

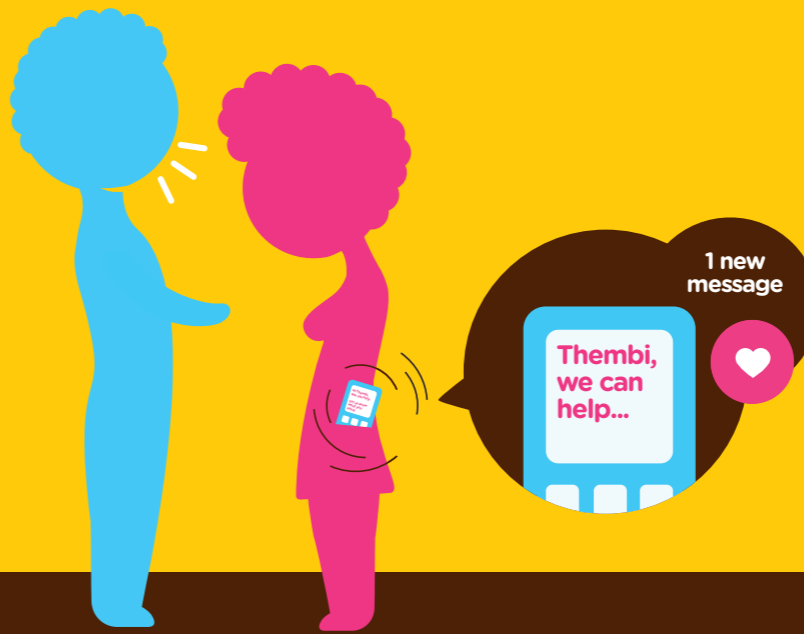
Meet Thembi. She is 23 years old.

Thembi worries she may be pregnant when she starts to feel sick and is very late. Finding a MomConnect flyer a friend left her, she dials the free number and answers a few questions. She begins to receive messages telling her some things she didn't know about looking after herself when she is pregnant and encourages her to go to a clinic.



Thembi visits the clinic & finds out she's pregnant & HIV+

Thembi takes the day off work so that she can go to the clinic. She waits in a line for 4 hours before anyone will see her. A nurse helps her complete her registration for the MomConnect programme. The next day she receives a message that asks her to tell MomConnect about her clinic visit. She dials the number and gives her feedback.



Thembi doesn't have the support she needs & feels alone

She tells her boyfriend that she is pregnant and HIV positive. He is very angry and decides to leave. Thembi realises that she will be raising her child by herself. She remembers she gets her MomConnect messages twice a week reminding her that if she goes on medication, her baby can be born HIV negative.



Thembi's baby is almost here & she is worried

The baby starts to kick and Thembi gets scared about giving birth. She doesn't know how to tell when she needs to go to the clinic. She sends a message to MomConnect and asks for help. MomConnect sends back information that will help her prepare for the birth of the baby.

Find out what happens next at thembistory.co.za

What is MomConnect?

MomConnect is a National Department of Health initiative that uses mobile technology to improve the health of pregnant women, newborns and infants at national scale.

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How far we've come



MomConnect Partners

- FOUNDING PARTNERS** National Department of Health
- TECHNICAL PARTNERS** Praekelt Foundation, Jembi Health Systems, HISP
- FUNDING PARTNERS** Elma Foundation, Johnson & Johnson, USAID (PEPFA) UNICEF
- RESEARCH PARTNERS** University of Stellenbosch, University of the Western Cape
- CONTENT PARTNERS** Baby Center, Soul City
- TRAINING PARTNERS** PEPFAR District Support Partners

These include: Anova, Foundation for Professional Development, Broadreach, Health Systems Trust, Aurum Institute, Right to Care, Beyond Zero, Africare, Path, Kheth' Impilo, Match, and WRHI.

