

Monami

Outcome-linked finance for maternal health in Angola

20-03-2024

800 women die of pregnancy-related causes every day.

However, most maternal and child deaths are preventable.

Despite reduction in maternal and neonatal mortality in the last two decades, Angola is **off-track to reach the SDG target**, with a **maternal mortality rate of 222 in 2020**

(WHO, 2020)

New, **scalable intervention models** around maternal health literacy play a key part in reaching this ambition.

SDG 3.1.

Reducing the global MMR to less than 70 per 100,000 births, with no country having a maternal mortality rate of more than twice the global average.



monami

Increase in maternal health literacy.

Behavioural change.

Improved ANC and PNC visit attendance, adoption of healthy habits, timely access to health-care services, and skilled labour.

Lower maternal morbidity and mortality.

Monami is an Angolan mobile-based health intervention designed to promote female education on maternal and neonatal health topics and empower women to make informed health decisions during pregnancy and the early postpartum period.

It was designed by Appy, an Angolan company bringing IT solutions to critical social sectors such as healthcare and education

● Register for Monami free of charge.

Regular inflow of **SMS or pre-recorded messages** with **culturally-relevant educational content on maternal and neonatal healthcare.**

+

Access to a phone helpline* to pose doubts related to maternal health.

**this feature is not available yet*

● The Monami programme ends at 8 weeks after childbirth.

Monami has ran a **pilot with 20,000 women in Luanda** between 2022 and 2023 which showed promising results and has informed the design of the improved intervention model

- 91.6% of respondents reported considering Monami an extremely useful or very useful service.
- 94,9% of respondents reported having learned something new through the content received from Monami.

Pilot funder:



FUNDAÇÃO
CALOUSTE
GULBENKIAN

Pilot partner:



MATERNIDADE
Lucrecia Paim



**Financing the scaling of Monami
through an outcomes-linked
contract...**

Outcome:

Increase in maternal health literacy

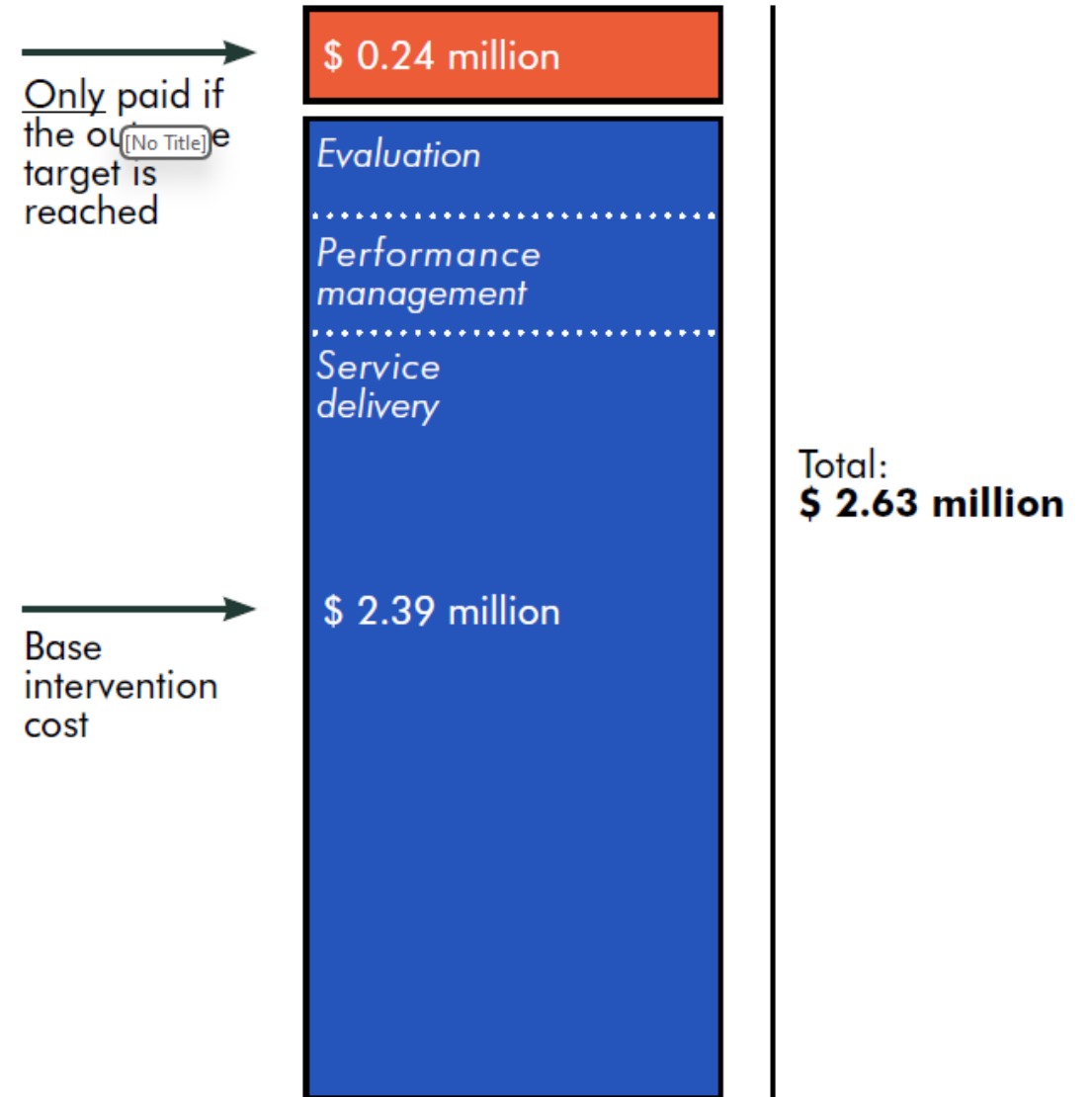
Target:

**20 percentage points higher than
that of a comparison group**

Outcome:
Increase in maternal health literacy

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Potential outcome-linked mechanism:
Service providers are rewarded with +10% of the initial financing if the outcome is achieved.



Together with Appy, we are structuring a results-based mechanism to finance the scaling of Monami and increase the maternal health literacy of 100,000 pregnant women in Angola.

Key numbers (*tentative*):

100,000 beneficiaries

3.5 years

\$2.63M in financing

Outcome-linked financing

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