

A Social Enterprise for Better Maternal Health services Through Mobile Messages Automated-System, A Pilot Study in AIC Kijabe Hospital, Kiambu County.

Jacob Gichimu,

Mary Adam and Fanice Nyatigo

ABSTRACT

There is a tremendous need to increase patient specific approaches to reduce barriers to care and enhanced compliance of healthier strategies for pregnant women. A digital innovation is text messaging platform allowing individually targeted gestation, appropriate health information delivered directly to pregnant women and household level decision-makers. To test technical feasibility and client acceptability; MamaTips was founded in 2016 as free messaging subscription service to promote healthier pregnancy and delivery in a Kenyan context. MamaTips sends weekly health messages through an automated-system to enrolled pregnant women in English/Swahili that corresponded to their gestation week for 6 months; educating them on living healthy, pregnancy danger signs and preparedness for safe delivery, leveraged by high mobile phone penetration in Kenya. MamaTips built on work done by, the Mobile Alliance for Maternal Action (MAMA) to adapt and implement health messaging approach in Kenya that targeted women in rural and semi-urban settings. Health-oriented text messages of 160 characters were contextualized by healthcare providers from AIC Kijabe Hospital and participants enrolled. Out of the women enrolled; 97% participated through the study or until they delivered (N=37), 90% shared messages (47% orally, 21% forwarded and 32% read through recipients' phones). 95% would re-enrol and recommend others. 74% would pay for such services if re-enrolled for average of Ksh 86. Language appropriateness and alignment of gestational week was 100% and 66% respectively. In conclusion, better maternal health services can be achieved through; alleviating infant mortality and promoting women's health, acquiring proper pregnancy health practices leading to uplifting the social pillar, informed women and building trust with Healthcare provider as in Vision 2030.

Keywords: Automated-system, Digital innovations, Social Enterprise and Vision 2030