CCPF is Born
The initial concept for CCPF came from two Malawians, Soyapi Mumba, a software developer, and Clement Mwazambumba, a district AIDS coordinator. Their idea won a national campaign run by the Ministry of Health and Concern Worldwide to identify innovations for improving maternal and child health.

Proof of Concept
• CCPF launches in Balaka District through NGOs VillageReach and Concern Worldwide
• Independent evaluation shows CCPF has significant impact on MNCH indicators
• CCPF expands to 2 more districts: Nkhotakota, Mulanje

Expanding Scope and Scale
• Ministry of Health officially endorses CCPF
• Airtel partnership zero rates CCPF airtime costs, key to utilization, scale and sustainability
• CCPF expands to cover all general health topics and nutrition
• Hotline staff expanded
• Remote doctors added for referrals
• CCPF expands to 5 more districts: Ntcheu, Mchinji, Dedza, Salima, and Machinga

Reaching National Scale
• Ministry of Health signs Memorandum of Understanding to expand and manage CCPF at national scale
• Relocation of the hotline to Lilongwe and major technology upgrades significantly expand call center capacity
• “CCPF for Adolescents” launches, extending the platform for youth-friendly services and HIV prevention
• CCPF expands nationwide

Transition Operations
Complete transition of CCPF operations to Ministry of Health (2019)

CCPF’s impact is made possible through the commitment and support of its partners and donors.