



**“CCPF is a viable and valuable part of a solution to increase access to quality healthcare in Malawi, especially in the most rural communities.”**

~ Senior Chief Kwataine

Former Chairperson for Malawi  
Presidential Initiative on Safe Motherhood



CCPF client: Hawa

## Expanding to Reach More

Since its inception, partnerships have played a key role in successfully scaling CCPF. From developing the technology to expanding content and geographic reach, CCPF is made possible through the contributions of partners across sectors: government, donors, private sector and civil society.

Through partners, CCPF has significantly expanded in scope beyond maternal and child health to cover all general health topics, including nutrition. In 2017, “CCPF for Adolescents” launched, extending the platform for HIV prevention with youth-friendly health services and information.

**Airtel, Africa's largest mobile carrier, helped to significantly expand the reach and scope of the service**, including zero-rating all calls to the CCPF hotline. This partnership, along with the Ministry of Health's commitment and support, is essential to national scale-up and sustainability of the program.

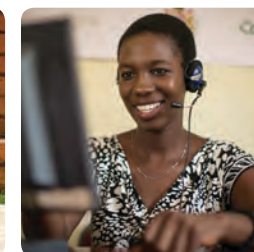


The Ministry of Health is working with NGO VillageReach, Airtel, and partners to complete national scale up to all districts by 2018. An official Memorandum of Understanding with the Ministry of Health outlines the government's commitment to fully own and operate the service.

**When national scale-up and transition are complete, CCPF will be the first, government-run national health hotline in Africa.**

# Health Center by Phone

Health and Nutrition Information for All



# Chipatala cha pa Foni (CCPF) - “Health Center by Phone”

# How it Works:

# CCPF: A Lifeline for Families



CCPF client: Mercy

## Health and Nutrition Information for All

Knowing when and where to seek health care is essential to improving health outcomes. In remote and rural communities, distance often prevents people from seeking health care when they need it. Chipatala cha pa Foni (CCPF) or “Health Center by Phone,” is a toll-free health and nutrition hotline in Malawi that creates a vital link between the health center and remote communities, increasing access to health information where it is needed most.



CCPF client: Bertha

## 1 HOTLINE

Using the free shortcode **54747**, callers speak with trained health workers who provide Ministry of Health-verified information and referrals on all health topics, including nutrition. Hotline workers triage calls to doctors and refer callers for further care at a health center when needed.



## 2 MESSAGE SERVICE

Women and caregivers can sign up to receive “tips and reminders” through personal text or voice messages on maternal and child health topics specific to their month of pregnancy or their child’s age.

**Mercy** delivered her baby on the way to the health center. Distraught over what to do next, Mercy called CC PF and spoke to Rose, a CC PF hotline worker who helped coordinate emergency transport while encouraging Mercy to go to the health center. Had it not been for CC PF and the transport officer, Mercy may have suffered severe bleeding and infection. Fortunately, she and her baby both received timely and appropriate care.



CCPF client: Patuma

**Patuma’s** five-year-old daughter had frequent nose bleeds made worse by hot weather and malnutrition. When she returned from a long trip to the health center, her daughter’s condition persisted. When she called CC PF, a health worker provided her with additional information and an explanation of the root cause of the condition. Patuma was relieved to see her daughter’s condition greatly improved. She and her family now use CC PF regularly to get timely answers to routine health questions.

**All services are toll-free. Multi-lingual and voice messaging options ensure that language and literacy are not a barrier to access.**

## Impact

An independent evaluation showed that CC PF had a significant impact on maternal and child health indicators.

