

The Use of ICT Tools (Mobile Phones) to Improve Awareness of Pregnancy Danger Signs among Pregnant Women in Rural Communities of South Africa

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ABSTRACT The present study investigated awareness of pregnancy danger signs, symptoms and associated factors among a group of South African pregnant women attending prenatal care clinics in rural setting. A case study approach was used. Fifteen participants were purposively selected out of a population of pregnant women in five rural community clinics. Data was collected using semi-structured open-ended interview questions. The interviewees (pregnant women aged 15 years and older, who attended 1 of 5 prenatal care clinics) were asked to tell in their own words their knowledge and awareness about pregnancy danger signs among pregnant women. The findings revealed that the participants' actual knowledge about the danger signs and symptoms of pregnancy complications was very low. Again, self-perceived awareness about pregnancy danger signs was very limited. However, it was further revealed that 93% of these pregnant women own mobile phones. The results led to a proposed Pregnancy Danger Signs Mobile Architecture Framework (PDSMAF) to provide systematic awareness education to pregnant women regarding pregnancy danger signs. The mobile architectural framework will not only improve awareness but increased quality of primary healthcare (PHC) services through better pregnancy case awareness, registration and management.