

PRAEKELT
FOUNDATION

Praekelt Foundation uses open source technologies to deliver essential information and inclusive services to millions of people around the world, particularly in Africa.

We work with governments,
NGOs and social enterprises to
create the information,
inspiration and tools that allow
people to change their own lives.

A close-up, warm-toned photograph of a woman and a young child. The woman, on the left, has dark hair pulled back and is smiling broadly, showing her teeth. The child, on the right, has dark hair and is also smiling. They are looking directly at each other with affection. The lighting is soft and highlights their skin tones.

MAMA

South Africa

**Engage and Empower
Make Healthy Decisions
Access Health Services**



MAMA
Mobile Alliance for Maternal Action

Scale Sustainability Effectiveness



MAMA
Mobile Alliance for Maternal Action







5 channel strategy





700,000



But how sustainable
was it?

MAMA
Mobile Alliance for Maternal Action



And how could we
be more effective?

MAMA
Mobile Alliance for Maternal Action

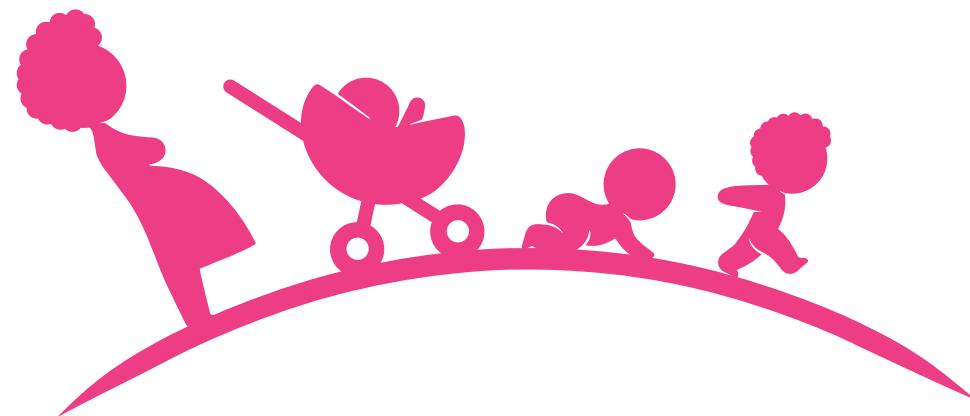


health

Department:

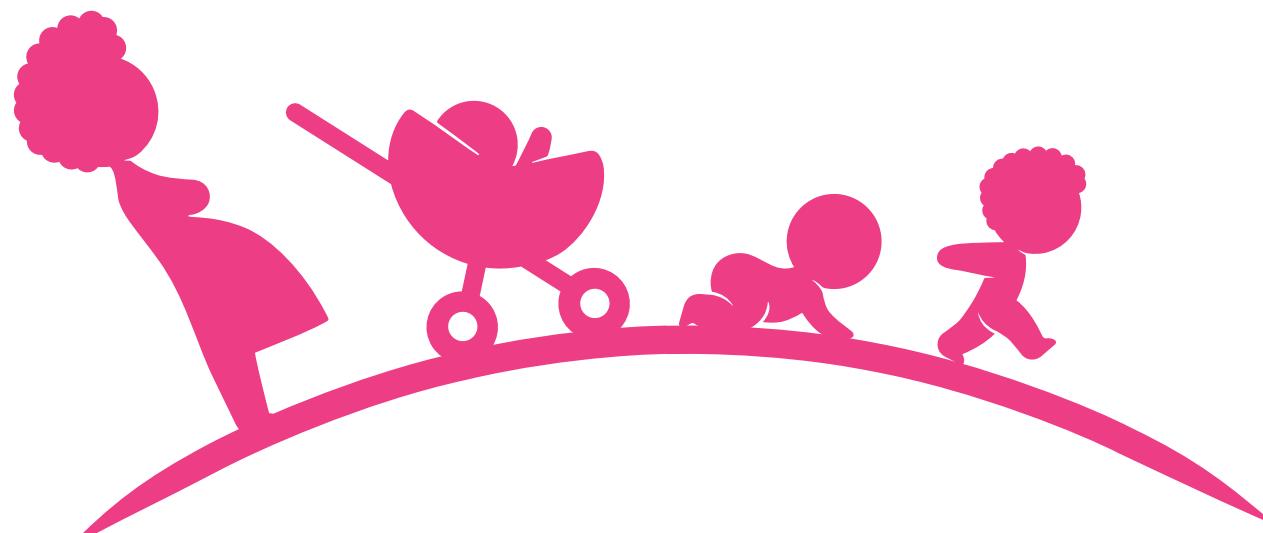
Health

REPUBLIC OF SOUTH AFRICA



momconnect

**Creating demand for,
and improving supply
of, maternal health
services at National
Scale in South Africa.**



momconnect

Central
Pregnancy
Registry

SMS
Helpdesk

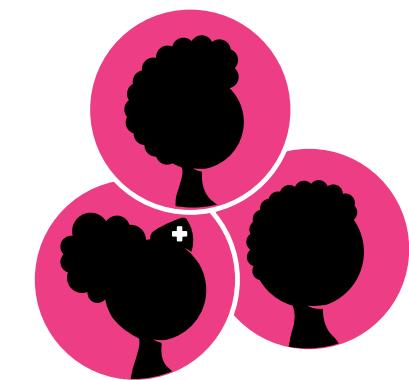
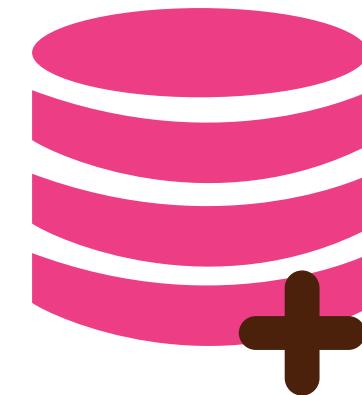
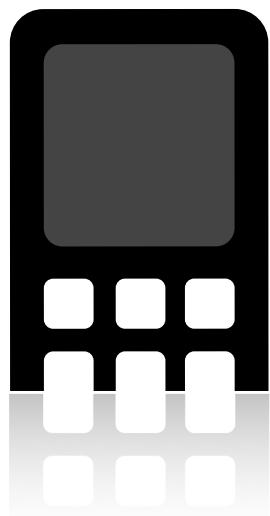
Stage
based
Push
SMS

USSD
FAQ

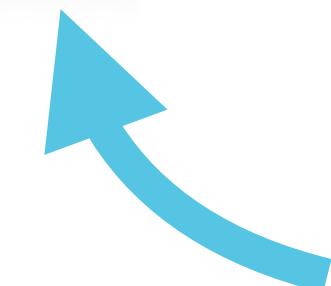
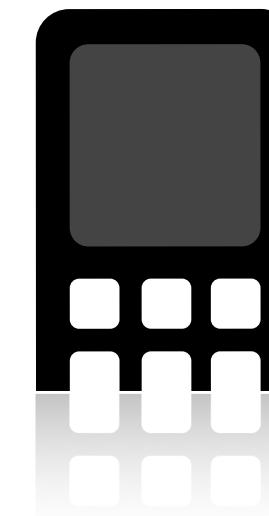
USSD
Service
Rating



Supply



Demand





health

Department:
Health
REPUBLIC OF SOUTH AFRICA

Technical



PRAEKELT
FOUNDATION



Facility Implementation



TREATING AIDS SERIOUSLY



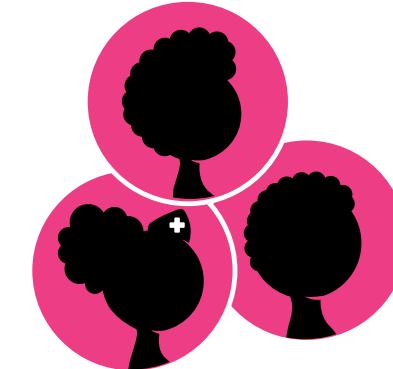
WITS REPRODUCTIVE HEALTH & HIV INSTITUTE



MNOs and Donors



CHWs, Nurses and Moms



M&E Partners

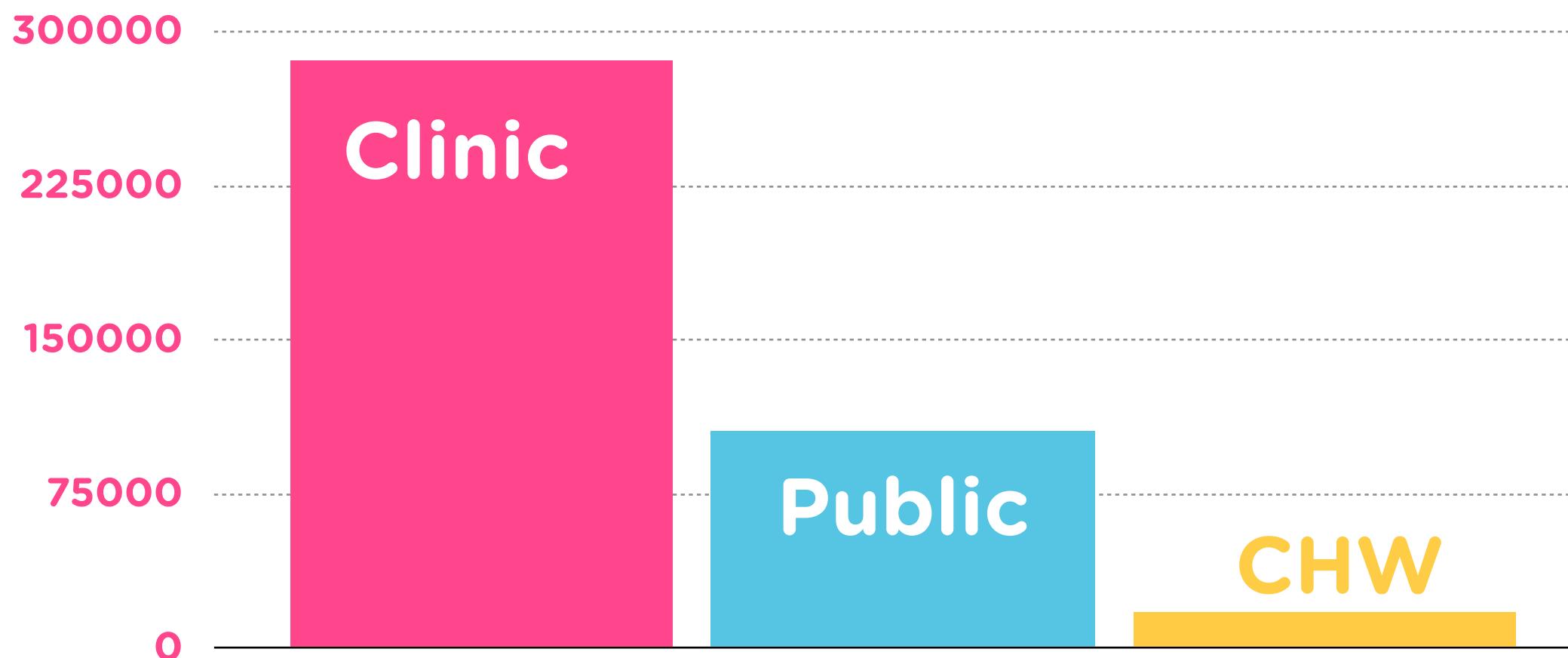


UNIVERSITY of the
WESTERN CAPE



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY

408 469



Since the launch of the service on 21 August 2014, MomConnect has registered over 200 000 mothers.

Constant Advocacy

PRAEKELT
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Best of Breed Partners

PRAEKELT
FOUNDATION

Bravery

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