

## Context

Maternal and neonatal mortality rates in Burkina Faso are very high: 343 deaths per 100,000 live births and **27 deaths** per **1,000** live births respectively. These deaths can be explained, among other reasons, by poor knowledge of women, their husbands, other family members and communities on the pregnancy and the appropriate behaviours during pregnancy, at birth and after birth.

## What?

**My baby and me** is a free mobile application that provides correct information, via contextualized images and audio clips in local languages, about pregnancy, childbirth and the

postnatal period, thus helping women to make decisions that are favourable to their health and that of their baby. It also provides information on health promotion for the mothers and newborns during the COVID-19 pandemic. Information is drawn from the recommendations of the World Health Organization and of Ministry of Health of Burkina Faso.

## For whom?

**My baby and me** is used by **pregnant women and new mothers.**

The application allows **women and their partners, as well as other family members** to have information and to contribute to the care of the woman and the baby, as well as the decision to seek care.

## Objective

To contribute to **improving the health** of pregnant women and newborns by **strengthening the information pregnant women and new mothers receive on maternal and newborn health.**



## What is the content?



1. PREGNANCY



2. PRENATAL CARE



3. HEALTHY PREGNANCY



4. BIRTH  
PREPAREDNESS



5. BIRTH



6. AT HOME AFTER  
BIRTH



7. POSTNATAL CARE



8. COVID-19

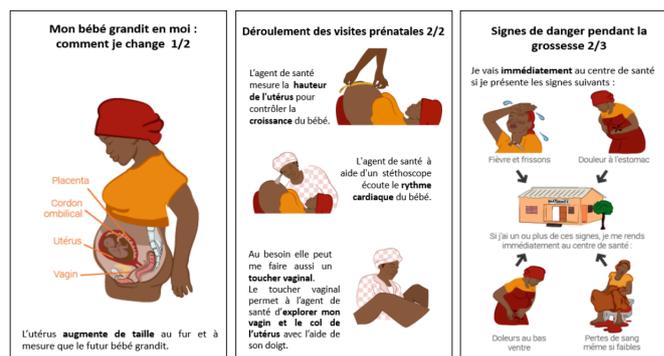
## Areas of intervention

**Burkina Faso:** initially 9 districts with a possible extension nationwide.



## Advantages

- Women have friendly access to information concerning:
  - The changes of their bodies during pregnancy and the small nuisances during and after pregnancy,
  - the healthy behaviour during pregnancy and after pregnancy,
  - physical and psychological birth preparedness and complication readiness,
  - COVID-19 and maternal health.
- Notifications on care seeking are automatically generated and regularly displayed on the phone,
- the role of the woman's companion as well as the one of the family is underlined,
- can be consulted off-line,
- free access,
- without advertisements,
- downloadable on all smartphones,
- does not require identification information and does not collect personal information,
- can be easily updated with evolving information, like it is the case with the COVID-19,
- can be locally adapted by changing the audios of local languages,
- can be used by community health workers for health education or as reference material.



## Further potential

- The application can be connected to health centres in order to send personalised messages on risks or on medical appointments,
- a forum can be created where women can ask questions and receive answers from a trusted health care provider,
- new components such as family planning or in case of new epidemics, can be added,
- the application can be adapted to specific target groups such as couples or young pregnant women.

Developed in partnership with:



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