Digital Midwifery

Nigeria's First Midwife-Led WhatsApp Maternal Health Platform · Established 2017

12,329	31	5	8 yrs	90%
Mothers enrolled	WhatsApp groups	States active	Continuous operation	Maternal satisfaction

About the Programme

The MamaCare360 Digital Midwifery platform is Nigeria's first and largest midwife-led WhatsApp maternal health service. Established in 2017, it provides 24/7 midwife-moderated group support to enrolled mothers covering pregnancy, labour, newborn care, breastfeeding, and maternal mental health. Groups are moderated by named WBFA midwives who maintain continuous, relationship-based care from enrollment through the postnatal period.

What Mothers Receive

- Structured maternal health education delivered through group posts, voice notes, and images.
- Real-time triage of danger signs midwives responds to urgent queries at any hour.
- Personalised follow-up for women who disclose distress or concerning symptoms.
- Peer-learning: enrolled mothers share experiences and support one another.
- Mental health support: normalising anxiety and distress, identifying women needing referral.
- Breastfeeding guidance, danger sign education, birth preparedness all via the phone they already own.

State Deployment (2024)

State	Groups	Total Mothers
Lagos	15	6,269
Kwara	8	2,563
FCT-Abuja	5	1,988
Osun	2	1,026
Cross River	1	483
Total	**31**	**12,329**

The Case for Digital Midwifery

Only 43% of Nigerian births occur in health facilities. The gap between what the health system offers and what women need is widest between facility visits at night, on weekends, and in moments of sudden concern. Digital Midwifery was built to fill that gap.

Key Outcomes

- 70% follow-through on midwife-recommended referrals and coping strategies.
- Mental health consistently ranked top-3 most requested topic in group engagement.
- COVID-19 resilience: the sole care continuity channel during 2020 lockdowns.
- Extended to humanitarian settings: 483 Cameroonian refugee mothers in Cross River.
- +20% increase in care-seeking documented in Nigerian SMS maternal health trials (comparative evidence).

The Scale Argument

Nigeria has 150+ million mobile phone users. WhatsApp is already installed on the phones of the vast majority. The cost of adding a new mother to an existing group is near zero. The primary cost is the midwife's time structured around a facilitated group model. This is the most cost-scalable maternal health innovation in WBFA's portfolio.

Quote

> *"This platform has made me feel supported, even at midnight when I have questions."*
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> **— Victoria Ogunsanya, nursing mother, Lagos**

Partners: UNFPA · WHO Nigeria · FMoH Digital Health Division · UNHCR Nigeria · MTN Foundation · State Ministries of Health