SMS MAAMA PILOT RESEARCH STUDY

Katelyn Pastick, Sonja Ausen, Betty Nakabuye, Derrick Bary, Rachel McDiehl, Nicole Stephens, and SMS Maama midwives.
Story Behind SMS Maama?

Statement

SMS Maama is a student run, multinational, award-winning social business venture and pilot research study aimed at increasing access to maternal health information, empowering women to recognize common pregnancy-related complications before they become more serious.

Background

Idea was conceived during an Acara Venture course on Sustainability in Uganda in the Spring of 2015. In 2017, SMS Maama was officially approved by the Uganda National Council for Science and Technology as a pilot research study and is currently following study participants to assess program efficacy, desirability, and sustainability.
In addition to these folks, we also have a number of local midwives and a photographer working in Kampala as part of the SMS Maama team.
Maternal Mortality

Lifetime Risk

Norway
1 in 11,500

U.K.
1 in 5,800

United States
1 in 3,800

Uganda
1 in 47

World Bank, 2015
What are the Causes of Mortality?

**Other Direct Factors** may include obstetric complications, incorrect/improper treatment, etc.

**Other Indirect Factors** may include those resulting from previous disease, or diseases that were unrelated to the pregnancy, but were exacerbated by it.
Hospitals in Uganda require all mothers to purchase a Maama Kit for use during delivery. Maama kits may not often be available or provided (especially in rural areas), and mothers can be turned away if they do not have one.
What do we do?

- Informational Text Messages
- Antenatal Appointment Reminders
- Interactive Screening Questions

Pre- and post-survey assessments are conducted to assess pre- and post-intervention knowledge.
Points are earned each time a participant interacts with the SMS Maama system. Points are redeemed for baby care items.
All participants receive a Maama kit.
Informational Text Messages

Antenatal Appointment Reminders

Interactive Screening Questions
Informational Text Messages

Antenatal Appointment Reminders

Interactive Screening Questions
Informational Text Messages

Antenatal Appointment Reminders

Interactive Screening Questions
Results
So Far (as of April 2018)

- Mean age: 26 years
- Mean gestational age: 19 weeks
- Average distance to hospital: 5.6 km
- Primary method of transport: Taxi/matatu

- 80% said it was a planned pregnancy
- 84% are married
- 91% are currently living with partner
- 56% hold a job
- 60% have been pregnant before

- 26% had a previous miscarriage
- 6.7% had a previous stillbirth
- 49% had other previous maternal complications*
- 24% had previous fetal complications**

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- Maternal complications defined by severe vaginal bleeding, sepsis, convulsions, prolonged labor, obstructed labor, blurred vision, swelling of hands/feet, retained placenta, high fevers, and/or preterm labor.
- Fetal complications defined by died shortly after birth, convulsions, difficulty/fast breathing, small size, lethargy/unresponsiveness, mental retardation, and/or malformation.
Q. 303.1 In your opinion, what are some serious health problems that can occur during the first few days after birth that could endanger the life of a woman? Select all that are true.

Q. 303.2 In your opinion, could a woman die from this/any of these problems?
Q. 307. What are signs and symptoms of preeclampsia? Select all that are true.
Q. 311.1. What are some signs and symptoms of jaundice in your baby? Select all that are true.
Q. It is NOT okay if my partner hits me or constantly yells at me.
Of the 29 SMS Maamas who have completed the program:

100% Reported the information received was useful & that the information made them more knowledgeable about their pregnancy.

97% Reported SMS Maama texts made them more likely to attend ANC.

93% Reported being willing to pay for the service in the future.
Thoughts on the SMS Maama program?

“It prepares you for delivery. It informs you about things you didn’t know well about and reminds you incase you forget”

“I was educated about the signs and symptoms of some complications that our during preganay”

“It was my first pregnancy and no one was with me. The program advised me during my pregnancy.”

“Very very useful and important. Thank you I didn't know anything about pregnancy en what i should do but SMS MAAMA taught me”

“It was my third pregnancy. But I learnt a lot of things that I didn’t know about pregnancy”

“My friends would also benefit from SMS MAAMA”

“I liked the messages. They are encouraging and they care about pregnant mothers”

“I liked the fact that I was accumulating points that would be converted to a gift.”

“The points motivated me to answer the messages”

“The texts inspired me a lot”

“The antenatal reminders helped me keep appointment for antenatal”
Thank you!

FOR MORE INFO, VISIT: WWW.SMSMAAMA.ORG
TO DONATE, VISIT: YOUCARING.COM/SMSMAAMA

SMSMaama.Uganda on Facebook • smsmaama.uganda@gmail.com