

Mosquito nets are now largely provided free of charge in most parts of Sub-Saharan Africa. In this context, the effect of information on the use of nets has been relatively neglected. Information is a source of market failure and the use of preventive health products may vary depending on the availability of information on the underlying cause of illness or nuisance. Several studies have also shown that usage may decline after distribution. This paper uses the results from a two-stage mobile health randomized experiment, providing health messages with different frequencies, supports - oral or written - and contents - vertical or horizontal. We show that type, frequency and content matter. Reduced form estimates show that the provision of seasonal information for a subset of households increases short and long-run usage rates among information recipients and their neighbours. We provide several explanations through social learning effects, heterogeneous externalities and motivations.