TO: Straight Talk Foundation  
The Medical Conciierge Group (TMCG)

RE: Approval of eContent (messages) for use on electronic platforms

The Ministry of Health has adopted the use of Information Communication Technologies to strengthen health service delivery and reduce maternal and neonatal mortality rates in the Country.

In the last 5 years, it has been noted that the Health Information Systems being implemented across the country promotes the use of stage based electronic messages between health service providers and the beneficiaries. For example, through FamilyConnect and the Community Health Management System (CHMS) being supported by UNICEF, pregnant women and new mothers are registered onto the platform where a schedule of messages on maternal and child health will be sent to their mobile phone right from conception up to delivery and until the child is 2 years.

In 2015, The Ministry of Health identified and prioritized this need and later with support from UNICEF, ILRI and GSMA instituted a content development process. The major objective of this process was to create living database of messages (SMS or eContent) for mothers within reproductive age for the period of 1000 days. These messages would be made available to the Ministry including any authorized partners delivering services to the mothers within Uganda using the accredited Health Information Systems.

As a partner in the content development process and having sourced, reviewed and validated the eContent for pregnant and new mothers throughout the Content Development process, this letter serves to inform you of the approval of the content batch (messages approved attached) for use in the accredited Health Information Systems within Uganda.

Also note that these messages will be subjected to an annual review for purposes of ensuring they stay relevant to the technical design and service delivery of the programs at the Ministry of Health.

Thank you.

Prof. Anthony K. Mbonye,
Acting: Director General Health Services
cc: Director Health Services (Planning & Development)  
Director Health Services (Clinical Services)  
Permanent Secretary

6th December, 2016