



momconnect
Messages

The main title 'momconnect' is rendered in a large, rounded font. 'mom' is light blue and 'connect' is dark blue. Below it, the word 'Messages' is written in a smaller, dark blue, rounded font. A large, stylized silhouette of a family (mother, stroller, crawling child, walking child) is positioned above the text.

Pregnancy Messages

Week	Messages
Welcome	Welcome to MomConnect. For more info or to log a complaint or compliment, please dial *134*550#. If you ever want to stop getting SMSs dial *134*550*1#.
5	Congrats on your pregnancy! Your baby is just the size of a small seed but you can help your baby grow. Eat vegetables and fruit, don't smoke or drink alcohol
5	Spotting or light bleeding is worrying but common in pregnancy. If you have heavy bleeding or bleeding with pain, contact your clinic immediately
6	Your baby's tiny heart is beating! Regular checks at the clinic make sure you are both well. Go for all your scheduled appointments or if you feel unwell
6	Feeling like vomiting? Avoid foods with too much fat and spices. Eat dry bread or a dry biscuit when you wake up. If you cannot eat have plenty of drinks
7	You may need extra money for travel to the clinic. Save a little bit every day. Make sure you always have airtime on your phone to make arrangements
7	Smoking, illegal drugs and alcohol are all dangerous for you and your baby. Now is a good time to give up if you can. Ask for help at the clinic
8	Your baby is like a small bean! Visit the clinic. Get an HIV test, other blood tests and your TT vaccine. No one will know the results of your test but you
8	At the clinic, the health worker will weigh you, check your blood pressure and test your urine. Worried about going to the clinic? Ask a friend to go with you
9	If you have high blood pressure, heart disease, TB, HIV or diabetes tell your health worker. You may need extra visits at the clinic to help you to manage it
9	Your baby is growing tiny ear lobes. The clinic will give you iron and folate pills. Both help your baby grow. Take them everyday. They are free!
10	Wash your hands regularly with soap. Encourage your family to do it. Keeping your hands clean helps to prevent illnesses like pneumonia and diarrhoea
10	Your baby is growing fingers! If you feel unwell, have a fever, bleeding or vomiting, go to the clinic to make sure you and your baby are safe
11	Your baby's heart and brain are forming already. Take the pills from the clinic each day to help your baby grow well. They are free!
11	Most women start to look rounder now and their breasts get heavier. Eat a variety of fresh & fortified foods so you and your baby get the vitamins you both need
12	Your baby has tooth buds and hair! Medicines you buy and traditional medicines may not be safe. Check at the clinic before you use them
12	You may be feeling less sick now and able to eat more. Your baby is the size of your thumb and is protected by the water he floats in, inside your womb

13	Being pregnant makes you more at risk of getting ill. Take care of yourself. Eat healthy food, wash your hands with soap, go to the clinic and take your pills
13	Cooking smoke can cause chest problems. Place your stove at waist height, dry wood before you burn it and keep your stove clean to cut down smoke in the house
14	Try to drink lots of clean water, and eat fresh vegetables and fruit. These will protect your baby from illness, and will help you be strong for the birth
14	Wash your hands with soap after using the toilet and before cooking. Set up a washstand near your cooking area or near the toilet to make it easy
15	High blood pressure is dangerous. Get it checked at the clinic. Don't add salt to food and avoid foods with lots of salt like soups, stocks and gravy
15	Inside you your baby can suck her thumb! Smoking can make you ill and can harm your baby. Ask family members to smoke outside. If you smoke, try to stop
16	Try to eat iron-rich foods every day. Eggs, beans, leafy green vegetables, fortified maize meal & bread and meat all have iron. Take iron pills from the clinic
16	Your baby has eyebrows now! It can be scary to find out you have HIV. Give yourself time to get used to it. No one can see it and lots of pregnant women have it
17	It's not OK if your partner or anyone hits or yells at you. You have the right to seek help. Talk to a friend or a health worker for advice
17	Your baby can move her eyes now! If anyone in your family has TB, make sure that everyone is tested for TB. Treatment will protect you and your baby
18	You may feel your baby move soon! Iron pills can make your stools darker and you may get constipated. Eat more vegetables and drink plenty of clean water
18	HIV+? You are not alone. Lots of pregnant women have it. You can still have a healthy baby. Tell someone you trust or call the helpline on 0800 012 322
19	Free medicine at the clinic will help prevent transmission of HIV to your baby. Go now, so you can protect your baby and stay healthy yourself
19	Your clinic visit is due soon. Get your blood pressure checked. It can be dangerous if it is high you could have a fit, so it is wise to keep an eye on it
20	Bad or stale food can make you ill. Make sure that all your food is fresh. Cook fresh meals every day. Drink clean water. Store food in a cool, dry place
20	Your baby can swallow now! If you don't have a toilet, make sure you dispose of stools far from your cooking and living area, especially from your water source
21	If you are being treated for TB, make sure to take the whole course of medicines even if you feel fine. Stopping your medication can make TB come back
21	You'll start feeling your baby kicking soon. You may not be sure what the movements are at first. They feel like gentle butterflies fluttering in your belly
22	You and your baby needs plenty of calcium. Drink milk or maas every day. They will help you stay well and your baby grow strong bones and teeth
22	Your baby can hear your voice now! Condoms prevent sexually transmitted diseases and HIV transmission. So even though you are pregnant you need to use them

23	Fever, cough and breathlessness are signs of illness. Always go to the clinic if you see these signs. You can get the right medicines for you and your baby
23	It is dangerous for you and your baby to drink dirty, untreated water. It can make you both sick. You may need to boil the water to make sure it is clean
24	Anaemia is caused by lack of iron in your blood. It can make you and your baby weak. Take iron and folate pills every day. They are free at the clinic
24	Your baby's kicks will be stronger now. Vaginal discharge is common in pregnancy. If you have any vaginal spotting or bleeding go straight to the hospital
25	If you have a fever, a cough or feel unwell go to the clinic. A health worker will do some tests and give you medicines if you need them
25	Your baby's movements will get stronger and more regular. Your baby won't move all the time. Like you, sometimes he'll just want to rest and sleep
26	If you have HIV, you can catch TB more easily. Stay away from people who cough and sneeze, eat well and check at the clinic if you need medicines to prevent TB
26	Go to the hospital if you notice a drop in your baby's movements, if you have pain in your stomach or if you bleed. Put some money aside for such emergencies
27	As your baby grows, you may find it hard to eat big meals. Eat little and often to get enough. Vegetables, fruits and lots of water will make your stools soft
27	Your baby may move when you undress or get in the bath, or jump if there is a loud noise. Tell your health worker if the movements slow down or stop
28	Headache, blurred vision and pain under your ribs can be signs of high blood pressure. Ask your family to take you to the clinic if you see this
28	Some medicines you buy can harm your baby. If your friends and family suggest a medicine, check with your health worker first before taking it
29	You have the right to be treated with respect. If anyone shouts or hits you, including your partner, talk to a friend or a health worker for advice
29	Do you have high blood pressure? You may be at risk of problems in pregnancy. If you have sudden swelling or blurred vision, go to the clinic
30	Your body is meant to give birth. It will stretch and open in labour. You may get practice contractions. They come and go. If they don't stop check at the clinic
30	Signs of labour include jelly-like discharge, and regular and painful labour contractions. Make sure you can get to the hospital when it is time
31	Get the things you will need for the birth - sanitary pads, pyjamas and wash things. Put them in a bag so you can go straight to the hospital when labour starts
31	If your 1st HIV test was negative you will be offered another one later in pregnancy. Please take it. You can avoid passing HIV to your baby with the right care
32	When your baby is born, she needs warmth. Hold her skin to skin + feed her your precious breastmilk. She needs nothing else for the 1st 6 months, not even water
32	As soon as you give birth, reply to this or any other MomConnect SMS with the word "baby". We will start to send you messages about caring for your baby.

33	Your baby sleeps and wakes now! If you feel a burning sensation when you urinate, go to the clinic for medicine. Drink plenty of clean water as well
33	Low back pain is a sign that your baby is low down, ready to get born. Make sure you can get to the hospital in time. Find out the quickest way to get there
34	Your baby may be head down ready to be born! Contractions feel like period pains. They come and go at first. Go to the hospital when they are regular
34	Your baby has been floating inside a bag of fluid. If the bag breaks, with a trickle or a gush of fluid go straight to the hospital. Your baby is on the way!
35	If you get jelly-like stuff on your underwear, it's a 'show', a sign that labour is near. It may be streaked with blood. If you get bleeding go to the hospital
35	Plan to put your baby straight to the breast when he is born. It helps get feeding started, gives him your precious first milk and reduces the amount you bleed
36	Sometimes an operation is the safest way to have your baby. If there is a problem with the baby or you have heavy bleeding a ceasarean section may be needed
36	A baby born to an HIV+ mother needs medicines after birth to prevent getting HIV. Given birth? Reply "baby" to this SMS for messages about caring for your baby.
	Your baby is warm and cosy inside your womb. Once born, she can get cold easily. Hold her against your bare chest and cover her with a blanket
37	Breastfeeding your baby will help to shrink your womb and reduce bleeding. Make sure you have plenty of pads for the first few days when bleeding can be heavy
38	Your baby is curled up inside you all ready to be born. Go to the clinic when it is time for a check up. Make sure you know where to go when you are in labour
38	Don't bathe your baby for the first 6 hours. Keep him well wrapped up and his head covered. Clean the cord with surgical spirits. It will drop off after a week
39	Your baby's senses are all working now! Breastmilk is the best food. It is safe, prevents illness, and helps your baby grow strong. Let her suckle often
39	Bleeding like a period after birth is normal. If the blood becomes heavy or clotted (lumpy), or you have a fever, go back to the hospital to get it checked
40	New babies can be hard work at first. Ask family or friends to help. They can hold the baby while you have a sleep. You can help them when they have a baby
40	Labour will start soon. Lookout for a jelly like discharge, or your waters breaking. Contractions come and go. If they last 50-60 seconds go to the hospital
41	If you've had your baby, congratulations on being a mother! Reply "baby" to this SMS for SMSs about caring for your baby. They will last until your baby is 1.
41	Still waiting for your baby after your due date? Go to the clinic. Staff there can give you medicine to help your labour start

Baby Messages

0	Your baby needs only breastmilk and nothing else, not even water. It protects him from disease. The first milk is just a few drops but it is full of goodness
0	Keep your baby warm: hold her against your bare chest under a blanket. Cover her head with a hat. Her tummy, hands and feet need to feel warm
1	Breastfeed 8-12 times a day. Go to the clinic if your baby has trouble feeding or breathing, If you've lost your baby, we can support you. Just dial *134*550#
1	Keep your baby's cord dry and open to the air to prevent infection. Clean it with surgical spirits. Is it red or smelly? Go to the clinic
2	Your baby can smell your milk. He needs most of the dark area around your nipple in his mouth to feed well and prevent your nipples getting sore
2	Talk to your baby and watch her respond. Go to the clinic if she is not feeding, has noisy breathing, is too hot or turns blue. Go for a check-up on day 3
3	Some bleeding after birth is normal but if the bleeding becomes heavy or clotted (lumpy), go to the clinic for treatment. The bleeding will stop in a few weeks
3	Register your baby's birth at Home Affairs before he is 30 days old. After registering, you can apply for a child grant at the SASSA if you need one
4	The more you feed your baby the more milk you make. Breastmilk has antibodies to help fight disease and is clean. Bottle and teats can carry germs
4	Put your baby to sleep on her back on a firm surface. Don't use pillows. They could suffocate her. Try to get some rest whenever your baby sleeps
5	A well fed baby should wet 6-8 nappies in 24 hours and feed day and night. After a feed, his tummy should look full and your breasts should feel softer
5	Bring the Road to Health booklet to the clinic. It helps to track your baby's health. If you've lost your baby, we can support you. Just dial *134*550#
6	Look for your baby's first smile about now! Immunisations protect your baby against many serious diseases. The next ones are due when your baby is six weeks old
6	Go to the clinic for a check-up. Clinic staff will weigh your baby and test her for HIV if necessary. If you know early on, your baby can get the best care
7	A new mother needs plenty of iron. Eat green vegetables, lentils, fortified maize meal or bread, meat, fish and eggs to make sure you get enough iron
7	Your postnatal bleeding will stop about now. Don't have sex before you stop bleeding, in case of infection. When you have sex, use a condom
8	If your baby is unresponsive, has a fever, blue skin or rapid breathing, or if the soft spot on her head is bulging, take him to the nearest clinic

8	Keep your baby off the ground. Put her on a clean blanket to play. Let her stretch and kick without a nappy. It helps prevent nappy rash and is fun!
9	Your baby may turn his head when he hears a noise now. He learns by playing. You are her best toy so tell him what you are doing so he learns about the world
9	If your baby is ill, take her to the clinic. Don't wait. Only give medicine that your health worker recommends. After she recovers, give her extra feeds
10	Immunisations protect your baby from many dangerous illnesses. Get your baby immunised at the clinic. It's free of charge
10	Did your baby have an HIV test? The result is ready. If he hasn't been tested, make sure he is. This way, if your baby has HIV you can give him the best care
11	Try to eat lots of vegetables, fruit and meat or lentils. This will help you recover from the birth, and make good milk for your baby
11	Your baby loves the sound of your voice. She may stop moving when you speak. Talk and sing to her every day. Make eye contact and smile. She will smile back!
12	Your breasts may feel softer now. Don't worry, you still have plenty of milk. Your body now knows just how much your baby needs and makes the right amount
12	Take your baby to the clinic every month to be weighed. Ask a health worker if your baby is growing well or any questions about breastfeeding
13	If your baby is ill and unwell, breastfeed hwe often and see your health worker. Give extra breastfeeds for 2 weeks after he recovers
13	Dispose of your baby's stools into a toilet or bury them where children and animals will not dig them up. Stools can pass germs and cause illness in your baby
14	Your baby may try to reach out for toys now. SHe needs more immunisations to protect her from deadly diseases. Take her to the clinic for them
14	If your baby has a high temperature or if he vomits, take him to the clinic. He will get the right treatment at the clinic
15	Your baby needs ONLY breastmilk for the first 6 months. Don't give water, porridge or anything else. You can make plenty of milk for your baby
16	Open windows when you cook to get rid of smoke. Ask family members to smoke outside. Smoke can harm your baby's lungs and make her ill
17	If your baby has diarrhoea, breastfeed him more. If it lasts more than a day, go to the clinic for help and treatment
18	Your baby will love looking at colourful objects. Move them around so she can follow them with her eyes. If she doesn't follow them take him to the clinic
19	Your baby may giggle now. Is he playful? Does he feed well, and sleep soundly? He's healthy! Take him to the clinic if he is unhappy or not feeding well
20	Play peek-a-boo.You baby may love it the surprise. Try rhymes and action games as well. Keep smoke away from your baby. It can make her ill
21	It's best to wait 2 years before you have another baby. Condoms help to prevent pregnancies and sexually transmitted diseases like HIV

22	Your baby may raise his arms to be picked up. Your breastmilk has all he needs to grow well and fight diseases. You will make more milk as your baby grows
23	Are you returning to work? Express breastmilk into a clean cup, so someone else can feed it to your baby. Keep your milk in a cool place for up to 6 hours
24	Let your baby bounce up and down on your lap. Fun for both of you! If she is unwell give extra breastfeeds. If she doesn't recover, go to the clinic
25	6 months is the right age to give your baby other foods. Breastfeed first then give soft, mashed foods mixed with breastmilk. He only needs a spoonful at first
26	Your baby still needs your wonderful breastmilk, even if she is eating some soft food. Give her your breastmilk until she is 2 years old.
27	Give your baby breastmilk and a variety of mashed foods - cooked dry beans, egg yolk, meat/fish, vegetables and fruit. For now give 2 spoonfuls twice a day
28	Gradually increase the amount of soft food you give your baby. Still give him plenty of breastmilk each day. Offer him food twice a day
29	If your baby has diarrhoea, make SSS by adding 8 flat teaspoons of sugar and half a teaspoon of salt to a litre of clean water. Let her sip this from a cup
30	If your baby has diarrhoea and refuses to drink, or has sunken eyes or a dry mouth, take him to clinic. Breastfeed him and/or offer him SSS on the way
31	To avoid nappy rash, change your baby's nappy when you see it's dirty. Let her have nappy-free time every day. Dispose of her stools in the toilet or bury them
32	Cough, weight loss and nightsweats are signs of illnesses like TB. If your family member or your baby show these signs, they need to be checked at the clinic
33	Babies can be hard work! Ask your partner or family for help if you need it. They may enjoy taking the baby for a walk or reading a story while you rest
34	Listen to the sounds your baby makes. Talk to him. he needs Vitamin A from the clinic at 9 months of age, then every 6 months until he turns 5
35	Make your home safe for your baby. Cover containers of water. Keep sharp objects, medicines, cleaning materials and paraffin out of your baby's reach
36	Give your baby cut up food to eat with her fingers. Help her feed herself and talk to her while you do. Mealtimes can be fun! Make sure her hands are clean
37	Your baby's babble may sound almost like words. Keep talking to him, to help him learn. Feed him 3 small bowls of food and 2 snacks a day
38	Don't forget to take your baby for immunisations. These protect your baby from diseases that kill. Be a great mother: make sure your little one gets immunised
39	Try to save a little money each week. This way, you can take your baby to the hospital immediately and easily if there is an emergency
40	Always wash your hands after using the toilet, before you prepare any food, and before you feed your baby. Wash your baby's hands too
41	Take your baby to the clinic or hospital if you think she is ill. Refusing to feed? Floppy and unresponsive? Then she needs medical care

42	Your baby needs the right food to grow well. Feed him plenty of fruit, vegetables and beans. Avoid sugary or fizzy drinks and salty foods
43	Has your baby been ill? Help her recover by giving more breastfeeds and 1 extra meal every day for a week. She may need more sleep and more cuddles as well
44	A baby that starts twitching or jerking may be having a fit. Turn him on his side and lift his chin. When it stops, take him straight to the clinic
45	Your baby can pick things up now and play with them. Never leave her alone near stoves and fires. She may try to grab pans and burn herself
46	Is your baby teething? If he bites at the breast pull him in towards you so he has to let go to breathe! Rub his sore gum gently with your finger to soothe him
47	Wash your hands with soap before preparing food for your baby. Only feed her fresh and well-cooked food. Food that is raw and not fresh can make her ill
48	Do your family and friends recommend traditional remedies and medicines for your baby? They may be unsafe. Check with your health worker first
49	Your baby may pull himself up on furniture now. He may even take a few steps holding your hand. He is growing well because of your loving care
50	Congratulations. Your baby is almost one! Take her to the clinic for vitamin A + deworming treatment. At 18 months, she will need more immunisations
51	You have done a great job! Keep being a great mother to your sweet child. If you miss a period, you may be pregnant again. Go to the clinic for pregnancy care
52	Happy Birthday to you and your baby! Go on taking great care of your little one. You can always get help at the clinic

Loss Messages

Miscarriage messages
You will bleed after a miscarriage. Go to the clinic if it is very heavy, if the blood has a bad smell, you are feverish, or have stomach pain.
Tell your family that after a miscarriage you must rest so your body can recover. Try not to do any hard work until the bleeding stops.
Remember, you and your partner are not to blame. Miscarriage is common but tends not to be talked about. Talk to each other and give yourselves time to mourn.
No one is to blame for your loss. The baby was not growing properly. It was not due to anything you ate or did. Next time you are likely to have a healthy baby
Give your body a rest before trying to get pregnant again. Use contraception for six months. Eat good food and get well again
Sadly, our journey with you has to end now. If you have any questions or worries speak to your health worker or call Lifeline on 0861322322. They will help.
Loss – stillbirth / newborn loss messages
Go to the hospital if you have bleeding, a fever, pain or you fear you may hurt yourself. Look after your health so you can recover well
You may still make milk. Use hot face clothes to relieve painful breasts, then bind them firmly with a cloth. Take medicine to stop the milk
You may feel angry and very sad at the same time. Sometimes you will want to talk about your baby, at other times you cannot. That's normal
Give your body a rest before trying to get pregnant again. Use contraception for six months while you recover both physically and emotionally.
The grief of losing a baby is overwhelming. Be kind to yourself. Take one day at a time. Your baby came into your life and then went too soon. Hold the memory
Loss of a baby messages
The grief of losing a baby is overwhelming. Be kind to yourself. Take one day at a time. Your baby came into your life and then went too soon. Hold the memory
If you were breastfeeding you may still make milk. Use hot face clothes to relieve painful breasts, bind them firmly with a cloth. Take medicine to stop the milk
You may feel angry and very sad at the same time. Sometimes you will want to talk about your baby, at other times you cannot. That's normal.
If you are feeling overwhelmed with grief and need to talk to someone, reach out to your partner, a friend or family member or call Lifeline on 0861322322.
Give your body a rest before trying to get pregnant again. Use contraception for six months while you recover both physically and emotionally.
Sadly, our journey with you has to end now. If you have any questions or worries speak to your health worker or call Lifeline on 0861322322. They will help.

