



# GIVING PREGNANT WOMEN ACCESS TO ADVICE WITH GIFTEDMOM

*GiftedMom is an app for pregnant women and women with children that can help them to monitor their own health and the health of their children. A separate SMS notification system is also available.*



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## WHAT IS THE PURPOSE ?

The GiftedMom service helps to combat infant and maternal mortality by offering pregnant women and young mothers personalised advice (pregnancy monitoring, breastfeeding guidance and a vaccination guide) by SMS, voicemail or via a mobile app.



- Works offline
- Doesn't require an account
- SMS advisory service provided in French, English, Pidgin and some local dialects



- App does not save all of the information that is entered
- Recommended to establish a partnership with a local hospital
- SMS monitoring is not available everywhere

### Prerequisites

- For the app, install the **GiftedMom** app from the app store on your mobile device (e.g. « Play Store »)
- For SMS monitoring, subscribe to the **GiftedMom** service by sending « MOM Subscribe » to the dedicated number (depends on the country) for individualised pregnancy monitoring.



## HOW TO DO IT?

- **The app focuses on 3 dimensions and provides monitoring from pregnancy into the first years of the child's life.**

1. Click on « Pregnancy Follow-up » for advice about pregnancy (calculate the predicted due date, access a checklist of completed and upcoming medical visits, information about the progress of a first pregnancy, a list of questions/answers about pregnancy and the first years of life, the opportunity to ask a doctor for medical advice, by mail in English and French, as well as the chance to take notes...)
2. Click on the section « Breastfeeding » to access advice on this subject
3. Click on the section « Vaccination Guide » to access a list of vaccines that children need to complete. The vaccination schedule is listed chronologically. However, the vaccination checklist does not seem to save the vaccinations that have been ticked by the user.



- **An SMS counseling service can be provided in some regions (especially in Cameroon and Nigeria).**
  1. Subscribe to the service
  2. The user will receive messages automatically as the pregnancy progresses and can request personalised follow-up from a professional (if a partnership has been established locally)



More information about this service can be found on the [GiftedMom website](#) and by contacting the GiftedMom team [info@giftedmom.org](mailto:info@giftedmom.org)



Mobile app is free, 100 FCFA to subscribe to the SMS service



30 minutes