

The Virtual Mentor Mother Platform



AT A GLANCE



AN
INTERACTIVE
WHATSAPP
PLATFORM



DELIVERING
ON-DEMAND
HEALTH
INFORMATION



ACROSS NINE
COUNTRIES
IN OVER 30
LANGUAGES



AS A CRITICAL STEP
TOWARDS UNIVERSAL
HEALTH COVERAGE AND
LEAVING NO ONE BEHIND

THE NEED FOR TECHNOLOGY

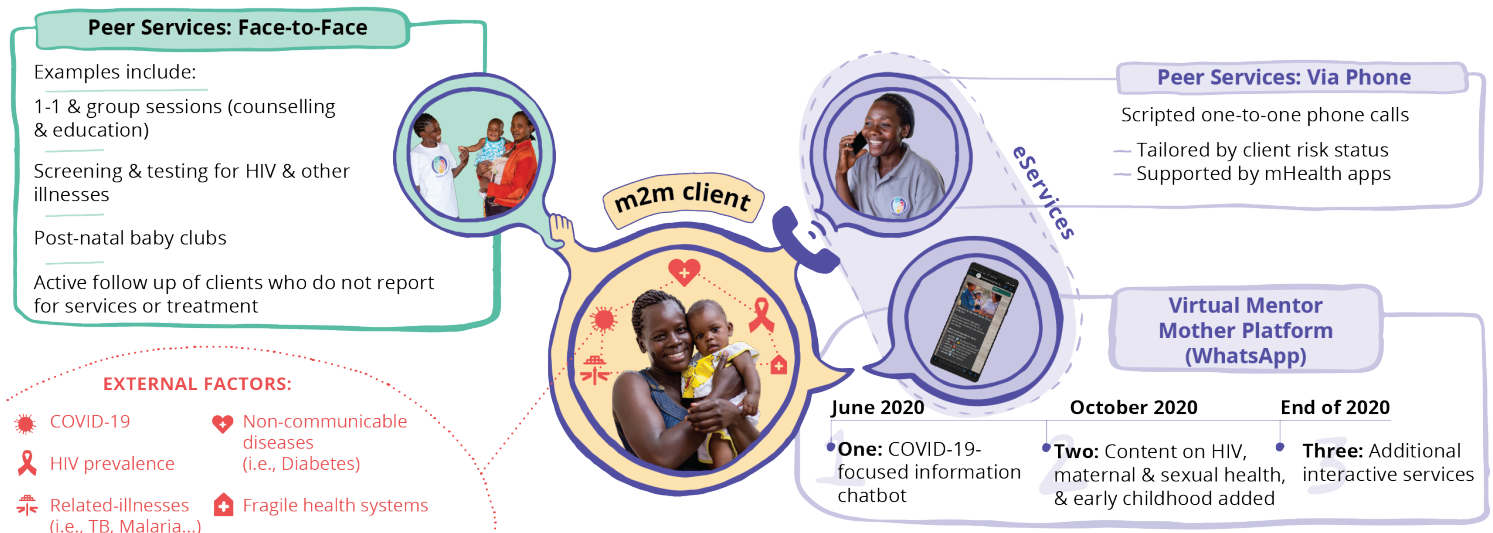
With COVID-19 sweeping across Africa, mothers2mothers (m2m) is focused on the needs of the over one million women and families who depend on our vital work. Spanning 10 sub-Saharan African nations, these communities are at disproportionate risk to the pandemic due to fragile health systems and a high prevalence of HIV and other comorbidities such as TB and diabetes.

With countries restricting movement, m2m Mentor Mothers—the nearly 1,700 women living with HIV we employ as frontline health workers—have not always been able to serve their clients in person. With demand outstripping supply for health services, we have adapted our programmes to fight COVID-19, while still addressing HIV/AIDS and other health issues. We have also leveraged the power of technology to intensify our client outreach.

m2m's SERVICE DELIVERY RANGE

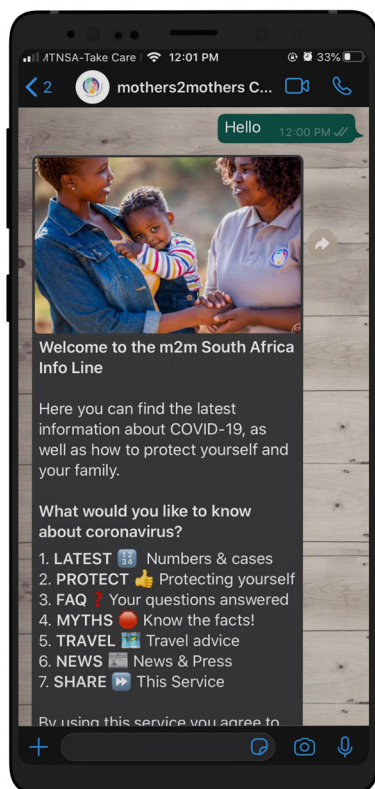
Through m2m's face-to-face services, Mentor Mothers build trusted relationships with clients to ensure they get the care they need.

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



Our Peer Services: Via Phone allow our frontline staff to stay connected with clients. These regular check-ins are essential for adherence counselling, appointment reminders, and to provide families with support during this difficult time. Since 15 April 2020, over 90,000 clients have signed up for m2m's Peer Services: Via Phone.

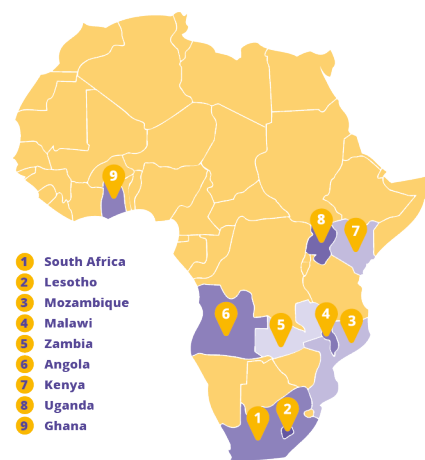
INTRODUCING THE VIRTUAL MENTOR MOTHER PLATFORM



To fight COVID-19 and strengthen our existing peer-to-peer services, m2m accelerated the development of the “Virtual Mentor Mother” Platform (VMMP)—a WhatsApp-based interactive service where new and existing clients can receive vital health information and service referrals on demand through a WhatsApp chatbot. Phase One of the VMMP is COVID-19-

focused, while Phase Two will include information about HIV, Reproductive Health, Non-Communicable Diseases, Early Childhood Development, and other critical health issues. Content tailored specifically for adolescents is also being developed, and additional interactive services will be built into the platform.

Phase One is being rolled out immediately in over 30 local languages across nine African nations. Phase Two roll out will take place in October 2020.



The VMMP is an additional resource for Mentor Mothers to offer to clients during COVID-19 and beyond. This additional wrap-around support provides a timely set of lifesaving health information to clients, while also allowing them to access information at a time that suits them, and in a way that is easy to share with their families and peers.

THE AIMS OF THE VMMP ARE TO:

- **Leverage tech for good:** This takes m2m further on its journey to ensure Universal Health Coverage for as many clients as possible, through innovative and scalable peer-based solutions.
- **Deliver critical COVID-19 and wider health information:** Clients will receive real-time and up-to-date information on their phone, and can navigate to topics of particular interest.
- **Enhance and tailor services:** Data collection and segmentation through the VMMP will help us differentiate service delivery; for example, augmenting the VMMP with regular monthly calls for less vulnerable and more stable clients, while prioritising urgent and high-risk cases with weekly phone calls or in-person services.
- **Increase our reach:** A sign-up link to the VMMP can easily be shared by clients with their friends and family, allowing us to reach and enrol new clients.

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