



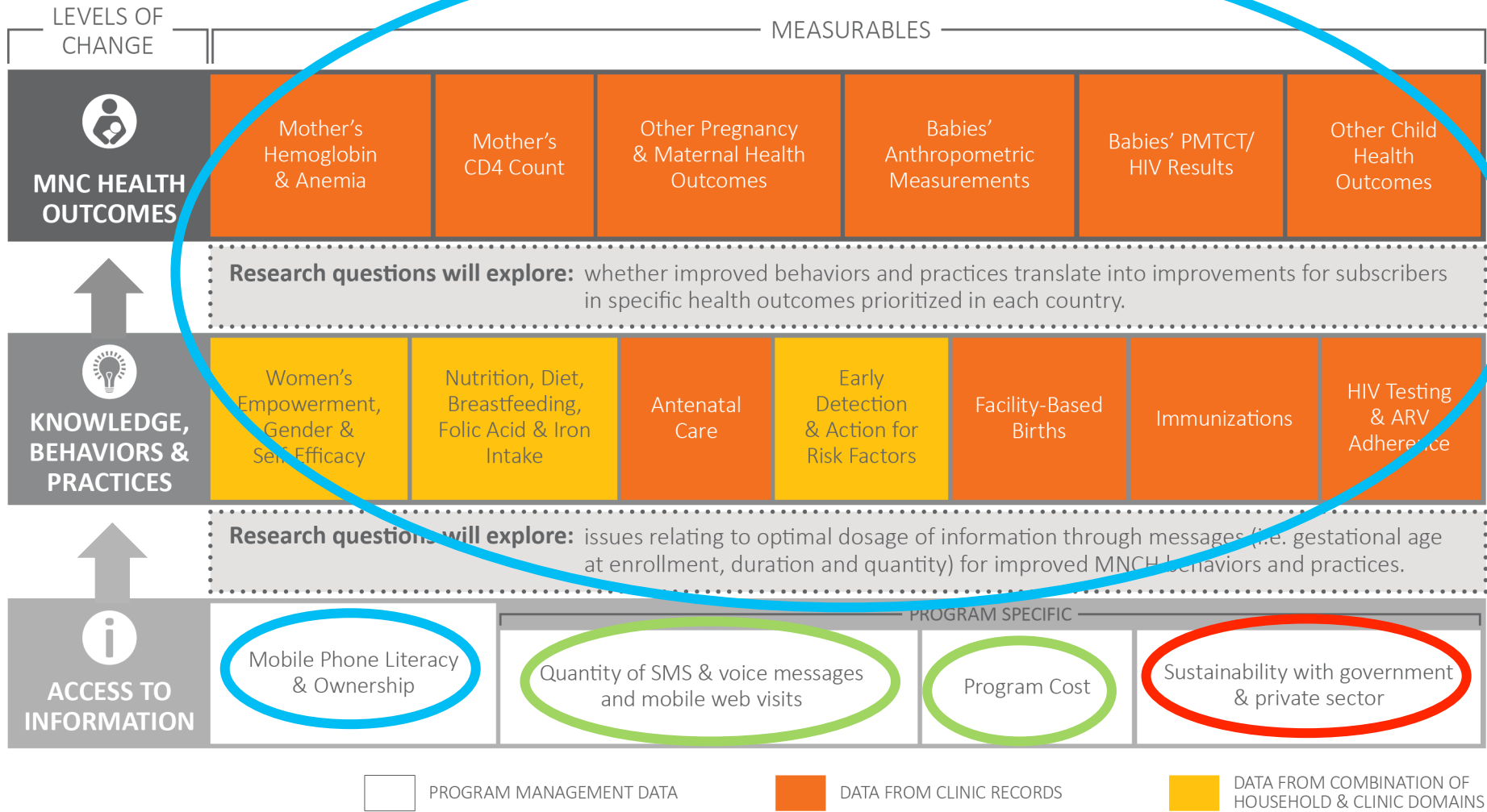
MAMA

Mobile Alliance for Maternal Action

Spectrum
of Evidence



Spectrum of Evidence





KNOWLEDGE,
BEHAVIORS &
PRACTICES

Effects on Knowledge, Attitudes (Gender Dynamics and Self-Efficacy) and Behaviors

Kind of Effect	Bangladesh	South Africa	India
Pregnancy Knowledge	✓	✓	✓
Infant/Postnatal Knowledge	✓	✓	✓
Partner Attitude/Support	--	✓	✓
Self-Efficacy at home	--	✓	✓
Self-Efficacy at clinic	✓	✓	✓
Pregnancy Behaviors	✗	✓	✓
Infant/Postnatal Behaviors			

Effect Found –



No Effect Found –



Current Study –





MNC HEALTH
OUTCOMES

Biomarkers and Clinic Records for Health Priorities

	South Africa	India
Hemoglobin Levels/Anemia in Pregnancy		Clinic Records
CD4 Count of Mothers with HIV	Clinic Records	
WHO Stage of Mothers with HIV	Clinic Records	
TB Status of Mothers with HIV	Clinic Records	
Babies' Anthropometric Measurements		Clinic Records
Babies' HIV Test Results (Mothers with HIV)	Clinic Records	



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MAMA Country Programs

Bangladesh	South Africa	India	Nigeria
2012	2013	2014	Soon
~1,380,000	~1,024,000	~165,000	Not yet
Voice, SMS	Mobile Web, Mxit, SMS, USSD	Voice	Voice and SMS to be piloted
Fee-based, Social enterprise model	Follow on 2014 National DoH launch of MomConnect	Free service, urban slums program	Free service
		Government Hospitals, Health Posts, Community NGOs	Federal Ministry of Health, The Subsidy Re-Investment Program (SURE-P)



ACCESS TO
INFORMATION

Access for Vulnerable Moms

Access Issues	Bangladesh	South Africa	India
Mode of Access	Majority pay for IVR calls, one third pay for SMS, and 4% receive free calls	IVR cost prohibitive, limited free SMS supply, most reached via free mobile web	Free IVR calls only, overcame device barriers to calls being received
Reaching Vulnerable Moms	Cost-related challenges reaching bottom of the pyramid	Challenge to reach HIV+ women early enough for effective PMTCT	Enrollment strategies geared for bottom of the pyramid
Literacy & Ownership	Increase found	Findings soon	Current study exploring