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| **The effectiveness of Parentup as a strategy to provide health information among pregnant women and mothers with newborns from low-income families** |
| **Setting/problem**  Information and education are among the success factors for women and children’s health (Kuruvilla, et al, 2014). In fact, in the study of UNICEF in 2017, they have found that the better educated the mother is, the more likely she will receive critical maternal health services. In the Philippines, health center is the most accessible health institution which provides free maternal and child care and information. However, mothers’ experiences in the use of the center’s services are usually less than the ideal, leaving the low-income mothers to seek consults or services in private or paid institutions, which most find unaffordable. Hence, the objective of the study is to determine the effectiveness of ParentUp, an SMS-based support line which aims to help low-income pregnant women and mothers with newborns to gain access to maternal and child health information, as well as emotional support.  **Intervention**  Ten pregnant women and ten mothers with newborn participated in the pilot implementation of ParentUP in Marikina City, Philippines from June to July 2018. The participants send in questions related to pregnancy and infant care through their mobile phones at no cost. Maternal and newborn care experts then provide not only relevant responses from their queries, but also non-judgmental support.  **Outcomes**  Half of the participants indicated that they saved a visit to a health institution with the use of ParentUp, which also indicates saving them from transportation cost and unpleasant experiences such as long waiting hours in the health centers – considered among the main barriers in seeking health care. Most of the participants have provided 3.7 out of 5 rating in the overall quality of response from ParentUp. Furthermore, ParentUp received high ratings on the following: relevance: 9 out of 10, ease of use: 9.7, believability: 9.2, innovativeness: 9.9, and uniqueness: 9.6.  **Implications**  ParentUp is hence a relevant, easy to use, reliable, innovative and a unique strategy to help pregnant women and mothers with newborns from low-income families to be informed and educated – which are among the success factors for women and child’s health. ParentUp aided mothers and pregnant women to receive free and reliable health consultation from the maternal and child nursing experts, which range from both light and serious concerns related to pregnancy and infant care.  **Preferred presentation format**  Oral Presentation |