mMitra in urban India

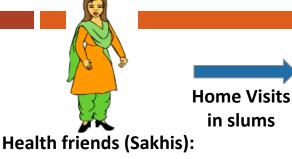
Partnership between MAMA Global and ARMMAN



- mMitra is a free weekly mobile phone voice call service in the local dialect that provides timed and targeted culturally appropriate preventive care information directly to the phones of the enrolled women, in their chosen language and timeslot, during antenatal period and infancy, in urban India.
- Unique features of the service:
 - Specific for the particular month of pregnancy or age of infant
 - Weekly/ twice a week voice messages at appropriate intervals
 - Local dialect and culturally sensitive messages created through an iterative process
 - Messages tailored to the needs of the population and address the cultural norms, myths, practices and nutrition specific to the urban poor.
 - Services can be used either from mobile phone or a fixed land line.

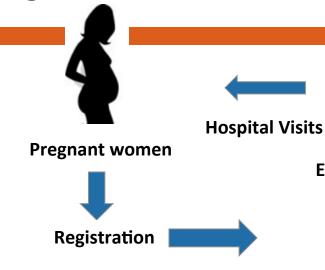
mMitra: 168835 women enrolled in Mumbai Metropolitan Region, Thane and Nasik





Partnership with 19 NGOs
Info collected:

- Gestational age
- Choice of 1 hour time slot
- Language preference
- Phone number





Women are enrolled in the system and receive regular calls

Total number of messages: 145

(duration of 60 – 90 sec)

3 tries for every message with missed call and call centre facility

During pregnancy: twice a week

First week after birth: once a day

Until infant is 3 months old: twice a week

Month 4 – 12 of infant: once a week

Study: mMitra – Going Beyond Awareness and Assessing Demand for Maternal and Infant Health Services in Mumbai



Qualitative Study: Aim

- To study the impact of mMitra Voice Call service on women's involvement in Health Care Decision Making
- To study the impact of mMitra Voice Call Service on Health Care Providers

15 FGDs with subscribers of mMitra service

- 7 groups with pregnant women: < 3 months pregnancy (2 groups); 3 6 months (3 groups) and 6 9 months (2 groups)
- Mothers with infants: 2 groups each for mothers with infants < 3 months of age, 3 6 months, 6 9 months, and 9 12 months.
- In depth Interviews with doctors and nurses from 6 municipal hospitals and maternity homes.

Findings of FGDs with mMitra subscribers



Involvement in Decision Making

- More say in decision making in nuclear families when compared with joint families
- More in control while taking decisions related to the children
- Age and status within the family related to decision making
- Type of family associated with access to care at home
- Spousal Communication: joint decision to have a child
- Influencers and Gatekeepers: Mother-in-law and mother
 - Conflict with the advice given by doctor sometimes. However, women are asserting their rights.
 - Mothers-in-law and other family members also listen to mMitra voice calls
- Information received from mMitra services: beneficial
- **Demand for health care services:** Improved awareness of need for antenatal and infancy visits, delivery at a hospital.
 - Improved knowledge regarding sensitive topics like family planning leading to informed decision
 - Seek more information from doctors propelled by the voice calls.

Findings of IDIs with health care providers



■ Women lack information and register in hospitals late (7th or 8th month)

- Doctors not able to counsel women due to lack of human resources and infrastructure

mMitra compliments service provided by health care providers

- Increased awareness of need for antenatal and infancy visits, reminds women to come for visits, patients come in at an earlier stage of pregnancy for care due to mMitra

Women are asking more questions

- Seek more information on vaccination, iron tablets, diet, rest, Janani Suraksha Yojana, medicine compliance
- Demand services like immunization, blood tests and sonography

Implications and Significance



- mMitra can support adoption and maintenance of desired behaviours during pregnancy and infancy.
- Positive effect on awareness levels of women giving rise to queries
- However, doctor patient interaction is key
 - Forbidding external affect of doctors and paucity of time may lead to queries being unanswered
- Solution: Proposed Call back service of mMitra