

UMN Global Health Day  
2018

# SMS MAAMA PILOT RESEARCH STUDY



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What is the

# 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.



Betty Nakabuye



Sonja Ausen-Anifrani



Sicily Ayaa



Katelyn Pastick



Rachel McDiehl



Nicole Stephens



Abila Derrick Bary



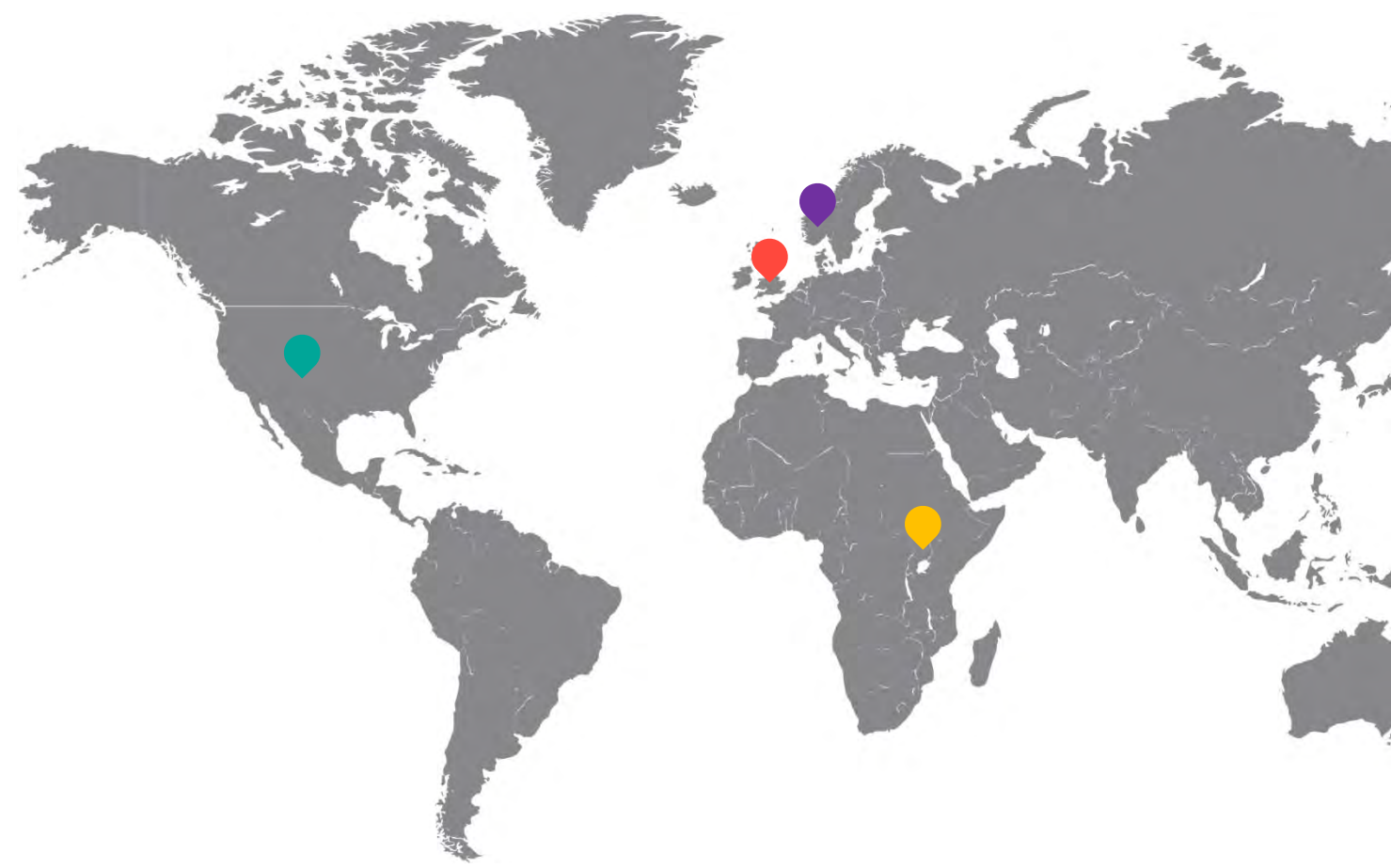
Josh Nsimbi

## The SMS Maama Team

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.

Lifetime Risk

# Maternal Mortality



 Norway  
1 in 11,500

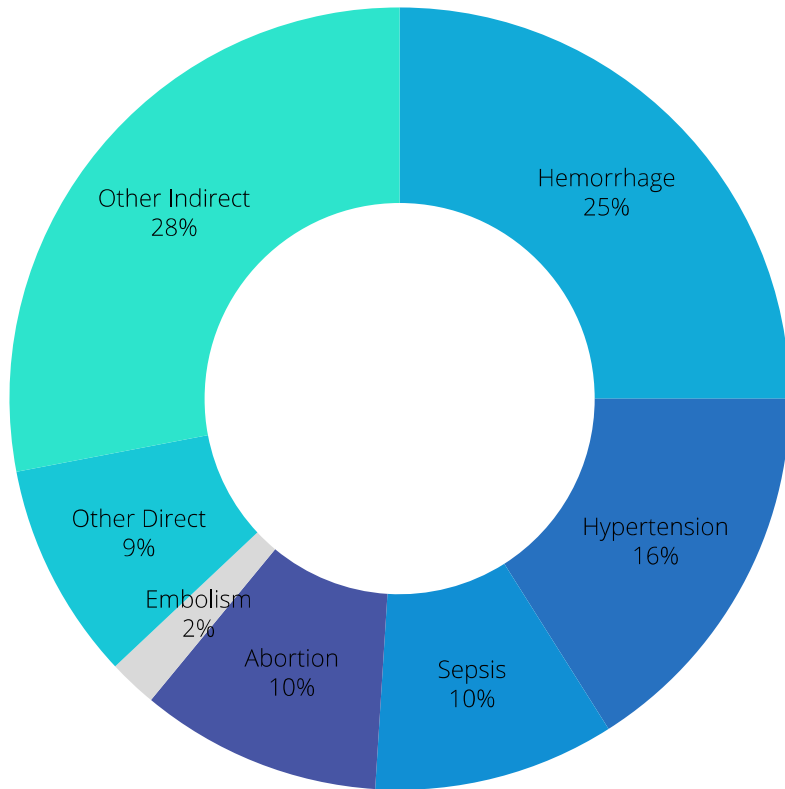
 U.K.  
1 in 5,800

 United States  
1 in 3,800

 Uganda  
1 in 47

What are the

## Causes of Mortality?



Causes of Maternal Mortality, 2013 (SOURCE: WHO 2014)  
Regional Estimates for Sub-Saharan Africa

**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.



## Maama Kits

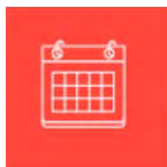
Hospitals in Uganda require all mothers to purchase a Maama Kit for use during delivery. Maama kits may not often be available or provided (especially in rural areas), and mothers can be turned away if they do not have one.

SMS Maama

# What do we do?



Informational Text Messages



Antenatal Appointment Reminders

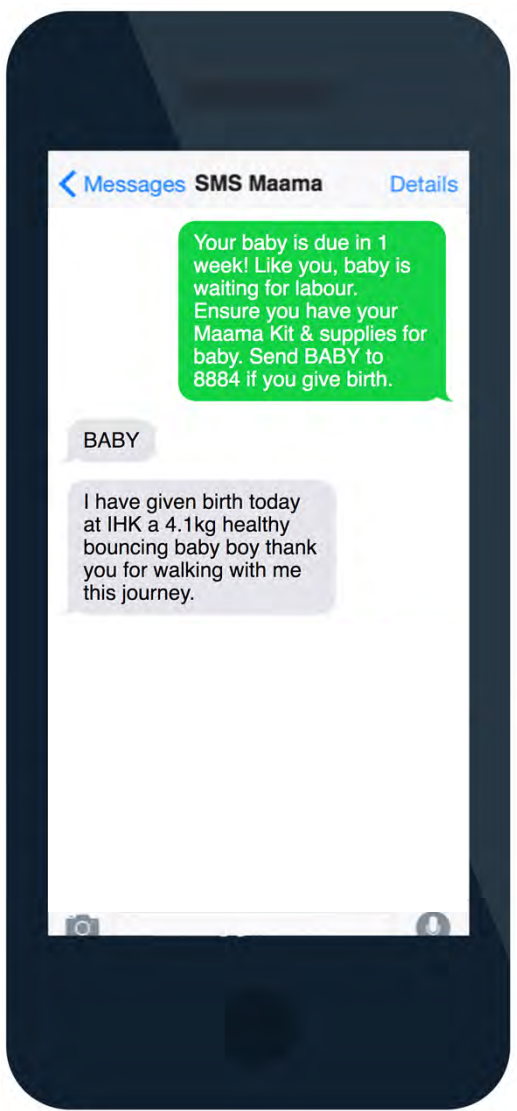


Interactive Screening Questions

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**

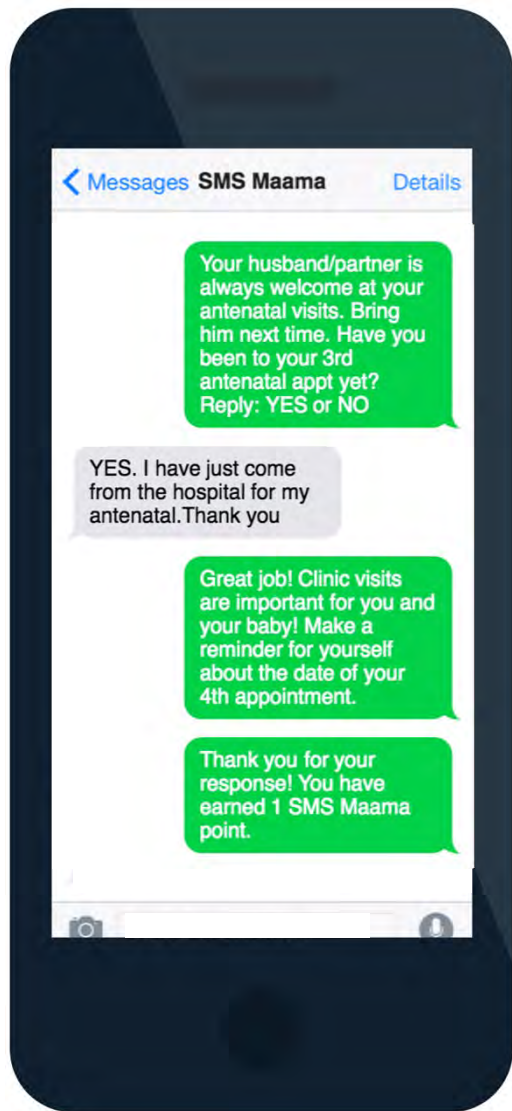


**Antenatal Appointment Reminders**

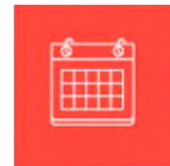


**Interactive Screening Questions**





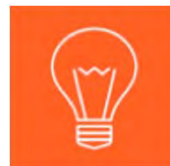
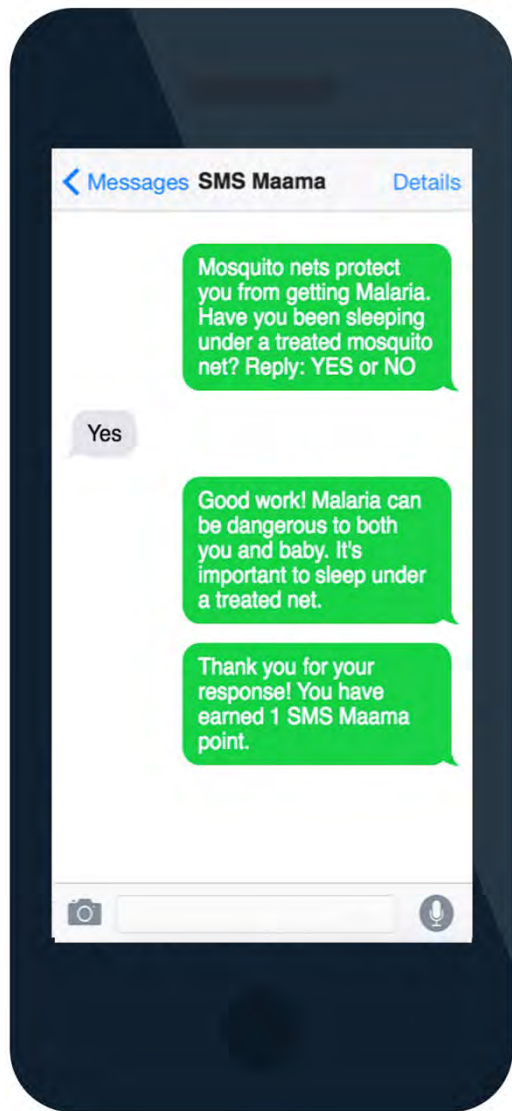
Informational Text Messages



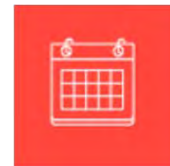
**Antenatal Appointment Reminders**



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\*\*

# 12,700

Text messages have been sent

# 111

Women between 10-28 weeks gestation have been enrolled and will be followed 6 weeks postpartum

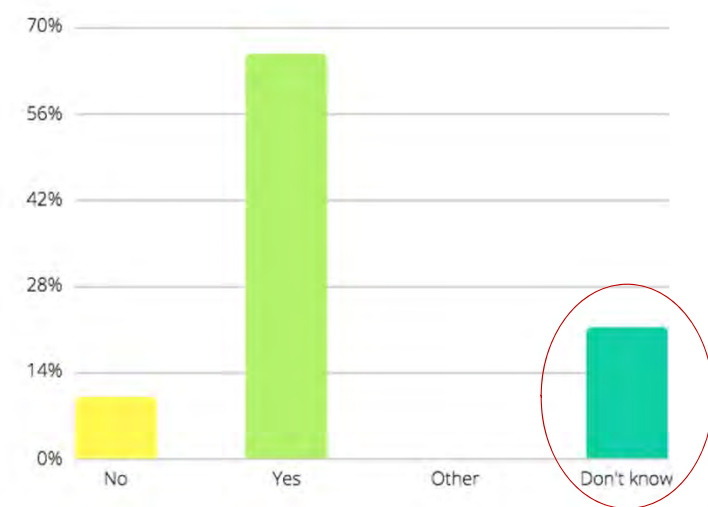
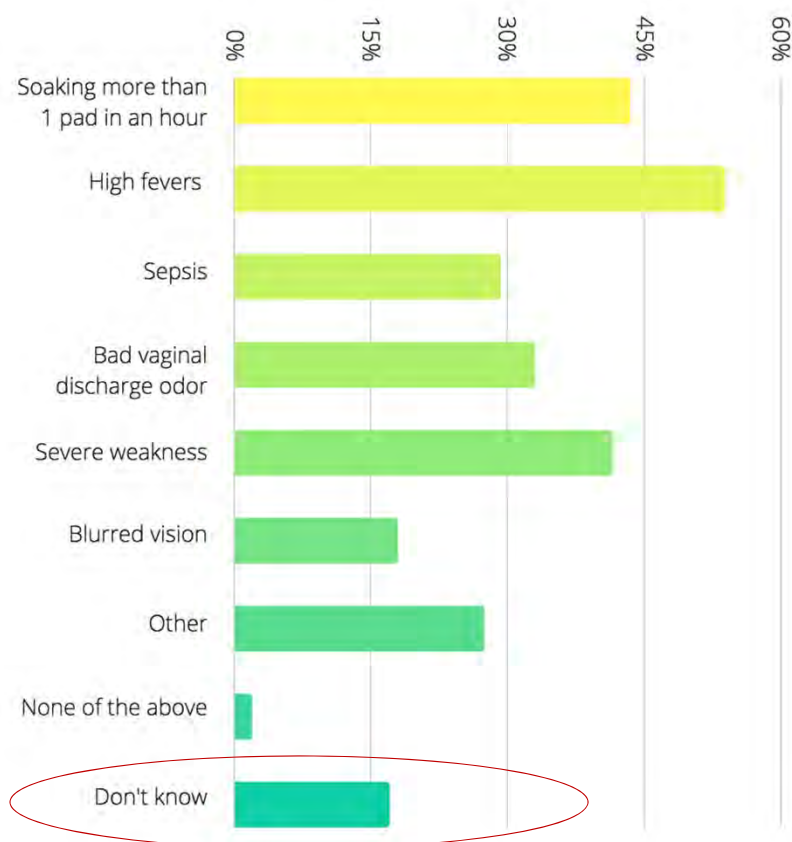
# 29

Have completed the SMS Maama program

\*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.

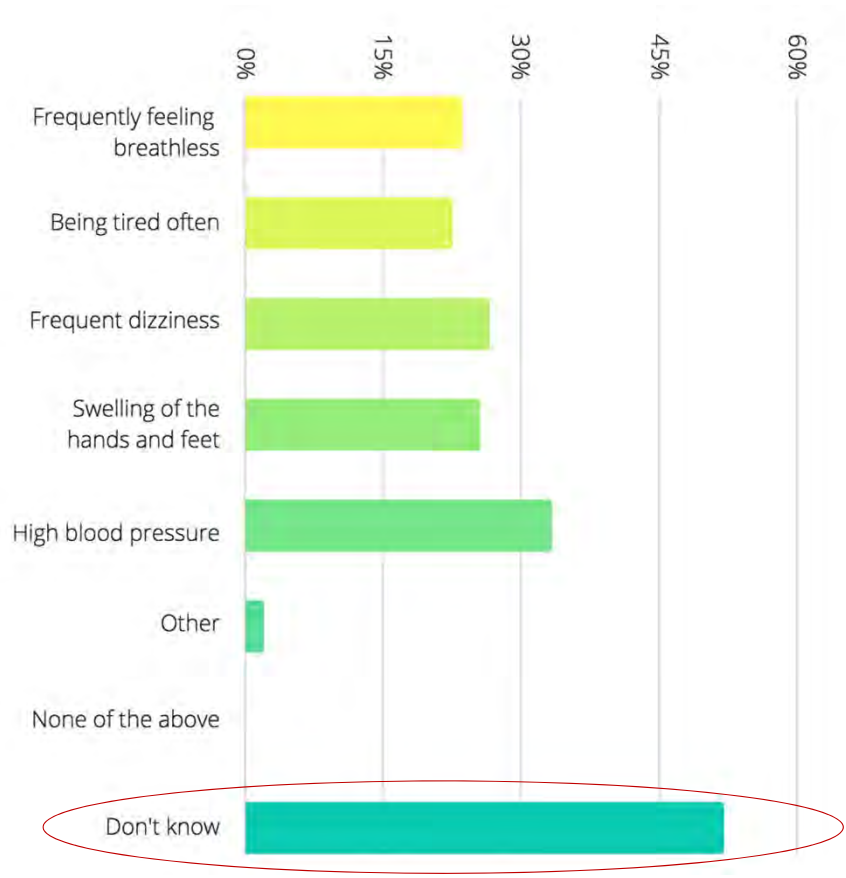
\*\*Fetal complications defined by died shortly after birth, convulsions, difficulty/fast breathing, small size, lethargy/unresponsiveness, mental retardation, and/or malformation.

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.

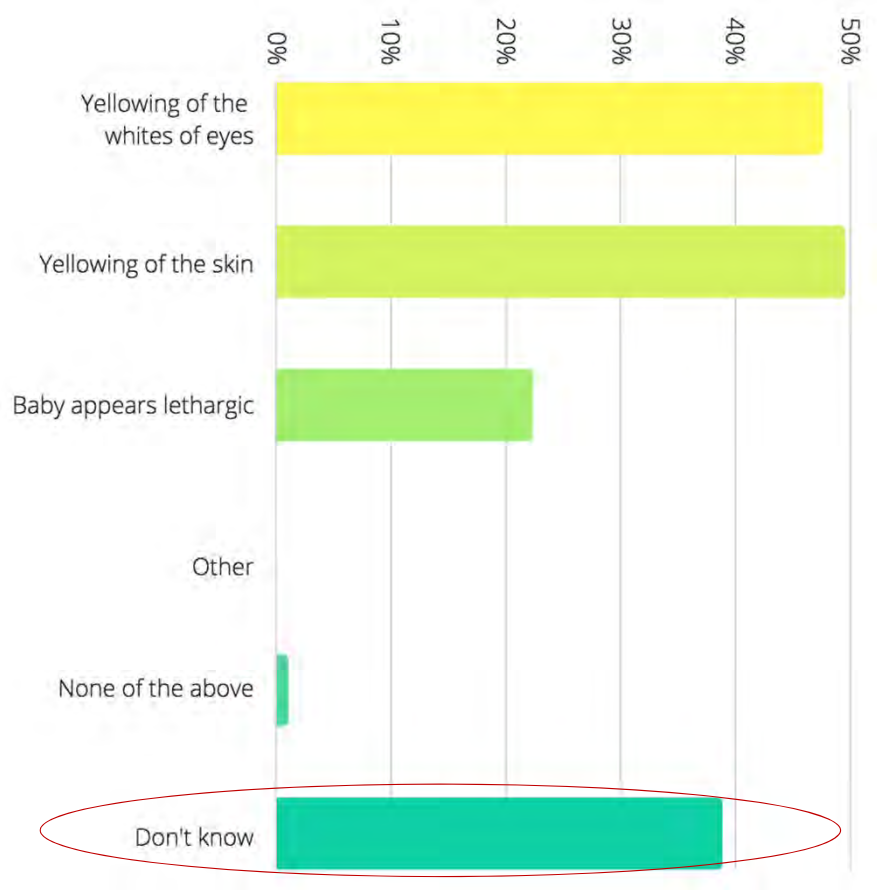


Q. 303.2 In your opinion, could a woman die from this/any of these problems?

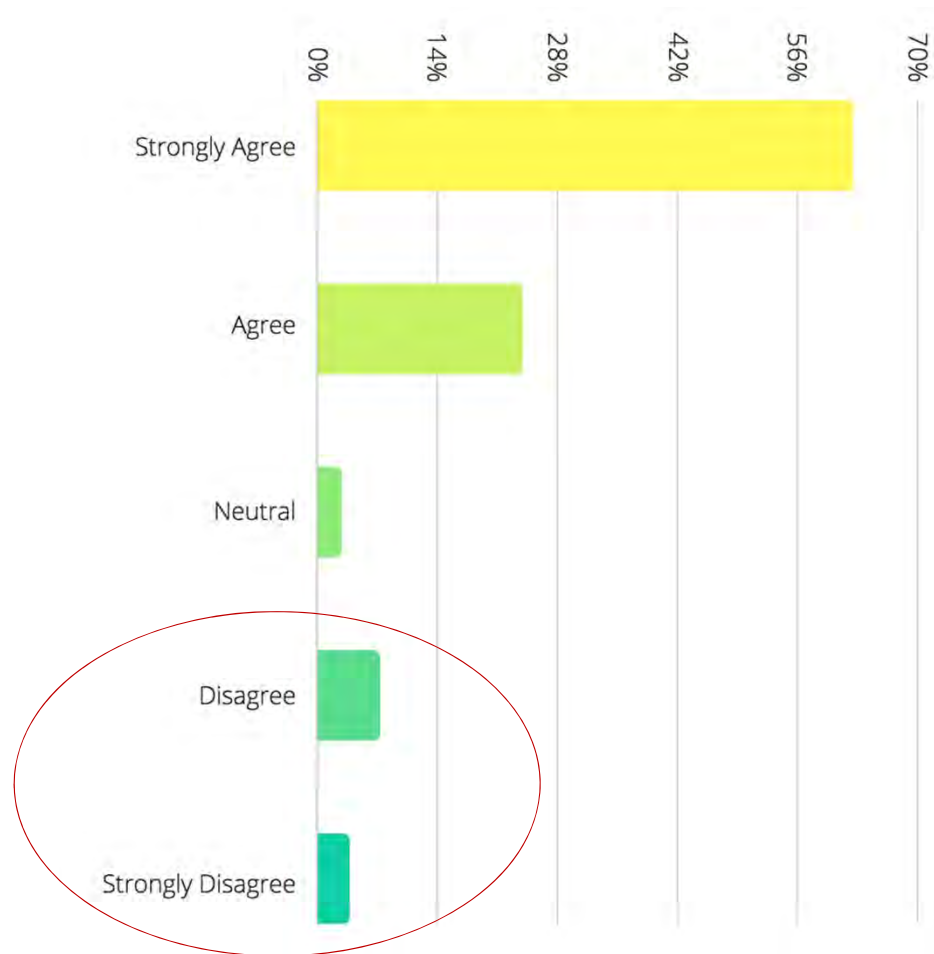
Q. 307. What are signs and symptoms of preeclampsia? Select all that are true.



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 in case you forget"

"I was educated about the signs and symptoms of some complications that occur during pregnancy"

"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 and 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](http://WWW.SMSMAAMA.ORG)  
TO DONATE, VISIT: [YOUCARING.COM/SMSMAAMA](http://YOUCARING.COM/SMSMAAMA)

SMSMaama.Uganda on Facebook • [smsmaama.uganda@gmail.com](mailto:smsmaama.uganda@gmail.com)



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