

mothers2mothers



# Virtual Mentor Mother Platform (VMMP)



25 March 2021



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# mothers2mothers' (m2m) eServices

Through m2m's face-to-face services, Mentor Mothers build trusted relationships with clients to ensure they get the care they need.

m2m is using technology to augment its face-to-face services, to increase and intensify reach and follow up of even more clients.

## Peer Services: Face-to-Face

Examples include:

1-1 & group sessions (counselling & education)

Screening & testing for HIV & other illnesses

Post-natal baby clubs

Active follow up of clients who do not report for services or treatment



m2m client



## Peer Services: Via Phone

Scripted one-to-one phone calls

- Tailored by client risk status
- Supported by mHealth apps



eServices



Virtual Mentor Mother Platform (WhatsApp)

## EXTERNAL FACTORS:

🦠 COVID-19



Non-communicable diseases (i.e., Diabetes)

🚫 HIV prevalence

🏠 Related-illnesses (i.e., TB, Malaria...)



Fragile health systems

June 2020

• **One:** COVID-19-focused information chatbot

July-August 2020

• **Two:** Content on HIV, maternal & sexual health, & early childhood added

End of 2020

• **Three:** Additional interactive services












## Introducing the Virtual Mentor Mother Platform (VMMP)














## Team Line

-  **COVID-19**
-  **ESERVICE** Delivery
-  Employee **WELLNESS**
-  Professional **CONDUCT**
-  **LOGISTICS**
-  **DIGITAL** Tools
-  Virtual **BIO**

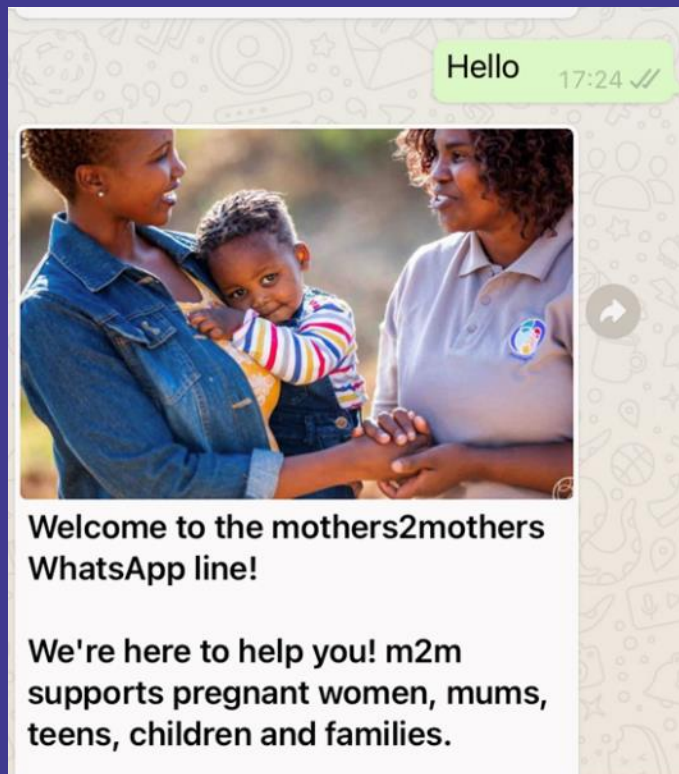
*Standard Operating Procedures  
and Wellness Support*

## Client Line (27 languages)

-  Healthy pregnancy and  
**MOTHERHOOD**
-  Healthy **CHILDHOOD**
-  **HIV PREVENTION**
-  **LIVING** with HIV
-  **TEEN** health
-  **CHRONIC** illness
-  **CORONA** WHO info about  
Coronavirus
-  **ABOUT** mothers2mothers
-  **USING** to use this service
-  Change **LANGUAGE**
-  **SHARE** this service

*Social Behavioural Change Communication  
and Motivational Messaging*

## Video: General Navigation



This is the Main Menu. Reply with the word or words in **BOLD CAPITALS** or the emoji to get more information.

- 👩 **Healthy pregnancy and MOTHERHOOD**
- 👧 **Healthy CHILDHOOD**
- 🚫 **HIV PREVENTION**
- 🌹 **LIVING** with HIV
- 🕶️ **TEEN** health
- 😷 **CHRONIC** illness
- 🔑 **CORONA** WHO info about Coronavirus
- 💜 **ABOUT** mothers2mothers
- 📞 **USING** to use this service
- 🌐 Change **LANGUAGE**
- 📱 **SHARE** this service

## Translations Update



South Africa is live with all content in all languages  
Exception is Sepedi

Translated content reviews

- Feedback to: [VMMP@m2m.org](mailto:VMMP@m2m.org)



## Video: Changing Languages

### LANGUAGE


You may find some content in English as we are still busy with translations.

Please reply with your preferred language:

English  
Xitsonga  
TshiVenda  
Siswati  
Setswana  
isiZulu  
isiXhosa  
Afrikaans  
Ndebele  
Sesotho  
Sepedi

--

Reply:

 **MENU** to return to the main menu.

23:15

### Ellottello


Tiddootheka ophwanya ddeko ddimodda mu Ezungu vawi nirive ootangwaniwa ni mataphullello.

Thopoolani ellottello yoomurimani winyu:

English  
Chichewa  
Ellomwe, Lomwe  
Chinyanja, Nyanja

--

Yankhani:

 **MUNDANDANDA** wihina muhokollowe omundandanda wuullukhullu.

23:14

### LUGHA


Unaweza kupata (yaliyomo) kwa Kiingereza kwani bado tuna shughuli nyingi na tafsiri

Tafadhali jibu kwa lugha unayopendelea:

English  
Doluo, Luo  
Kiswahili  
Gikuyu

--

Jibu:

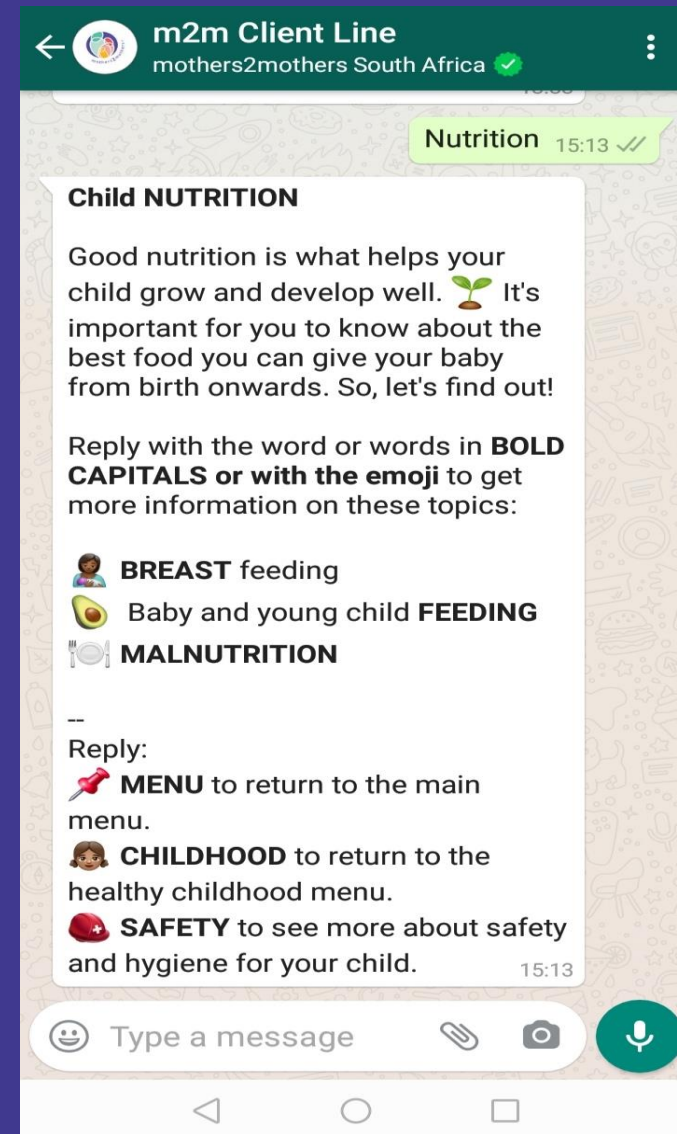
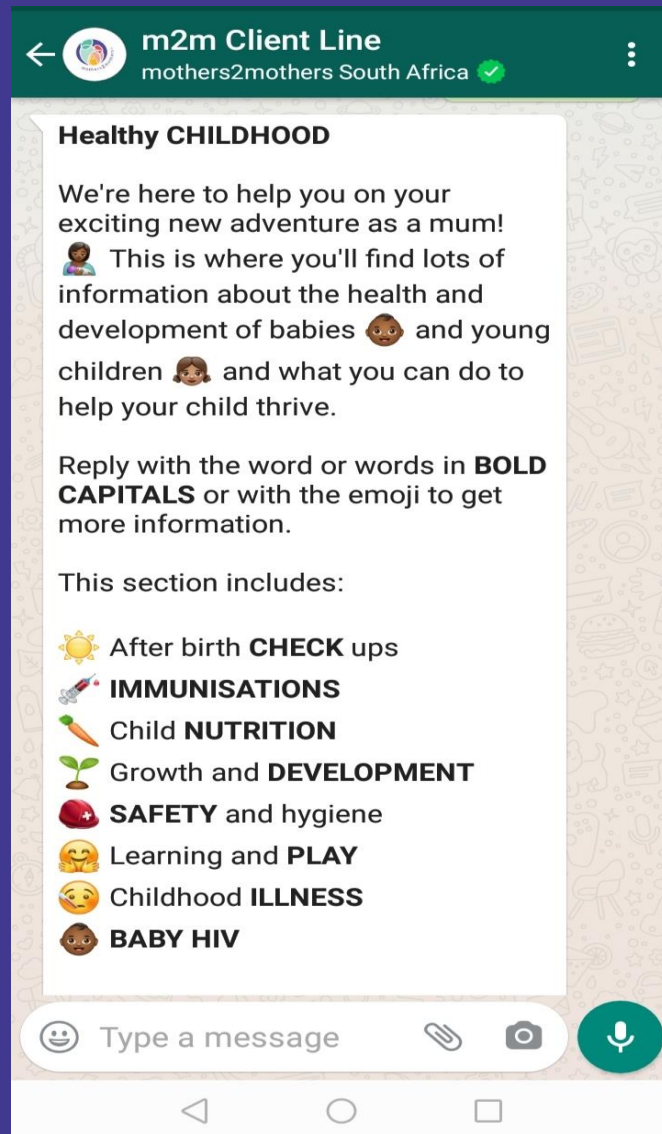
 **MENYU** kurudi kwenye menyu kuu.

23:16





## Video: Healthy Childhood



## Using the VMMP Service Across Africa



Country	Number	Link
Angola	+244922384390	<a href="https://wa.me/244922384390?text=Hello">https://wa.me/244922384390?text=Hello</a>
Ghana	+233242426504	<a href="https://wa.me/233242426504?text=Hello">https://wa.me/233242426504?text=Hello</a>
Kenya	+254207640157	<a href="https://wa.me/254207640157?text=Hello">https://wa.me/254207640157?text=Hello</a>
Lesotho	+26657814798	<a href="https://wa.me/26657814798?text=Hello">https://wa.me/26657814798?text=Hello</a>
Malawi	+265999706968	<a href="https://wa.me/265999706968?text=Hello">https://wa.me/265999706968?text=Hello</a>
Mozambique	+258843222626	<a href="https://wa.me/258843222626?text=Hello">https://wa.me/258843222626?text=Hello</a>
South Africa	+27600109000	<a href="https://wa.me/27600109000?text=Hello">https://wa.me/27600109000?text=Hello</a>
Uganda	+256323200612	<a href="https://wa.me/256323200612?text=Hello">https://wa.me/256323200612?text=Hello</a>
Zambia	+260962272883	<a href="https://wa.me/260962272883?text=Hello">https://wa.me/260962272883?text=Hello</a>



Thank you for contacting mothers2mothers. 🧡

One of our Help Desk operators will be in touch with you as soon as possible.

**Our office hours are 9am to 5pm on week days.** Help Desk operators are not available over the weekend.

💡 This service works best when you send a message with the options provided in **BOLD** or an emoji.

--  
Reply:  
📌 **MENU** to return to the main menu.

Motsei 🧡

What Causes Back Pain On A Third Trimester?

Jan 10, 2021 1:28 PM

Good morning Motsei. Back pain is expected in pregnancy as you move closer to giving birth with all the weight gain. Stretching, hot bath, Placing pillows on your back when you are sitting can relieve the pain. If you are experiencing a rhythmic pain in your lower back every few minutes, it may be contractions a sign of labour.

Jan 11, 2021 10:47 AM Delivered ✓

Dear Linomtha - If you are pregnant, it is common to have heartburn, partly from the hormones and partly from the pressure that the growing baby puts on your stomach. Changing your eating habits can help - multiple smaller meals in a day rather than 3 large meals. Cutting back on caffeine and fatty foods can also help. Please tell your healthcare worker about the heartburn at your next visit. If the heartburn gets very bad please go to your clinic to have it checked on.

Linomtha

My heartburn can't stop

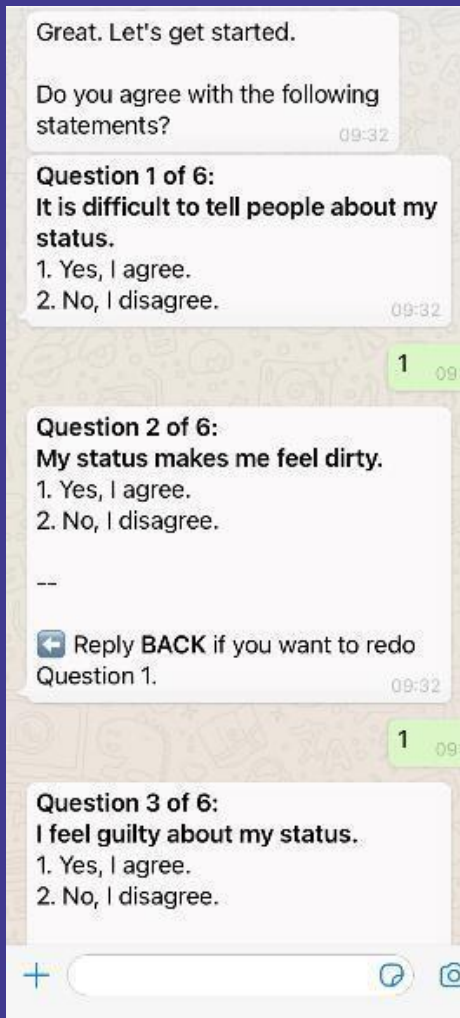
Dec 27, 2020 8:30 PM Delivered ✓

Dec 27, 2020 1:04 PM



## Potential new features for the VMMP

- Adding new information Eg Covid-19 vaccinations (info could differ per country)
- Push notifications to various groups such as ECD mums, Teens, Living with HIV people etc (opt in required by client)
- Questions to find out more about our clients, to get feedback on the service, quizzes, etc
- Appointment reminders
- Expanding to new countries
- Virtual Hubs manned by mentor mothers
- Integration with other WhatsApp info lines



### This is your clinic visit reminder!

Your clinic visit is coming up on 2020-12-13. Take charge of your health and make sure you're ready for it.

Remember you can see tips on planning for your visit in the **MENU** and choose **3** for  My Reminders.

We'll chat soon!



Thank you!

