mothers2mothers

# Virtual Mentor Mother Platform (VMMP)

25 March 2021

# Presentation Outline

1. Overview of m2m eServices (peer via phone and VMMP)
2. Introducing the Virtual Mentor Mother Platform
    - Content (Team Line & Client Line)
    - Video on navigating the VMMP
    - Translations update
    - Video on changing languages
    - Content and Video on Healthy Childhood
    - Using the VMMP service across Africa
3. The VMMP Helpdesk
4. The future of the VMMP

# 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

eServices

## Peer Services: Via Phone

Scripted one-to-one phone calls

- Tailored by client risk status
- Supported by mHealth apps

## Virtual Mentor Mother Platform (WhatsApp)

**June 2020**

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

**July-August 2020**

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

**End of 2020**

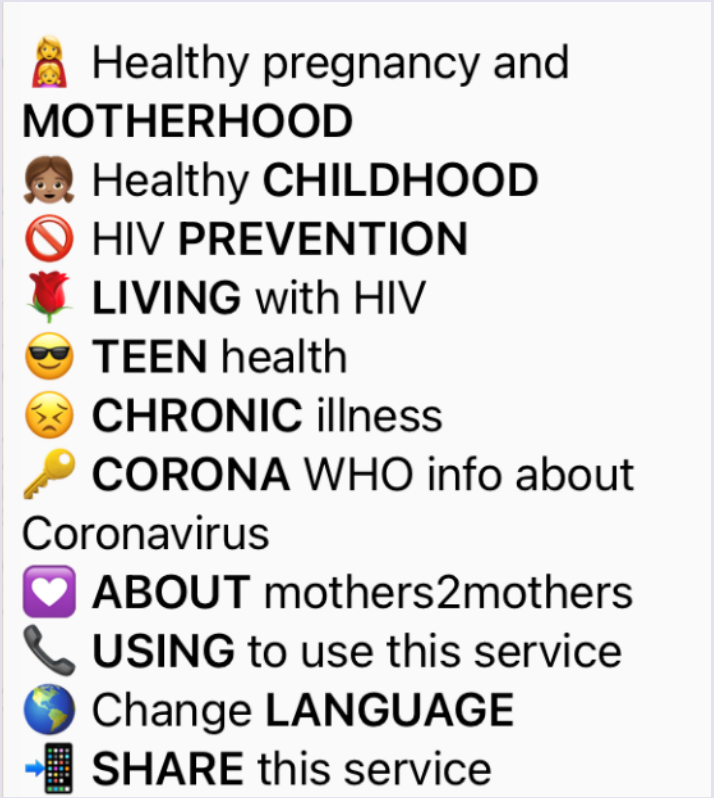
**Three:** Additional interactive services

**EXTERNAL FACTORS:**

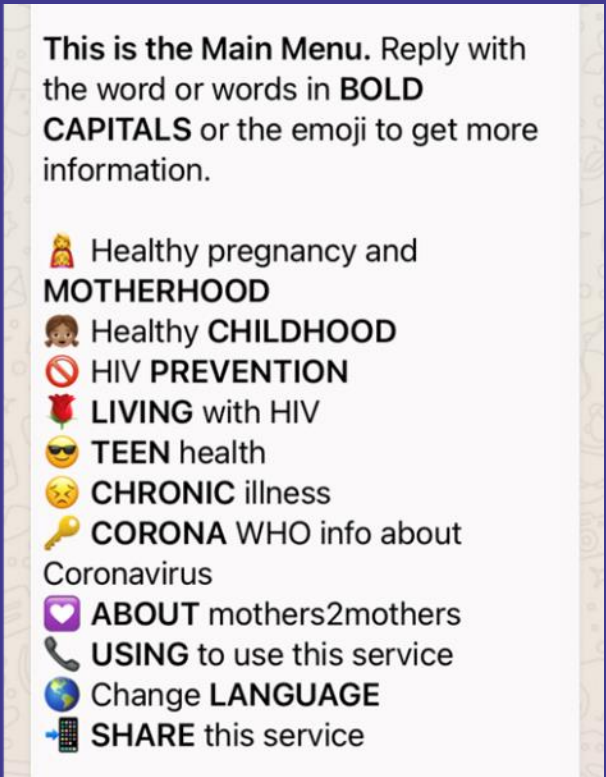
- COVID-19
- HIV prevalence
- Related-illnesses (i.e., TB, Malaria...)
- Non-communicable diseases (i.e., Diabetes)
- Fragile health systems

# Introducing the Virtual Mentor Mother Platform (VMMP)

# VMMP Content

| Team Line | Client Line (27 languages) |
| --- | --- |
| |  |
| *Standard Operating Procedures and Wellness Support* | *Social Behavioural Change Communication and Motivational Messaging* |

# Video: General Navigation



# Translations Update

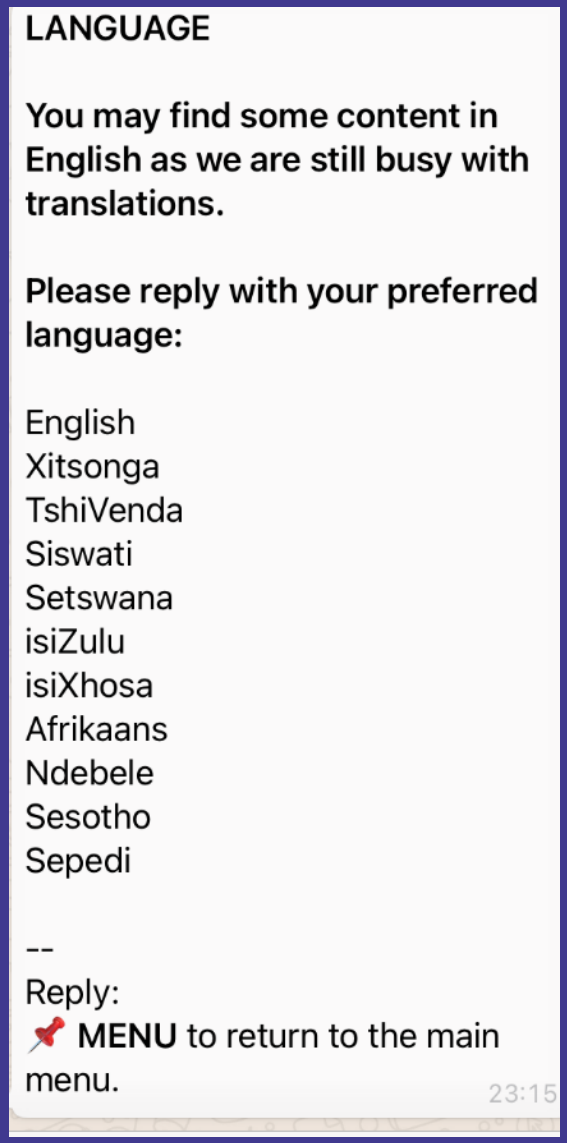
South Africa is live with all content in all languages

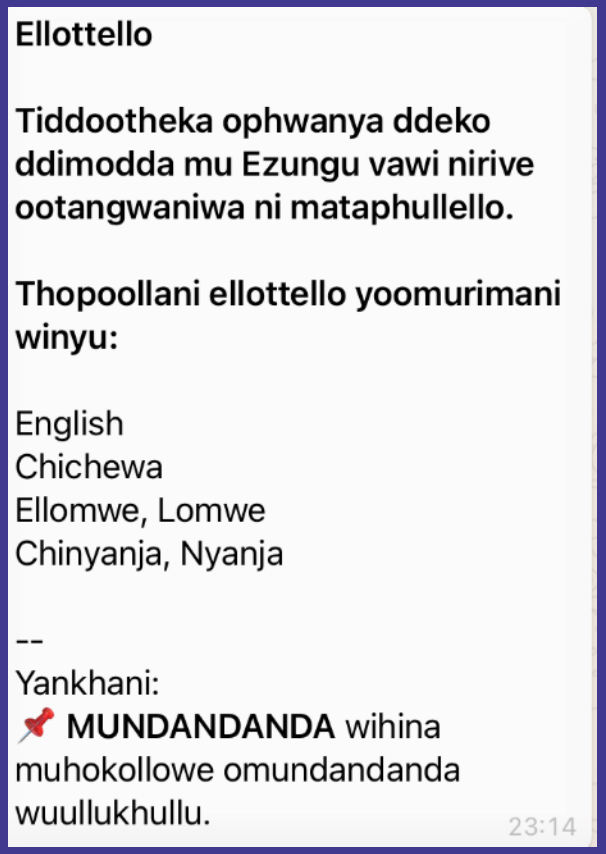
Exception is Sepedi

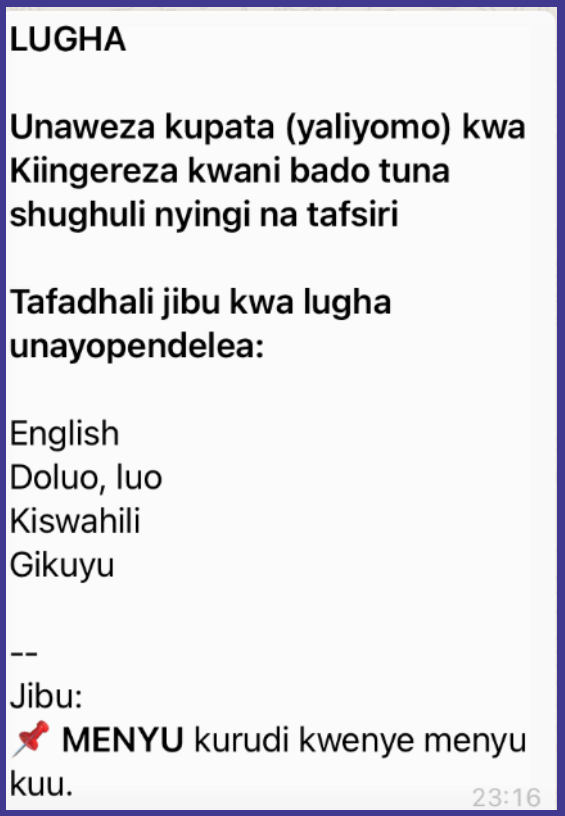
Translated content reviews

- Feedback to: VMMP@m2m.org

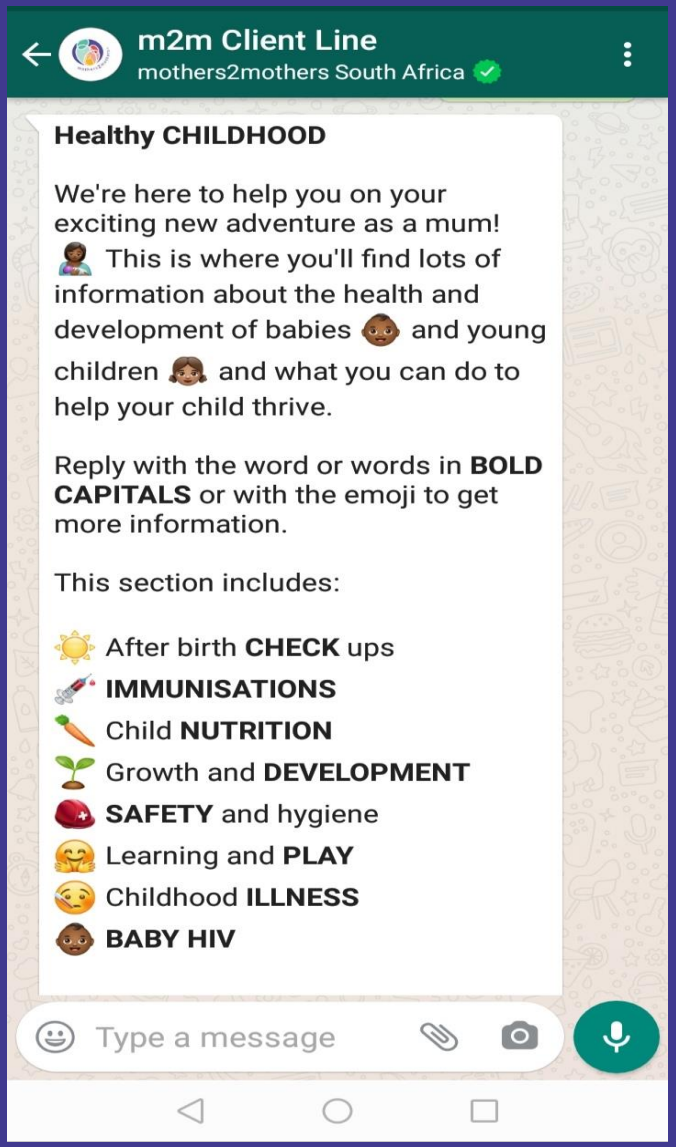
# Video: Changing Languages

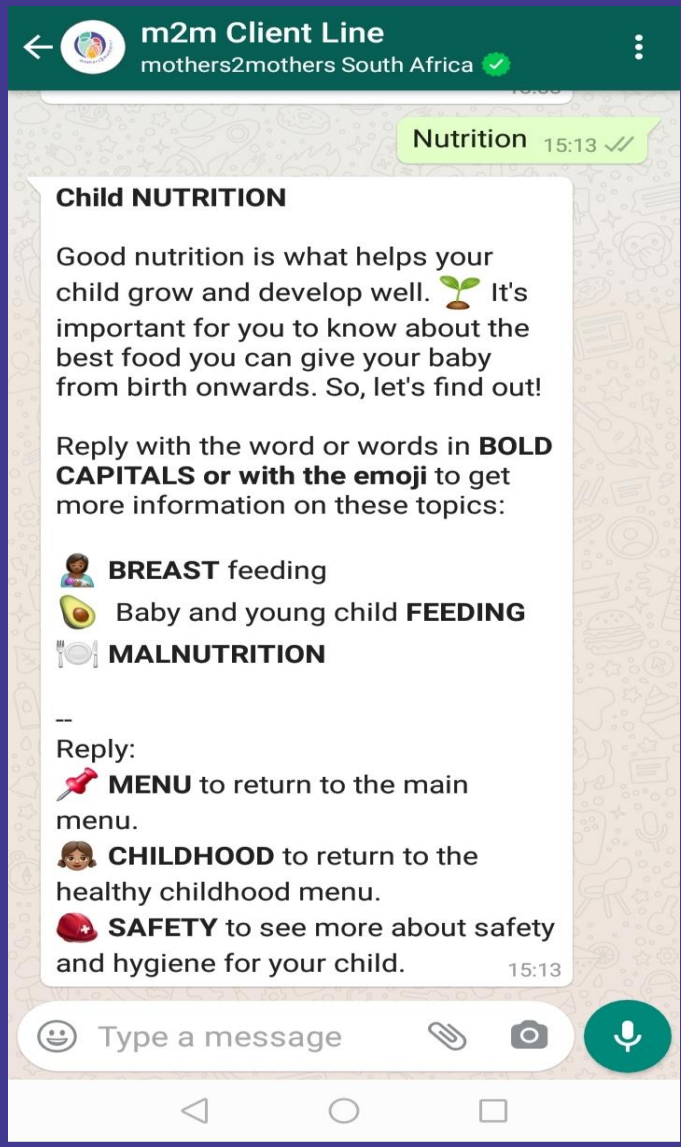


# Video: Healthy Childhood



# Using the VMMP Service Across Africa

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

# VMMP Helpdesk

**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.

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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 ✓✓

Linomtha

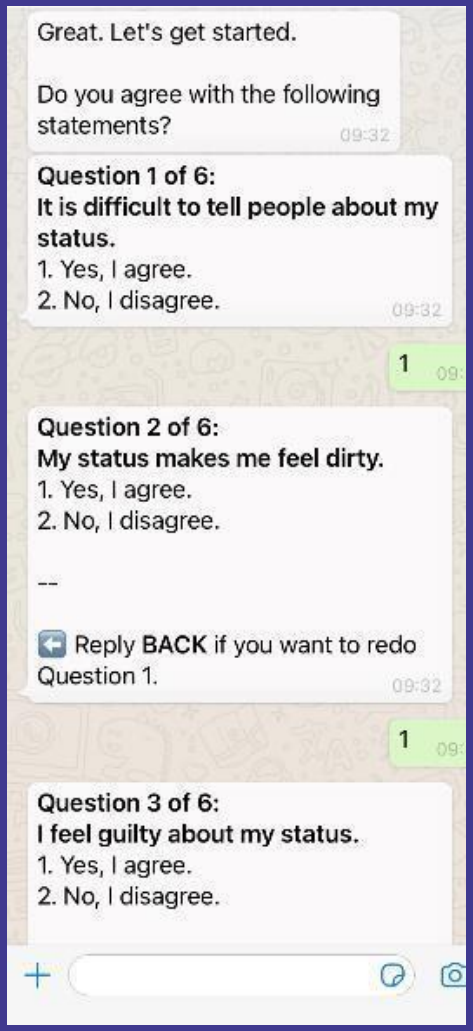
My heartburn can't stop

Dec 27, 2020 1:04 PM

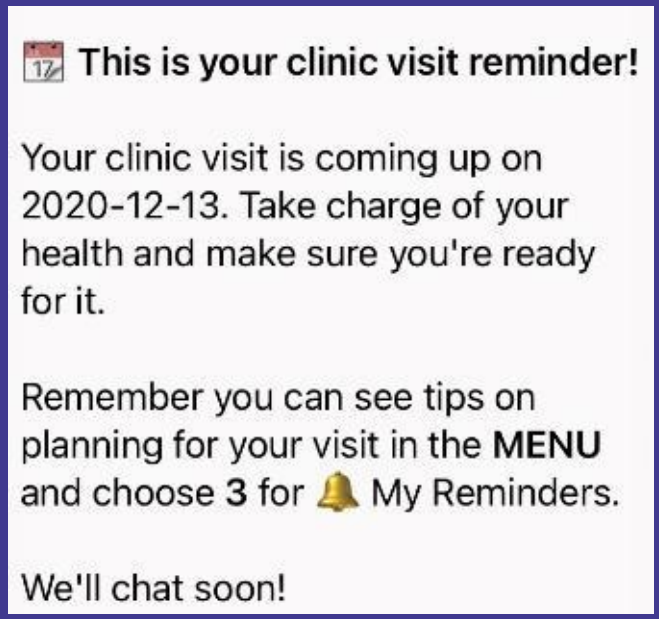
Dear Linomtha - If you are pregnant, it is common to have heartburn, partly from the hormones and partly from the pressure that the growing baby puts on your stomach. Changing your eating habits can help - multiple smaller meals in a day rather than 3 large meals. Cutting back on caffeine and fatty foods 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.

Dec 27, 2020 8:30 PM Delivered ✓✓

## 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



Thank you!

m2m.org @mothers2mothersintl @mothers2mothers @m2mtweets