



Mobile Alliance for Maternal Action

Mobile Messaging to Generate Demand



Mobile Alliance for Maternal Action (MAMA)



MAMA is an innovative public-private partnership launched on Mother's Day 2011 to leverage the proliferation of mobile phones to bring vital health information to the women who need it most. After just 3 years, **MAMA is delivering age- and stage-based messages to more than 2 million women and their families.** We are in 3 of USAID's 24 MCH priority countries

MAMA supports country programs in Bangladesh, South Africa, India and will launch in Nigeria in 2015.

We are in 3 of USAID's 24 MCH priority countries



MAMA Nigeria: The challenge



In Nigeria there are an estimated 6 million live births per year. Only 38% of women have a skilled birth attendant present during delivery. In the last year, 519 000 registered for ANC services at either of the 1,000 SURE-P MCH facilities across all 36 States and the Federal Capital Territory (FCT). Of these women, the majority do not complete the four required ANC visits



- **Maternal mortality** rate is 576/100,000 live births = 33,000 women each year
- **Contraceptive prevalence rate** = 14.6



- **Infant mortality** rate is 69/1,000
- An estimated 70% of these deaths are preventable



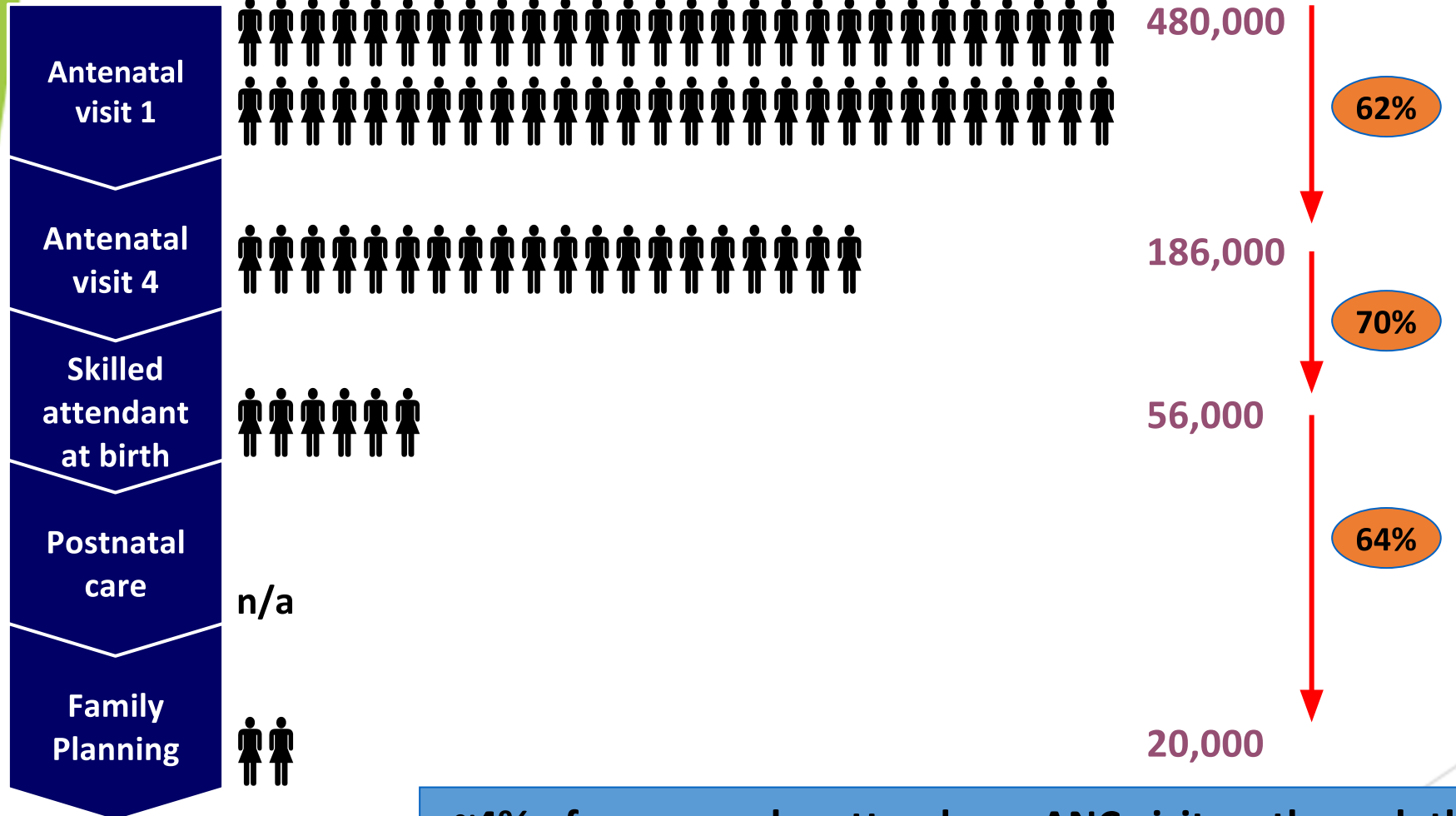
- **Under 5 mortality** rate is 128/1,000 = ~1 million deaths per year
- ~10% of the global total



- **Demand** for critical services very **low**, e.g.
 - Only 38% women have skilled births
 - Only 58% attend ANC

MAMA Nigeria: The challenge

Continuum of care



1 2009 figures
SOURCE: MSS baseline report

~4% of women who attend one ANC visit go through the full continuum of care



MAMA Nigeria: The potential for mobile



Global Maternal Mortality



Global: 289,000 maternal deaths in 2013

Nigeria: 14% of global deaths (40,000) in 2013

Global Child Mortality



Global: 6.6M under 5 child deaths in 2012

Nigeria: 13% of global deaths (858,000) in 2012

Potential of Mobile



MAMA Nigeria: The solution



The proposed solution is a **nationally scaled, locally led, and universally accessible** age- and stage-based mobile messaging **service to generate demand** for RMNCH services and complement the efforts of frontline health workers.

The core focus of the MAMA Nigeria project is two fold:

- To support the work of the Government of Nigeria in increasing demand for, and uptake of MNCH services in Nigeria.
- To deliver age and stage based MNCH information that will both increase the number of women receiving valuable health information and encourage these women to go through the full RMNCH continuum of care.

MAMA Nigeria: Objectives

The project objectives of MAMA Nigeria include:

- To improve MNCH outcomes/indicators, thereby reducing maternal and neonatal mortality rates
- To deliver culturally relevant educational content to pregnant women by conducting landscape analyses, technical reviews and user testing
- To establish a government led sustainable and scalable program embedded within the health system
- To lead sound monitoring, evaluation and research



MAMA Nigeria: Process Workflow



**Focused
Recruitment/
Awareness:**
Community Networks

**Full Sign up at
Clinics and Mobile
Clinics**

**Regular
messaging
encourages repeat
visits by Mother**



MAMA Nigeria: Program Implementation



The MAMA Nigeria program is being implemented in phases:

- Phase 1: Program setup, landscape analysis & research
- Phase 2: Pilot Implementation
- Phase 3: Evaluation and Optimization
- Phase 4: National Roll Out

MAMA Nigeria: Partners



USAID
FROM THE AMERICAN PEOPLE

Johnson & Johnson



MAMA

Mobile Alliance for Maternal Action

 **Pathfinder**
INTERNATIONAL
A GLOBAL LEADER IN SEXUAL
AND REPRODUCTIVE HEALTH



FEDERAL
MINISTRY
OF HEALTH


SURE-P
SUBSIDY REINVESTMENT & EMPOWERMENT PROGRAMME

**PRAEKELT
FOUNDATION**

Nigeria
Good People Great Nation



Questions?