



mMitra Voice a call Program

SUKARYA Collaborated with ARMMAN's mMitra Voice a call Program for Maternal and Child Health Programme. Johnson & Johnson partnered with the Mobile Alliance for Maternal Action (MAMA) and United States Agency for International Development USAID, United Nations Foundation and BabyCenter, to launch mMitra a mobile health program for low-income Indian women in urban communities in late 2014.

mMitra is a free mobile voice call service by ARMMAN that sends timed and targeted preventive care information weekly/bi-weekly directly to the phones of the enrolled women through pregnancy and infancy in their chosen language and time slot. mMitra is a free mobile voice call service that provides culturally appropriate comprehensive information on preventive care and simple interventions to reduce maternal and infant mortality and morbidity in urban India. The voice calls are in the local dialect, specific to the women's gestational age or the age of the infant and are sent weekly/twice a week free of cost directly to pregnant women and mothers with infants.

The mMitra Voice a call Program was operational at Sukarya's Urban Slum Health Action (USHA) Project, Delhi and Community based Health education and livelihood project in 30 Villages of district Mewat, Haryana. The total population coverage is around 200000.

Under this program brand ambassadors /Sakhis have been selected and trained to do following things:

- To identify the pregnant women, new mothers and mother having children below 6 months of age and to enrol them for mMitra voice call service after proper counselling and informed consent.
- To maintain a list of women enrolled with the details of their names, mobile number, area and submit it on a regular basis at the time of reporting.
- To do follow-ups with women, in case they have DND activated on their mobile phones or for any other reason as instructed by ARMMAN or by Sukarya personnel.
- To conduct visits to the women's homes for data validation, in case of forms found with incorrect or incomplete information.