

Responses to Questions from the OpenIDEO community

Question: How do you plan to market the idea to women to attract the remaining 50% that do not currently deliver in hospitals?

Answer: When talking to the women it seems that the biggest reason that people don't deliver at the hospital is transport not because they don't want to. By putting the incentive of a free motorcycle taxi ride if the women attends 4 meetings while pregnant then we hope that this will give the women the ability to get to the hospital. Also the women who have the most trouble tend to live further from the hospital. Having these front line workers being in these communities and holding the meetings in these communities the women will have an easier time qualifying for the vouchers.

Question: Do you have any ideas on how women could join the program later, e.g., if they hear about it after they give birth, are they allowed to join for the incentives surrounding the post-natal visits?

Answer: We are initially just targeting women who are pregnant. We think that this will have the highest impact on the community and the well being of the children. In a situation where a mother did approach we would have to advise them to join the program during their next pregnancy. Perhaps, when our capacity expands we could accommodate these women.

[Add as many as you need]