



JamboMama!

Harnessing digital
technology for
maternal health with

SAFA Smart Access to Health For All

JamboMama! = 1 app / 2 entries

One to be used by pregnant women

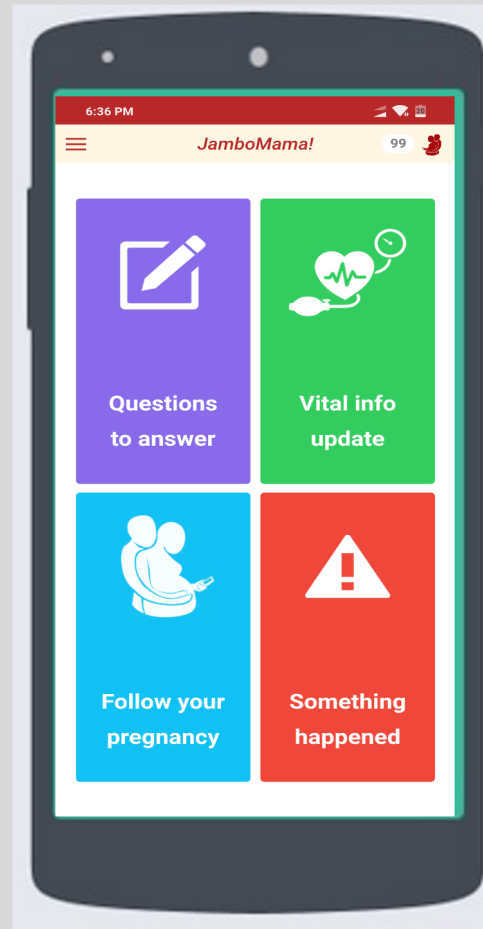


- Enter data by answering questions
- Follow her pregnancy
- Help her prepare for childbirth efficiently

One to be used by health workers



- Receive, follow and be alerted on their patients' information
- Receive advice and guides on: information, what to collect at Antenatal visits, how to communicate with their patient



- Pictures of foetal development
- Pictures of pregnant woman at the same stage
- Screens with nutritional and lifestyle advice

Mother's app home screen

Your baby is 3 months and 2 weeks old

He is about 12 cm high and weighs about 100 g



Previous

Next weeks

Your baby is 8 months and 0 weeks old

It is about 47 cm high and weighs about 2.6 kg



Previous

4 months left before childbirth

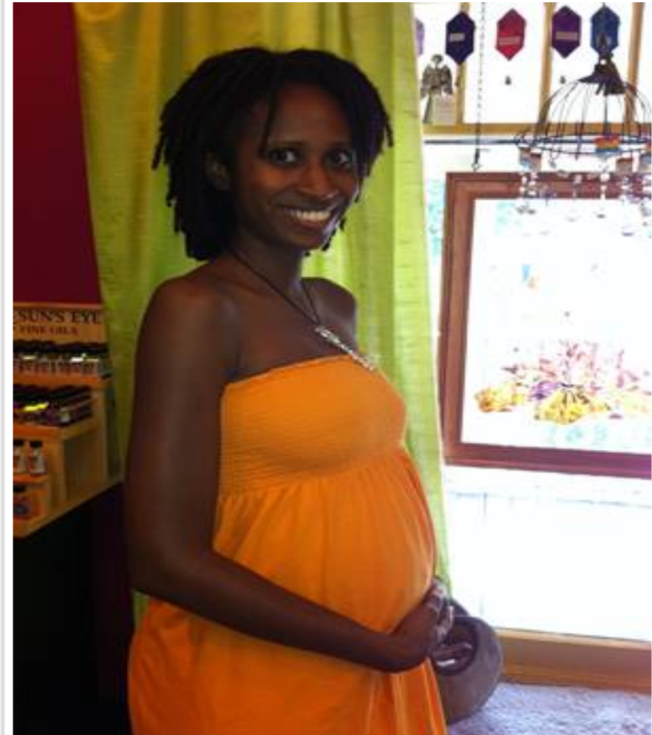


You should be gaining weight especially at your tummy.
Your breasts may be swollen and tender

Previous

Next weeks

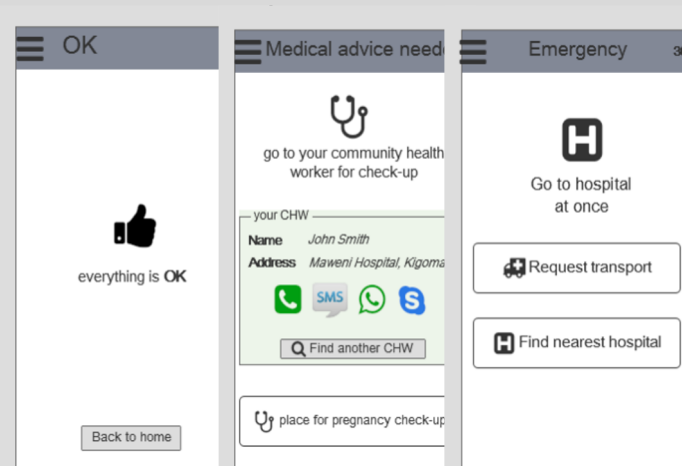
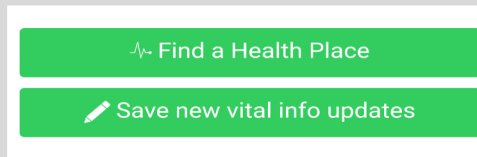
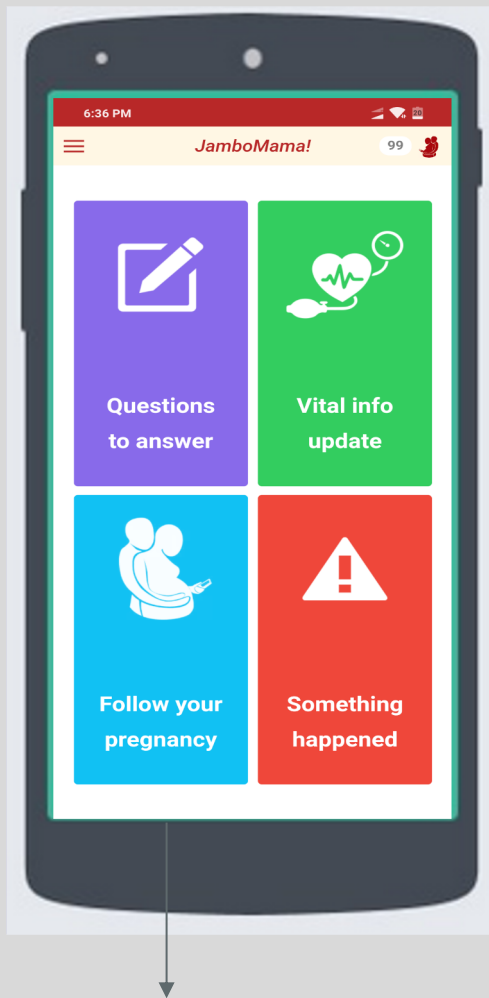
2 months left before childbirth



Don't forget to eat fruit and leafy veggies daily! Peanuts
are good, too. Reduce salt in your food

Previous

Next weeks



- Pictures of foetal development
- Pictures of pregnant woman at the same stage
- Screens with nutritional and lifestyle advice

Saying to mothers:

“you are not alone” + “you have a right to know and decide”

The digital tools are based on this principle of community, of joint responsibility.





3 deadly delays (WHO)

- Delay in seeking professional help
- Delay in getting there
- Delay in receiving the right care upon admission

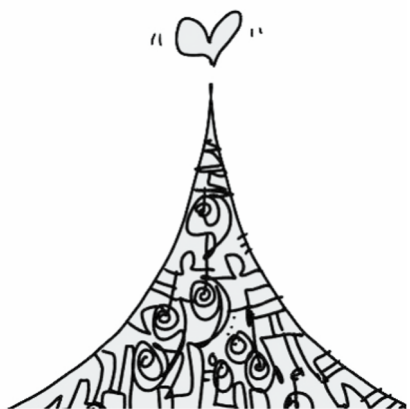
Challenges

are mostly opportunities!

1. Smart vs. feature phone
2. Cooperation with medical authorities
3. Digital literacy

Our recommendations: Harnessing digital technologies means...

The chance to
do Bottom>Up first!



“We say to the policy and decision makers higher up: **Listen to those at the bottom! Give them space!**”

Let the rural communities speak for themselves. They know best what their challenges are, so they might be the best to suggest the solutions to those challenges as well.”

Getting creative with
Public Private Partnerships and
sustainable entrepreneurship



“You will see **money flow back to the rural areas** from where it was often extracted through mining, farming, factories, and low government expenditure.”