INTRODUCTION

- Injuries kill more than 5 million people each year and disproportionately impact lower- and middle-income countries (LMICs); 27% of injuries are caused by harmful alcohol use.
- Within sub-Saharan Africa, Tanzania has notably higher rates of harmful alcohol use.
- Self-Determination Theory (SDT) conceptualizes human motivation in terms of a continuum that begins with apathy or a complete lack of motivation and ends with internal motivation where a person willingly completes tasks out of pure enjoyment.
- Mental health is growing as an accessible way to provide care and SMS messages about healthy behaviors have shown to be effective in promoting behavior change.
- Literature is scarce on how well a psychometric questionnaire designed to measure motivation (TSRQ) works in Swahili and how well interventions such as SMS booster messages can be designed to be motivational and promote safe alcohol use.

METHODS

Aims

- Translate a psychometric questionnaire on self-determination from English to Swahili.
- Validate the content of the questionnaire and assess its internal reliability to ensure the translated scale performed consistently for the KCMC population.
- Validate the content of SMS booster messages for a BI aimed at reducing alcohol use.

Setting: Kilimanjaro Christian Medical Center in Moshi, Tanzania

Design: Three phase, mixed-methods study to understand the cultural and linguistic relevance of SDT in an alcohol harm reduction mHealth based intervention.

Instruments: Treatment Self-Regulation Questionnaire (TSRQ), 15-item scale designed to assess the degree to which a person’s motivation to engage in certain health-related behaviors is autonomous or self-driven.

Analysis: Content Validity Coefficients, Factor Analysis, Reliability, Inductive Coding.