



Advocacy for Prenatal Care

SDGs Goal 3: Good Health & Wellbeing

Women Techsters Cohort 4 Bootcamp

TECH4dev

In partnership with





Content Outline

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The essence of this project is to create a platform where women in Africa in the prenatal phase can have access to quality healthcare service anytime, every time and anywhere, everywhere.

According to statistics, African countries have the highest maternal mortality rate, with Sierra Leone topping, followed by Central African Republic, Chad and Nigeria. This is caused by inadequate health services.

Source:

[Countries With The Highest Maternal Mortality Rates - WorldAtlas](#)

Overview

A photograph of a female doctor in a white lab coat examining a pregnant woman in a hospital setting. The doctor is leaning over the woman, who is standing and holding a white cloth. The background shows a typical hospital room with medical equipment and a desk.

The Problem

- **Increased maternal mortality rate**
- **Inadequate prenatal healthcare services**
- **Lack of access to quality healthcare services**

SDGs Targeted



Goal 3

Good Health & Well-being



Trickle down effect

Economic Growth & Development



The Solution

We propose a website that educates and makes prenatal healthcare services readily available.

The global pandemic, covid-19 has posed grave challenges to both developed and undeveloped economies alike. Hence the need to foster and promote good health practice. According to [United Nations SDGs](#), “A Decade of progress in reproductive health, maternal health and child health could be stalled by covid-19”.

Quality
healthcare
services

Affordable
healthcare
services

Quality
healthcare
services

On time
healthcare
services



VALUE PROPOSITION

**Prenatal
Healthcare**

• Easily accessible prenatal consultancy

• Availability of medical personnels

• Prenatal healthcare service on the go

• 24/7 healthcare services



AWARENESS STRATEGY

- **Online Ads**
- **Social Media campaigns**
- **Big screen announcements & ads**
- **Hospital & health centre partnerships**
- **Higher institutions collaborations**

WEBSITE HOMEPAGE

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Prenatal-Health Care

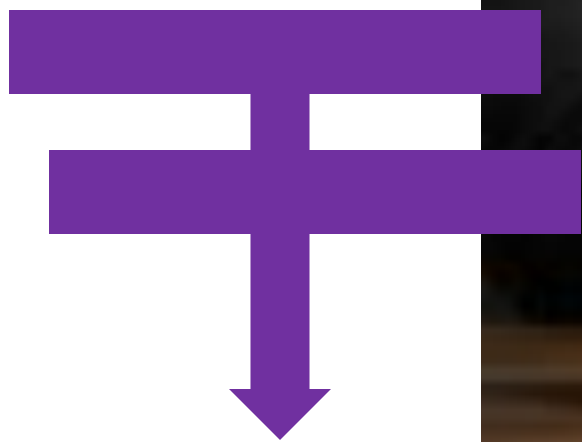
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MAKING CHILD BIRTH LESS STRESSFUL

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Meet the Team





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A close-up photograph of a wooden bowl filled with water. Inside the bowl, several small wooden blocks are arranged in a row, spelling out the words 'thank you' in lowercase letters. The background is a soft, out-of-focus bokeh of warm, golden lights.

thank you

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