

Mobile health messages for preventing childhood injuries in Bangladesh

Submission date 06/10/2025	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered
		<input type="checkbox"/> Protocol
Registration date 14/10/2025	Overall study status Ongoing	<input type="checkbox"/> Statistical analysis plan
		<input type="checkbox"/> Results
Last Edited 22/01/2026	Condition category 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

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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

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.

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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 completion.

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