# HOW TO PARTNER WITH MATERNITY FOUNDATION

Maternity Foundation is based at headquarters in Copenhagen captures, analyzes and disseminates information, knowledge and emerging results to support implementing partners to enhance the impact and scale of the Safe Delivery App in their respective project(s) and/or country/countries. There are a wide range of ways in which you can partner with Maternity Foundation depending on your context, capacity and needs. They are outlined below, and are flexible.

PARTNERSHIP MODEL
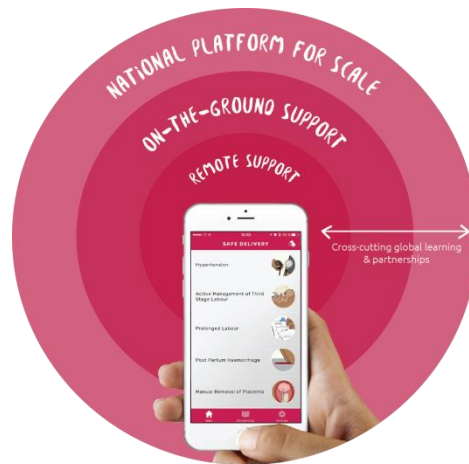
A. REMOTE SUPPORT

Description: Maternity Foundation provides standardized support from a distance, as well as a variety of tools and resources. Maternity Foundation can offer you automated tracking of App usage, and can answer any questions on downloading, features and functionality, and basic implementation set-up.

B. ON THE GROUND IMPLEMENTATION SUPPORT

Description: Maternity Foundation works with select non-profit organizations, UN agencies, and/or government partners to support implementation the Safe Delivery App on-the-ground in the follow types of ways:

- Feasibility studies.
- Initial remote or in-person training of trainers.
- Data collection, monitoring and analysis including assistance in administering the confidence, knowledge and skills assessments and consolidated reports on App usage.

- Direct support on project design, including tailored implementation frameworks aligned with best global practices.
- On-going, routine technical assistance.

C. NATIONAL PLATFORM FOR SCALE

Description: The overall goal of this level of engagement is integration of the Safe Delivery App into the national health system supported largely by the public sector. With this strategy, Maternity Foundation lays the groundwork to ensure the SDA is adapted for and integrated into the structure and systems of the ministry of health or equivalent institution, and is absorbed into practice as a routine standard of care.

This level involves deep engagement and on-site presence from MF in the majority of aspects of rolling out the Safe Delivery Program in order to ensure sustainability, learn from the process and build a strong case for the country roll-out. MF engages with MoH and key stakeholders to adapt the App to national context and training curricula.

WHAT DOES MATERNITY FOUNDATION NEED FROM OUR PARTNERS?

1. **Data and information**
   Maternity Foundation asks partners at each level to provide us with information from implementations and use of the Safe Delivery App. At level A this involves MF simply accessing GIS data automatically generated on the App, while at levels B, and C it involves partners sharing results from surveys and any other qualitative and quantitative data gathered on the App. This information feeds into MF's knowledge base of best practices which in turn benefits implementing partners.

2. **Agreement documents: LOI, MoU**

   In order to ensure that all roles, responsibilities, timelines and, if applicable, budgets, are clearly defined and adhered to, Maternity Foundation may request a jointly drafted formal agreement document with the partner (potentially at level B, but definitely at level C). Examples include but are not limited to a Letter of Interest (LOI) or Memorandum of Understanding (MoU). An LOI is a document outlining one or more agreements between two or more parties before the agreements are finalized. A Memorandum of Understanding (MoU) describes a bilateral or multilateral agreement between two or more parties. It expresses a convergence of will between the parties, indicating an intended common line of action.

A NOTE ON THE DEVELOPERS OF THE APP:

The Safe Delivery App was developed in a partnership between University of Copenhagen, University of Southern Denmark and Maternity Foundation, hereafter referred to as the "developers of the SDA."

A NOTE ON ADAPTION, TRANSLATION AND ADDITION OF CONTENT:

The Safe Delivery App has undergone a WHO review process to ensure all of the content is up-to-date and adheres to WHO guidelines on BEmONC. Maternity Foundation believes that WHO content alignment is crucial to the integrity of our content and to setting a standard of care. As such, the developers of the App prioritize keeping content as closely adhered to the newest WHO guidelines as possible. The developers recognize causes of maternal and neonatal mortality and related protocols and treatments thus vary from setting to setting, and is open to discuss with ministries and departments of health how to make our content relevant and impactful for your setting and in-line with your national protocols. The developers do not adapt or add content for any other partner, in order to keep all content in-line with WHO and national guidelines.

A NOTE ON FUNDING:

The developers of SDA believe that implementing the SDA is low cost. The App is free for download, and as long as the relevant technical infrastructure is in place- either the skilled birth attendants have their own smart phone or tablet or the clinic/program provides a smart phone or tablet- costs for use and implementation are very low. Some initial investment is required at the beginning of implementation in terms of hardware (phones if necessary), orientation trainings, baseline assessments, deployments of trainers and staff. However, these costs are upfront and decrease over time once the app is deployed.

Maternity Foundation provides resource support to partners in the form of staff time, assisting partners in the ways detailed above. We do not have the ability in most cases to provide funding or technical hardware.

However, the developers are open to dialogue with partners on applying to co-funding, and prioritizes utilizing any funding that may be available for use in high-impact implementations of the App at scale that are nationally led.