Empowering pregnant women and new mothers with information to ensure a healthy pregnancy and a healthy, vibrant baby.

The South Africa National Department of Health’s MomConnect initiative has registered more than 1 million pregnant women through over 95% of government health facilities. These women receive health messages on their mobile phones throughout their pregnancy and first year of their child’s life.
In South Africa, 30% of women in antenatal care are living with HIV. The Department of Health is working with partners HealthEnabled and the Knowledge for Health Project to expand MomConnect to help prevent mother-to-child transmission of HIV (PMTCT). Through this collaboration, HIV+ pregnant women enrolled in MomConnect receive additional weekly messages with:

- Reminders to consistently take their prescribed antiretroviral therapy
- Tips on how to manage treatment side effects
- Breastfeeding guidance
- Reminders to return for recommended testing and care for their infants

Women can also contact a professional PMTCT nurse at a virtual Help Desk to ask questions and seek additional support.

To learn more about the project or working with us:


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