



**MAMA  
NIGERIA**





**Demand  
Generation**

**USSD**

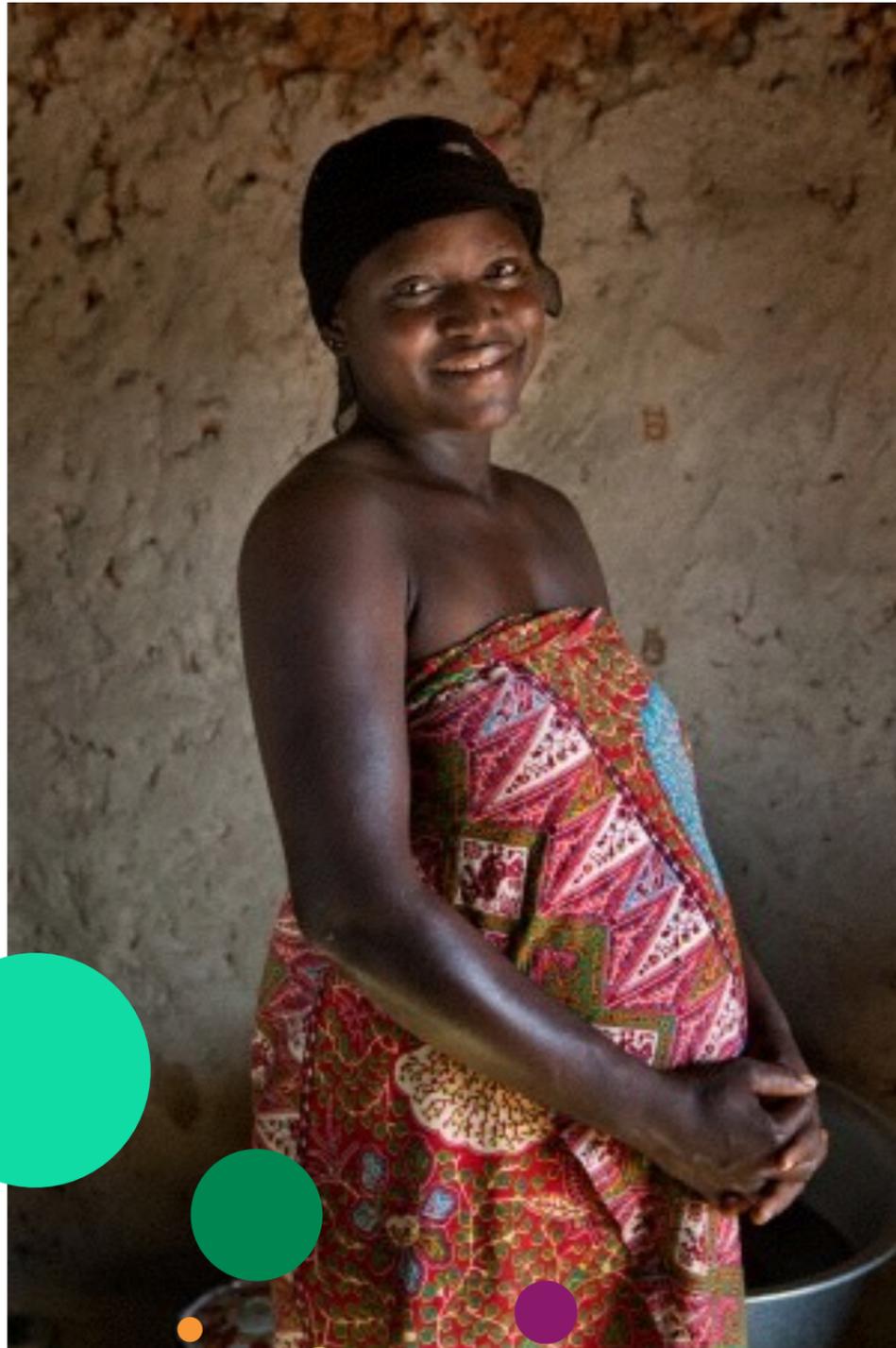


**VOICE**

**SMS**

**Feedback**





**“I am a new mother and I don’t know where to get information that will help me to have a healthy and happy baby” - Yetunde 17**

**Yetunde’s husband expects her to talk to other women about “these things”**

**Her friends and TBA are her only source of information**

**Yetunde is not literate**

**Yetunde represents 50% of pregnant women in Nigeria**



**6 Million Births a year**

**1 in 10 Maternal deaths worldwide take place in Nigeria**

**Only 38% of births are attended by a skilled birth attendant**

**Only 58% of women attend ANC**



Hello

Maami

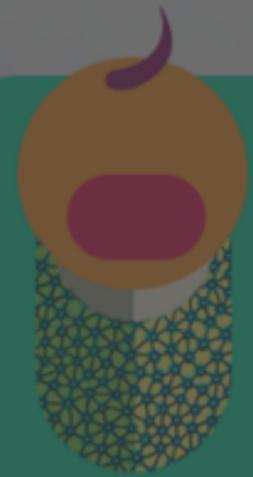


What's next?  
Let us help,  
**\*120\*345#**



**FREE**

Hello  
Maami

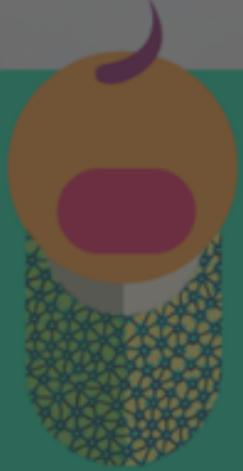


What's next?  
Let us help,  
**\*120\*345#**



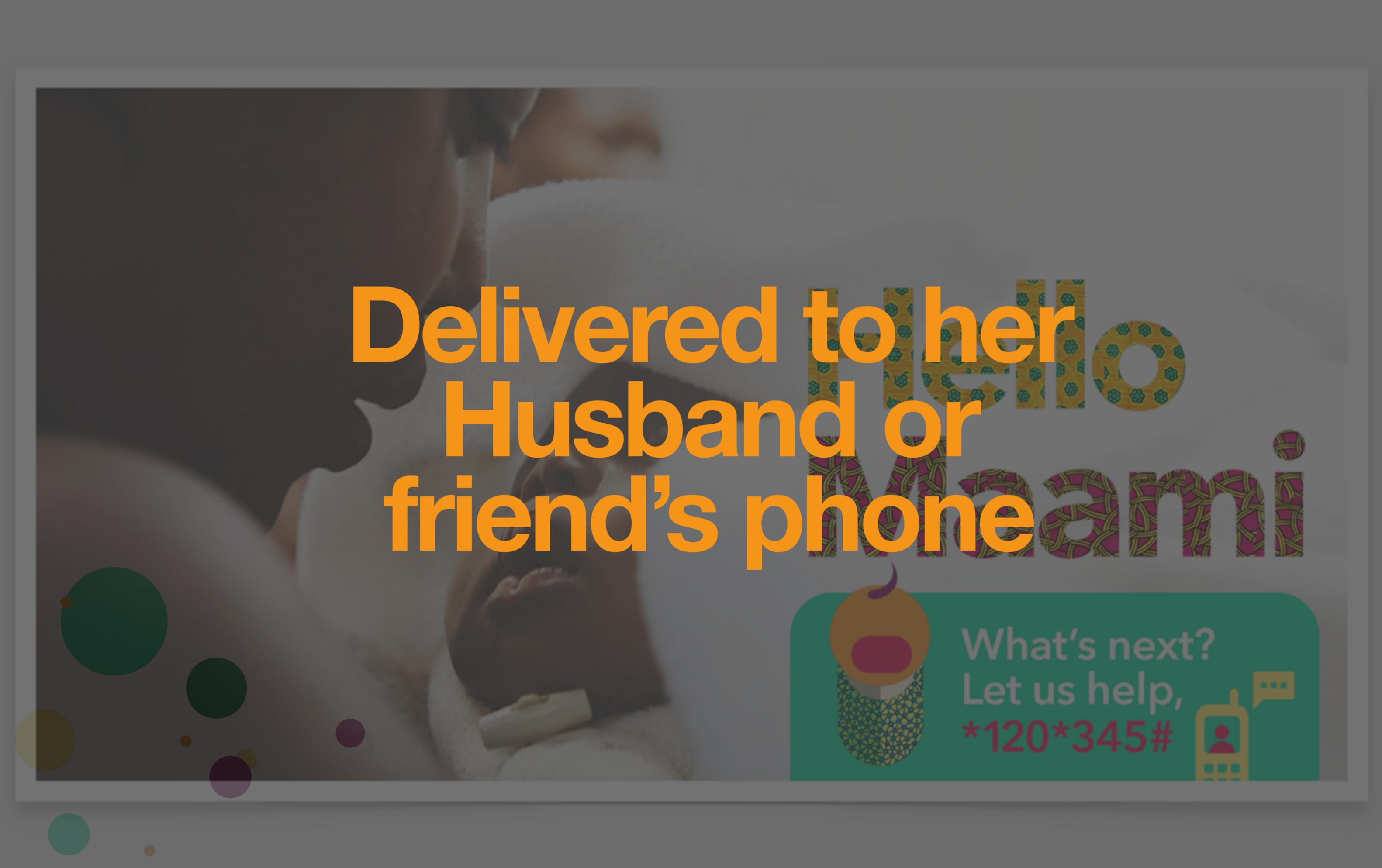
# VOICE

Hello  
Maami



What's next?  
Let us help,  
**\*120\*345#**





# Delivered to her Husband or friend's phone



What's next?  
Let us help,  
**\*120\*345#**





**Yetunde attends her first ANC visit**

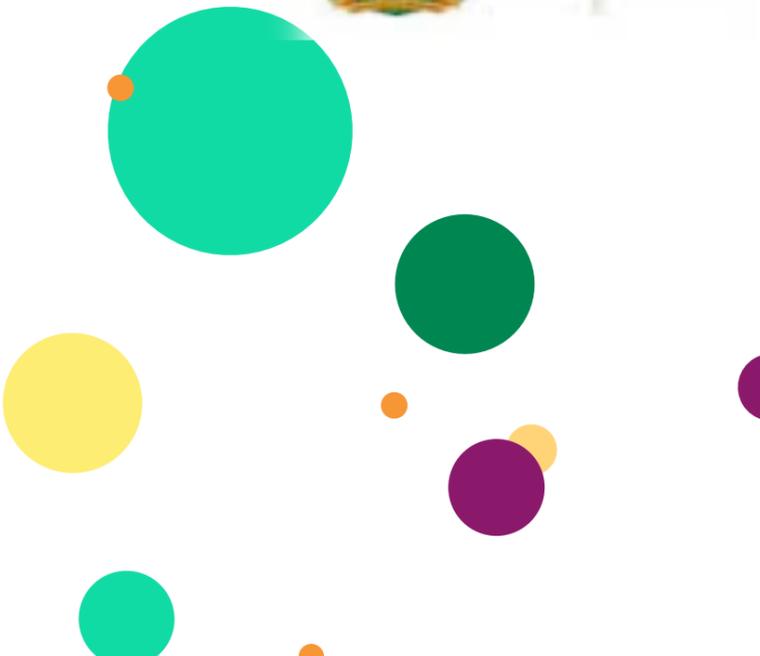
**She gives birth at a facility**

**Her husband supports her in these actions**

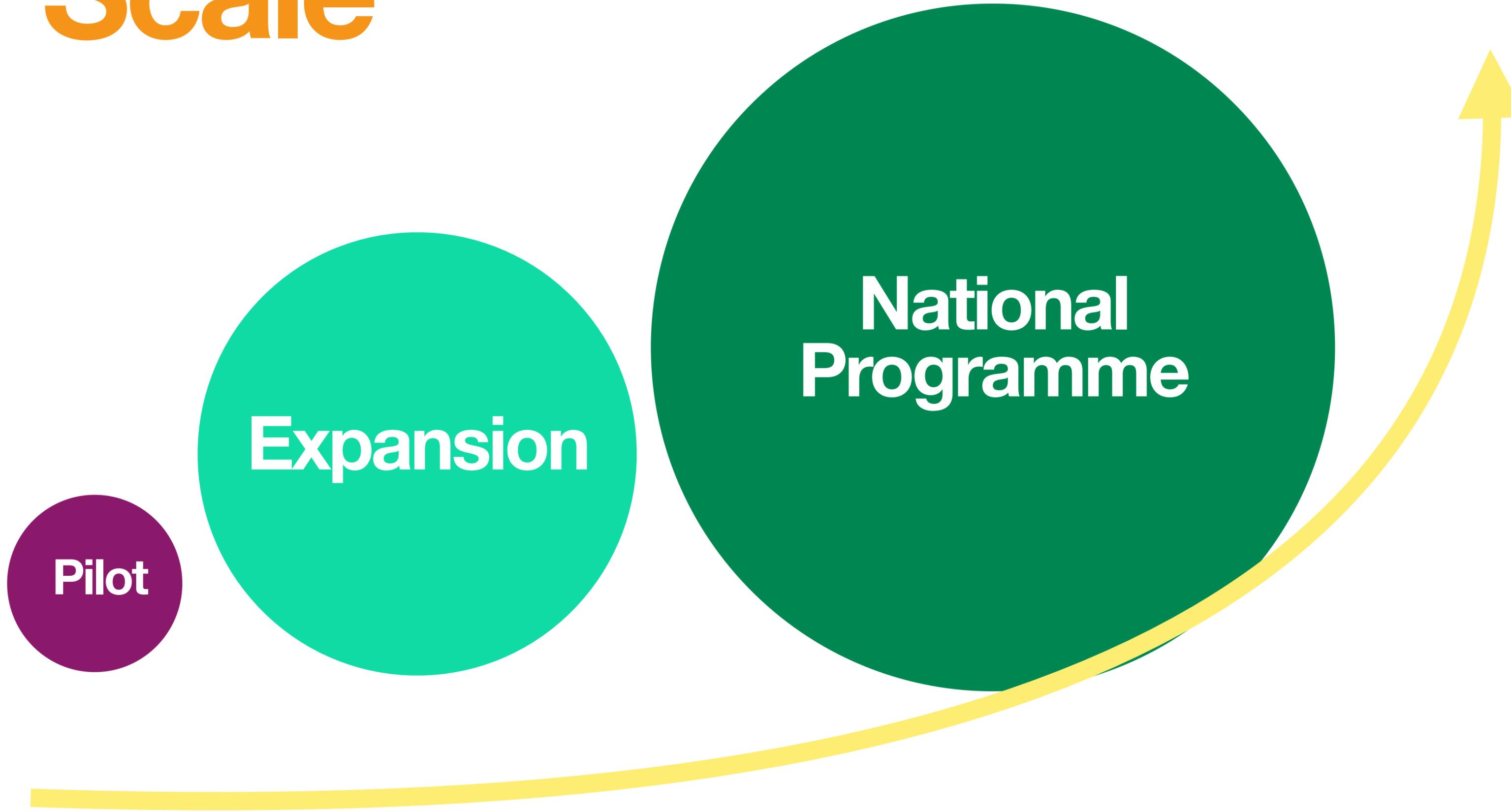
**She now has a happy, healthy baby**



# Partners



# Scale

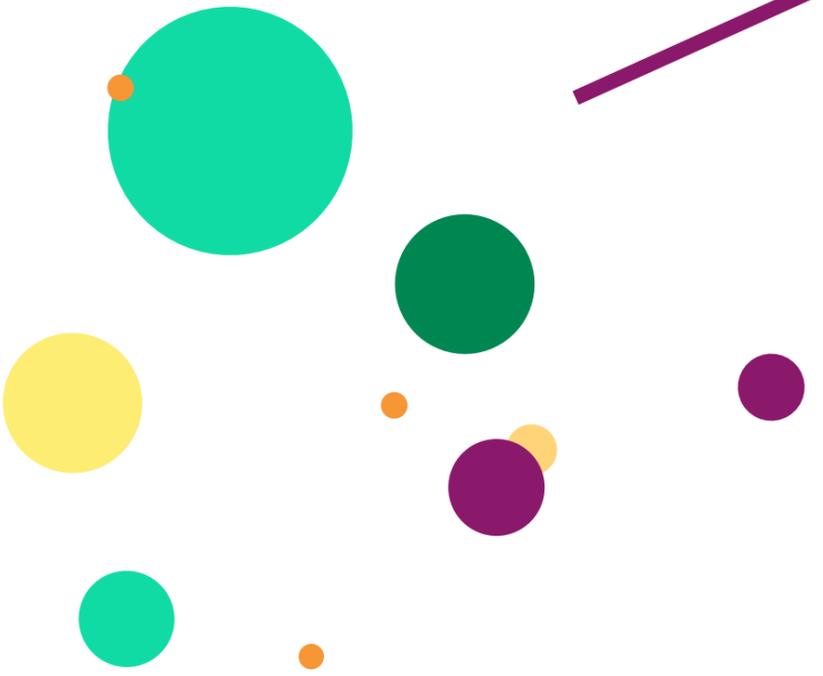


**Pilot**

**Expansion**

**National  
Programme**

# Integration





**JOIN US**

