

# Mobile health messages for preventing childhood injuries in Bangladesh

<b>Submission date</b> 06/10/2025	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered
		<input type="checkbox"/> Protocol
<b>Registration date</b> 14/10/2025	<b>Overall study status</b> Ongoing	<input type="checkbox"/> Statistical analysis plan
		<input type="checkbox"/> Results
<b>Last Edited</b> 22/01/2026	<b>Condition category</b> Injury, Occupational Diseases, Poisoning	<input type="checkbox"/> Individual participant data
		<input checked="" type="checkbox"/> 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

### Contact name

Prof Hassan Haghparast Bidgoli

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## Additional identifiers

### Clinical Trials Information System (CTIS)

Nil known

### Protocol serial number

Nil known

## 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

## Study design

Randomized pilot and feasibility study

## Primary study design

Interventional

## 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.

[h.haghparast-bidgoli@ucl.ac.uk](mailto:h.haghparast-bidgoli@ucl.ac.uk)

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?
<a href="#">Study website</a>	Study website	11/11/2025	11/11/2025	No	Yes