

**Results:** The mean age of the participants was found to be 25.6 years with a range of 16 to 48 years. 77.3% of participants in the intervention group utilize ANC services as compared to 57.7% in the control group. The mean score was (M=2.77, SD 0.420) in the intervention group against (M=2.58, SD=0.495) in the control with (t=4.172, P<0.01) at 95% CI . Interactive SMS alert system, was observed to be effective on improving Antenatal care service utilization (AOR=2.164, P<0.05, 95% CI=1.351-3.466) as compared to conventional Antenatal care health education given in our health facilities.