



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#**



A woman is holding a baby in a hospital setting. The woman is looking down at the baby, and the baby is looking up at her. The background is a soft, out-of-focus hospital room.

FREE Hello Maami



The background of the slide features a close-up photograph of a person's face, specifically the mouth and throat area, where a white tracheostomy tube is visible. The image is semi-transparent. Overlaid on the right side is a large, stylized speech bubble graphic with a yellow-to-orange gradient and a patterned interior. The word "voice" is written in a large, bold, teal font across the center of the image.

voice

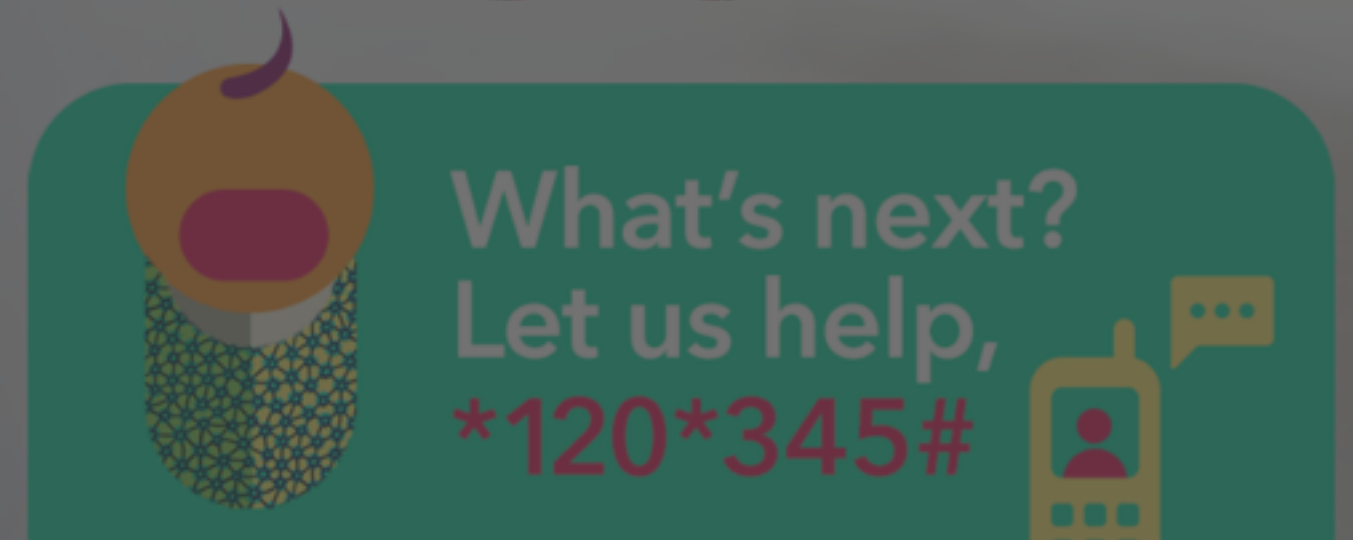
Hello
Miami

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





Delivered to her
Husband or
friend's phone





Yetunde attends her first ANC visit

She gives birth at a facility

Her husband supports her in these actions

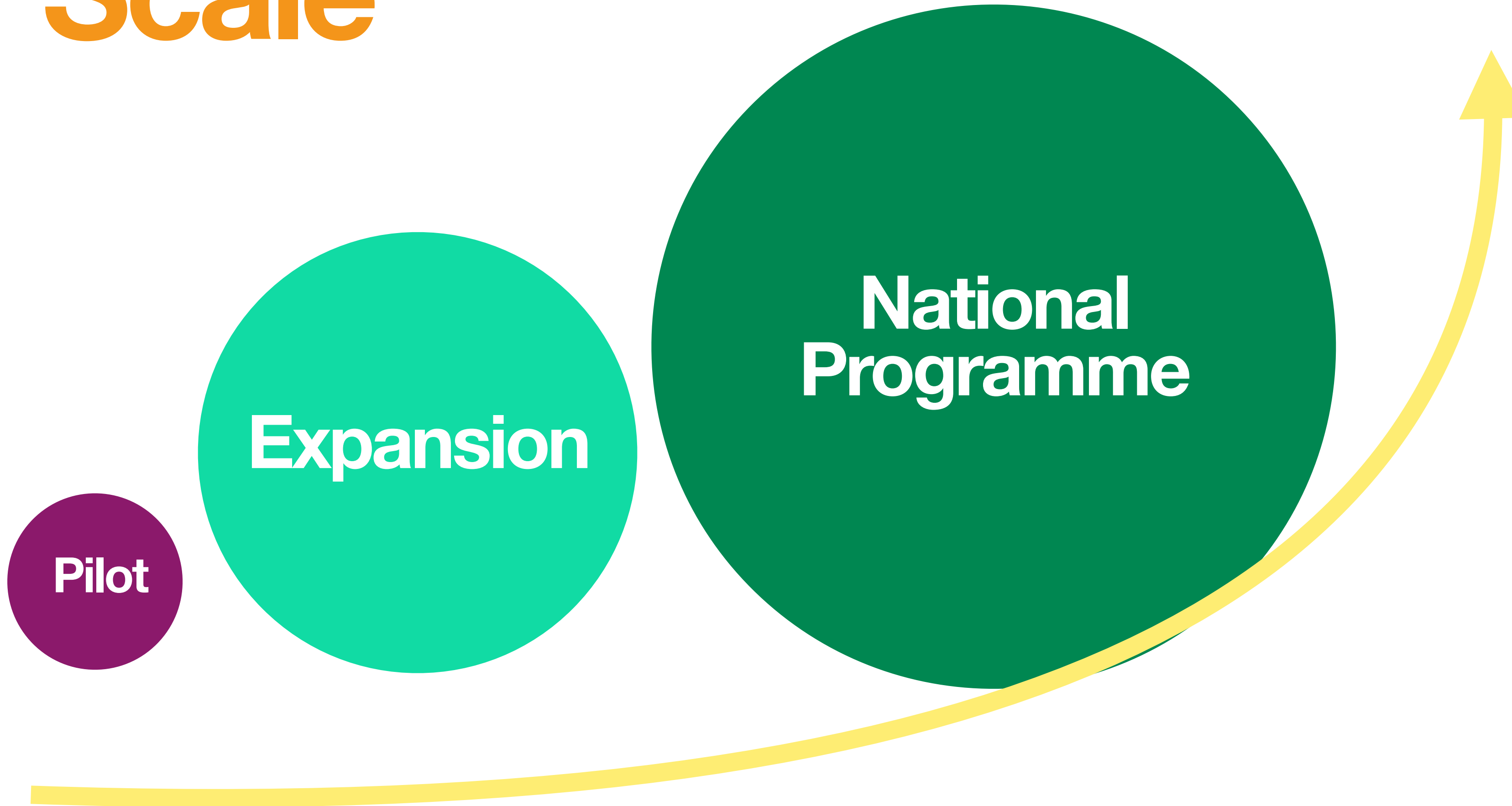
She now has a happy, healthy baby



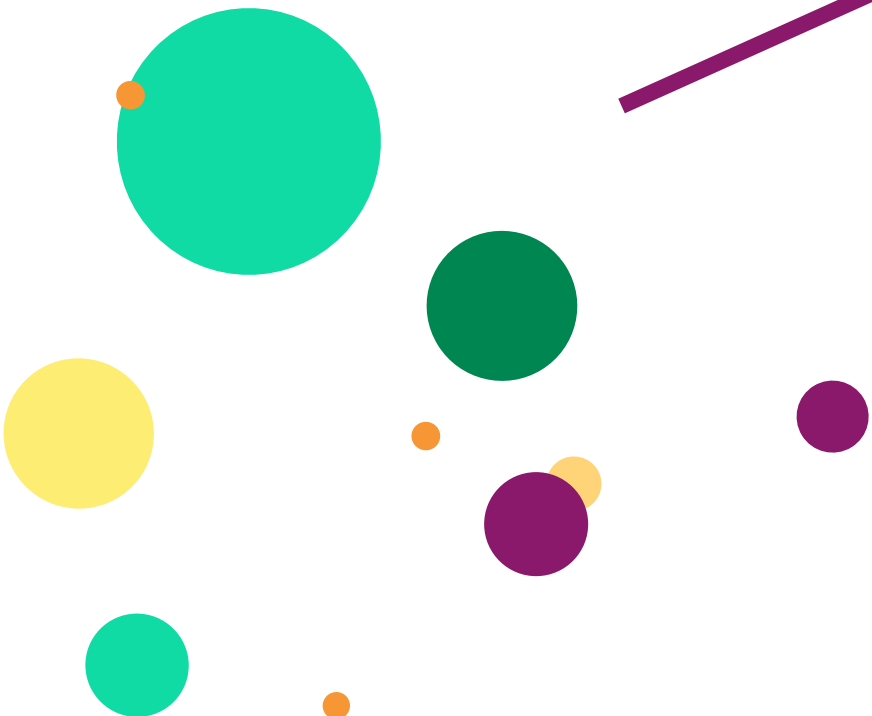
Partners



Scale



Integration





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