

Before birth

Pregnant woman signs up for MomConnect (Regardless of her HIV status)

ISIZULU
ENGLISH
SESOTHO



4-28 Weeks

"Thank you for choosing to join the MomConnect programme. We are here to support you throughout your pregnancy" *

Information



"Be sure to drink enough water and eat fresh fruit and vegetables and rest regularly"

Reminder



"Please come to the clinic this week for re-testing"

Confirmation



"Thank you for coming to the clinic for your re-test. We will remind you of the next important visit"

After birth

Woman gives birth



"Congratulations on the birth of your baby. The Department of Health is here to support you in raising a healthy baby. Message by the MEC for Health, KZN"

Information



"Remember to stick to your family planning method of choice. It is important to always use condoms to prevent STI's including HIV"

Clinical reminder



"Your baby is now 10 weeks old. Please bring your baby to the clinic for immunisations, weighing and a check-up"

Reminder



"Please come to the clinic for your baby's vitamin A, deworming, weighing and check-up"

Baby turns 18 months



"Thank you for your participation in this SMS programme. Please stick to the immunisation timeline that the clinic has told you about"

Woman's medical records entered into register

Updated at each subsequent visit from enrollment until baby turns 18 months



(Linked to Department of Health's paper-based register)

Electronic register tracks

Antenatal site (Clinic)

Delivery facility

Postnatal site (Clinic)

Alerts sent out when:



Community health worker follows up with mother in the community

Mother misses a check-up
Child is not brought in for vaccination and/or tests

Triggered clinical reminders



"You and your baby have not yet come to the clinic for your re-testing and check-ups"



Community health worker links mother to required healthcare service

*Shortened versions of original messages are shown in this infographic
** Implementing partners: Praekelt Foundation & Virtual Purple Health Systems