

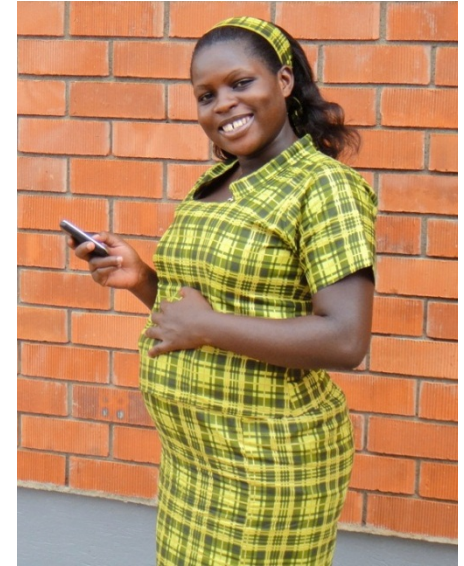
# Information Service: Mother Reminder

A free SMS service for improving maternal health



## Goals

- Increase number of ANC visits
- Increase PMTCT uptake
- Increase number of deliveries at the clinic
- Improved postnatal care
- Increase male involvement



- Targeted SMS messages covering the full range of maternal health concerns
- Pregnant mothers identified and registered with support from health workers and VHTs
- Combine with traditional radio and poster campaign to raise issues of maternal health

# Sample promotional material



## MOTHER REMINDER For a Healthy Pregnancy and Baby



Text **JOIN** to **6400**  
AND RECEIVE FREE INFORMATION  
FOR A HEALTHY PREGNANCY AND BABY



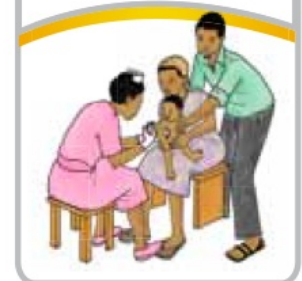
During each pregnancy:  
Visit a health facility  
at least 4 times **1**



For a safe delivery:  
Deliver at the  
health facility **2**



For a healthy baby:  
Get immunisations  
at the health facility **3**



Text **JOIN** to **6400** and receive free information  
for a healthy pregnancy and baby