MAMA

Mobile Alliance for Maternal Action

The power of health in every mama's hand…

Founding Partners

Supporting Partners

Why MAMA?



1,000 women die every day from preventable causes related to pregnancy and childbirth



3.1 million newborns die in the first month of life every year



More than **1 billion women** in low and middle income countries own mobile phones

What is MAMA?



The Mobile Alliance for Maternal Action (MAMA), an innovative public-private partnership between the United States Agency for International Development, Johnson & Johnson, the United Nations Foundation, mHealth Alliance, and BabyCenter, engages an innovative global community to deliver vital health information to new and expectant mothers through mobile phones.

How MAMA works: Country Initiatives

Initial set of focus countries:

Bangladesh, India, and South Africa

Local organizations shape MAMA in country

Designed for sustainability with multiple revenue streams but low or no user fees for low-income women and their families



Messages

Free text and audio messages adapted to mobile formats

Can be translated and localized for **cultural sensitivity and relevance**

Expert advice on content development available



> Now it is baby's 12th week.
> I am Doctor Apa.
> Meat, pulses, beans, peas, spinach, and eggs contain iron. The mother may become anemic if she does not take iron.

> Now it is baby's 15th week.
> I am Doctor Apa.
> I am sure you are planning now for your next child, but it is best if you conceive after two years.

How MAMA works: Global Capacity Building



Sharing of **expertise**, **best practices**, and **tools**, e.g. health content; M&E plan

Knowledge exchange within vibrant mHealth ecosystem

MAMA by the Numbers

Bangladesh



Bangladesh

First month of national scale activity





450 community health workers trained to register mothers

Bangladesh

First month of national scale activity



17 Districts

Bangladesh

First month of national scale activity





3,688 expectant mothers & 2,936 new mothers registered

Bangladesh

First month of national scale activity





2,279 gatekeepers registered

South Africa



South Africa





800 unique visitors to the mobile website

South Africa





7,000 SMS messages sent

South Africa





to 1,000 mothers

South Africa





USSD service reached approximately 60 test users

Adaptable Messages



35 Countries
74 Organizations
Goal to reach 20 million moms

Thank you.

www.mobilemamaalliance.org

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