



It Takes A Village

Team 1

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9/26/21

It takes a village to raise a child.

But the village needs to also care for the mother.



“So you’re building another app?”

–Everyone here

Built for Georgia's Black Mothers Specifically

Using a culturally sensitive feedback loop

- Typical user for current pregnancy applications is white women
- Application designers start with the wrong assumptions
- Culturally insensitive, focused more on the majority for maximum impact
- Focused on maternal mortality risks based on Georgia data

Approach for this app: Designed & Envisioned by Georgia's **Black Mothers**

Reducing Maternal Mortality Through Village Communication

Build the Village

- The Mother brings her Village onto the app during her pregnancy.
- Controls what she shares with her Village.

Strategic Notifications to the Mother's Village

Sent during and after pregnancy

- If there is an increased risk to the mother
- When an important appointment is coming up
- When the mother asks for an advocate (for example for the birth plan and follow-up visits)
- When the focus may not be on the mother (i.e. postpartum)

Let her be heard

The Villager are her Advocates

- They'll help make her case
- They'll provide a safety net

The app will help with:

- her current physical and mental state
- indicate possible problems based on the unique risk factors for urban and rural Georgia
- requests for practical support (meal drop off, grocery delivery, send an Uber)

Implementation Plan

Where Black Mothers are the Innovators of their Village

Phase 1	Phase 2	Phase 3	Phase 4	
Timing	First 2 Weeks	Next 3 Months	Following 2 Months	Full Release/Future
Key Activities	<ul style="list-style-type: none">Interviews with<ul style="list-style-type: none">Black MothersAnd their existing networkDoula, Midwife, NurseFind out what's needed for them to receive support	<ul style="list-style-type: none">Setup applicationGenerate content based on interviewsGenerate health risk tips based on GA Black Mothers statisticsInitial rough release after 8 weeks to start gathering feedback from app users	<ul style="list-style-type: none">Beta user signupFeedback loop with<ul style="list-style-type: none">Black MothersAnd their existing networkDoula, Midwife, NurseIterate for success	<ul style="list-style-type: none">Release to all of GAPartnering with medical officesNatural evolution as necessary for supportIterate for success
Skills	<ul style="list-style-type: none">Subject Matter Experts available on demandJourney mappingUser story writing\$20,000	<ul style="list-style-type: none">Application developerUser Experience expert with cultural awareness\$150,000	<ul style="list-style-type: none">Subject Matter ExpertsLegal reviewApplication Developer\$100,000	<ul style="list-style-type: none">Community AdvocatesApplication Developer\$15,000/wk

Building a Community

Listening is our core value

- Once the journey is completed, the mother can become a villager for someone else
- In future releases
 - mothers will be able to connect with other mothers and
 - all can share stories and thoughts on parenting, health care, etc

Impact: Reduce preventable mortality by increasing communication, support, and education about risks and needs.

Addendum

- HIPAA
- Deletion
- Privacy/Security/Encryption
- Configurations
- Text/Video/Media/Accessibility
- Web/iPhone/Android/SMS/Low Bandwidth (SHOULD WORK FOR GRANDMA'S PHONE)
- Links to resources to arm mothers and the village to help achieve positive conversations at HCP

Thank you

