analysis plan
[ ] Results
[ ] Individual participant data
[X] Record updated in last year

Plain English summary of protocol

Background and study aim
In Bangladesh, more than half of all child deaths are caused by injuries, with drowning being the biggest risk. Many of these injuries could be prevented, as they are often linked to a lack of awareness or supervision rather than unavoidable accidents. One promising way to prevent such injuries is by educating and prompting parents and caregivers about risks and safety practices. Mobile health (mHealth) messages such as text or voice messages sent to mobile phones have been successful in changing behaviour in other countries, but most of the evidence comes from high-income settings. This study will test whether a similar approach could work in rural Bangladesh.

Who can participate?
Caregivers/parents of children aged 15 years or younger

What does the study involve?
The intervention is voice or text messages providing information on how to prevent common childhood injuries and what to do if an injury happens. All caregivers of children aged 15 years or younger in two villages will receive these mobile messages for 24 weeks.

What are the possible benefits and risks of participating?
We do not expect any risk or disadvantage from participating in this study. Participating in the study may not benefit individuals directly, but the information we gather will help us create a program to reduce childhood injuries in participating communities and other rural communities in Bangladesh.

Where is the study run from?
The study will be conducted in two villages in Bangladesh. It is a collaboration between the University College London in the UK, Diabetes Association of Bangladesh, and Centre for Injury Prevention and Research, Bangladesh (CIPRB) in Bangladesh; Karolinska Institute in Sweden and Roma Tre University in Italy.

When is the study starting and how long is it expected to run for?
July 2023 to September 2026

Who is funding the study?
The British Academy (UK)

Who is the main contact?
Prof. Hassan Haghparast Bidgoli, h. h.haghparast-bidgoli@ucl.ac.uk

Contact information

Type(s)
Public, Scientific, Principal investigator

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Additional identifiers

Study information

Scientific Title
Developing and feasibility pilot mHealth messages to prevent childhood unintentional injuries in rural Bangladesh

Study objectives
1. To develop mHealth messages to prevent childhood injuries through applying behavioural theory to formative research.
2. To validate the developed messages in a participatory workshop with parents/caregivers and other stakeholders.
3. To assess feasibility and acceptability of mHealth messages through piloting in two villages in Faridpur district and engagement with parents/carers and other stakeholders.
4. To assess potential effectiveness of the mHealth messages to improve caregivers' knowledge of injury risk factor and prevention as well as their prevention practices.

Ethics approval required
Ethics approval required

Ethics approval(s)
1. Approved 09/12/2024, University College London Research Ethics Committee (Gower Street, London, WC1E 6BT, United Kingdom; +44 (0)2076792000; ethics@ucl.ac.uk), ref: 27763.001

2. Approved 13/05/2024, Ethical Review Committee of the Diabetic Association of Bangladesh (122, Kazi Nazrul Islam Avenue, Dhaka, Dhaka-1000, Bangladesh; +880 (0)41060475; dg@birdembd.org), ref: BADAS-ERC/EC/24/25

Primary study design
Interventional

Study design
Randomized pilot and feasibility study

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Unintentional childhood injuries

Interventions
The intervention is voice or text messages providing information on how to prevent common childhood injuries and what to do if an injury happens. All caregivers of children aged 15 years or younger in two villages will receive these mobile messages for 24 weeks.

Intervention Type
Other

Primary outcome(s)
Caregivers' knowledge of childhood injuries' risk factors and prevention measured using a pilot tested 'Knowledge, Attitudes, and Practices (KAP)' instrument at baseline, and 6 months

Key secondary outcome(s)
Measured using a pilot tested 'Knowledge, Attitudes, and Practices (KAP)' instrument:
1. Caregivers' injury prevention practices at baseline, and 6 months
2. Self-reported incidence of childhood unintentional injuries at baseline, and 6 months

Completion date
31/12/2026

Eligibility

Key inclusion criteria
1. Caregivers/parents of children aged 15 years or younger
2. Household who did not have experience of fatal child injury
3. Owned/had access to a mobile phone

Participant type(s)
Carer

Healthy volunteers allowed
No

Age group

Mixed

Lower age limit
18 Years

Upper age limit
100 Years

Sex
All

Total final enrolment
245

Key exclusion criteria
1. No children aged under 15 years
2. Experience of fatal childhood injury in family

Date of first enrolment
01/08/2025

Date of final enrolment
09/01/2026

Locations

Countries of recruitment
Bangladesh

Study participating centre
Diabetic Association of Bangladesh, Centre for Health Research and Implementation
122, Kazi Nazrul Islam Avenue
Dhaka
Bangladesh
1000

Study participating centre
Centre for Injury Prevention and Research, Bangladesh (CIPRB)
House: B-120, Road:07 New DOHS
Dhaka
Bangladesh
1206

Sponsor information

Organisation
University College London

ROR
https://ror.org/02jx3x895

Funder(s)

Funder type
University/education

Funder Name
British Academy

Alternative Name(s)
BA British Academy, The British Academy, BA

Funding Body Type
Private sector organisation

Funding Body Subtype
Universities (academic only)

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan
The datasets generated during and/or analysed during the current study will be available upon request.
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The type of data that will be shared:
-Anonymous quantitative data collected as part of pre/post evaluation surveys.
Dates of availability:
-Two years after project competition.
Whether consent for data sharing was required and obtained from participants:
-Yes. This is obtained from the participants.
Comments on data anonymization:
-All data will be anonymised after collection. The anonymised dataset will then be made available to the research team and external researchers for analysis.
Any ethical or legal restrictions:
-None.

IPD sharing plan summary

Available on request

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Study website	Study website	11/11/2025	11/11/2025	No	Yes