



## Success Story

# Mobile Health Tanzania Partnership

### Placing Health at Your Fingertips

Lenny Magabu, a mother who recently gave birth in Tanzania, had fallen into the routine of having limited knowledge before her health appointments – a very risky trend for many mothers in a country with high maternal and child mortality rates.

Prior to childbirth, however, Lenny heard about an innovative and free mobile health service that delivers messages of health and wellbeing to her fingertips. She quickly registered to ensure she had access to this wealth of knowledge.

“I really liked the messages of getting ready before going into labor and delivering [the baby],” said Lenny. “Because most of the time we go [to the health facility], we are unprepared.”

In a country of over 55 million people with 82% mobile phone penetration, Cardno’s Mobile Health (mHealth) Partnership uses cutting-edge mobile solutions to scale-up and sustain health programs through innovative solutions.

Healthy Pregnancy, Healthy Baby SMS Service, also known locally as Wazazi Nipendeni (in Kiswahili meaning “parents love me”), is one such solution. Launched in November 2012, this service promotes healthy pregnancy and early childhood care for those who seek quality health care consultations from providers.

Registrants receive timed, zero-rated cost (i.e., free) messages and reminders covering key topics such as prevention of mother to child transmission of HIV/AIDS, family planning, antenatal and postpartum care, development milestones, and reminders for

health services (e.g., immunizations, clinic visits, malaria prevention medicines, and nutrition).

Emphasizing the tremendous value the partnership’s solutions are adding to healthcare providers in challenging settings, Dr. Mustafa Bapumia, Medical Director, Aga Khan Health Services commented, “We [now] have a way of educating patients without meeting them in person. Otherwise we have to see hundreds in the clinic, which may not be possible. We find patients coming on time, in better health, and with better understanding.”

As of June 2018, there were 2,268,689 HPHB registrations (44% pregnant women, 43% mothers with children under five years of age, 10% general information seekers, and 3% supporters). Additionally, over 135,547,222 messages have been disseminated since the launch.

mHealth Tanzania is implemented by Cardno and key partners include the U.S. Centers for Disease Control and Prevention; the Ministry of Health, Community Development, Gender, Elderly and Children; and many mobile companies and on-the-ground partners.

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– Lenny Magabu,  
Active mHealth User