

Box 19.5: GiftedMom: digitizing health care in Cameroon

GiftedMom Co. is a start-up created in 2016 by young Cameroonians in order to increase antenatal care attendance and vaccination of babies and reduce the transmission of HIV from mother to child, by informing pregnant women and new mothers in rural areas, especially, about available resources.

Gifted Mom Co. has developed a smartphone application for Android users that can be downloaded from the Google Play store. An automated SMS and voice application sends

notifications to pregnant women and nursing mothers reminding them when to go for their next antenatal care session or take their baby for vaccination.

Weekly SMS are sent to subscribers informing them of the available educative medical resources that the Ministry of Public Health and its partners have put in place.

Pregnant women or nursing mothers can subscribe to the GiftedMom SMS and Voice Reminder service at hospitals, or directly by sending the keyword

MOM to 8566.

Registered as a non-governmental organization, GiftedMom Co. is currently operating in 34 communities across the country. So far, it has affected the lives of over 10 000 pregnant women and nursing mothers, as well as those of their partners and community health-workers.

Source: compiled by authors; see also: <https://tinyurl.com/giftedmom>

UNESCO SCIENCE REPORT (2021)