



## mHealth for a better first 1000 days

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The George Institute  
for Global Health  
China

### Facts:

- Up to 2014, mortality rate of children under five is 11.7 per 1000, and the maternal mortality rate is 21.7 per 100,000, falling by 80.82% and 72.88% respectively compared with that in 1991.
- There is still a prominent gap in maternal and children health status and service between urban and rural areas as well as different regions and population.

### Partners:

National Center for Women and Children's Health, China CDC  
School of Public Health, Peking University Health Science Center  
Institute of planned parenthood research

### Supporters:

China Children and Teenagers Foundation



中国儿童少年基金会  
CHINA CHILDREN AND TEENAGERS' FUND

### Background:

- The health of women and children is the prerequisite and basis for the sustainable development of mankind.
- Since the reform and opening-up, China has made great achievements in maternal and child health but still face new challenges
- Diversified mobile health solutions in maternal and child health can improve service quality and efficiency as well as the integration and rapid sharing of information
- Specialised laws and regulations on use of mobile technology in maternal and child health are still limited.

### Aims:

- Develop a digital platform which covers the pivotal 1000 day period from pregnancy to child at 2 years old and even beyond, and to provide pregnant women with easy access to health service and self-management tools to monitor the progress of pregnancy and manage chronic conditions, as well as to inform them on maternal and child health knowledge

### Areas:

- Policy analysis
- Demand analysis
- APP application

### Outputs:

- Report of Maternal and Child Healthcare in China and Application of Mobile Technology in the Field
- Demand frame of maternal and child healthcare
- Maternal and child healthcare management APP

### Contact:

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