



Rah-e-maa

Presents a health line for expectant fathers called Super Abbu (Super Dad)

PROBLEM

In Pakistan, low-literate, expectant fathers do not have access to healthcare information, and their families are the primary affectees of infant, maternal, and under-5 mortality. If men have basic maternal health literacy, they are more inclined to support their wives in accessing timely, appropriate healthcare during pregnancy and delivery. Women from low socio-economic background require this support because they lack decision-making autonomy, rendering them unable to act upon any information they may have.

SOLUTION

A hotline called Super Abbu (Super Dad) for users to ask questions about maternal and child health and share their experiences over a simple phone call. Questions are answered asynchronously by doctors from a mobile app. Stories are listened to and commented on by fellow users. The service is accessible over any type of phone and requires low (almost no) literacy or technical skills.

*Usage in
50 Days:*

13,299

users

26,386

calls

4,258

questions
recorded

1,020

stories
recorded

IMPLEMENTING PARTNERS:

1. Local Hospitals

10 gynecologists, pediatricians and general practitioners from local partner hospitals each answer up to 100 questions/week

2. Provincial Government

Super Abbu to be added to the main option menu of government-run health line; airtime and hosting will be covered

SUSTAINABILITY:

1. Through partnerships and government buy-in
2. Through selling ad space on the hotline to companies selling health-related products (e.g. toothpaste, hand soap)
3. Next phase of project is to create mobile app version of service that caters to slightly more affluent audience but meets the same demand; the app will generate revenue from ads

FURTHER USER ACQUISITION:

Our most successful advertising mechanism was sending automated phone calls (robocalls) to government-project beneficiaries. We amassed over 8,000 users in 50 days. By doubling our capacity to make phone calls (on the server side), we could reach nearly 60,000 users in another 6 months through robocalls alone.

MOVING FORWARD:

We are looking for investment to create a mobile application version of the hotline in the amount of USD 200,000 for 2 years. We expect to have 100,000 hotline users and half as many mobile application users by this time.