MATERNITY foundation



THE FUTURE OF HEALTH WORKER TRAINING

IMPACT REPORT #3
November 2019

A GLOBAL HUB FOR SAFER DELIVE

Can an app save lives in childbirth?

The short answer is no, it cannot. Strong midwives and skilled birth attendants can. However, technology - such as an app - can support them to have the knowledge, skills and competencies to do so. That is why we work to make sure that the Safe Delivery App supports existing health systems and programs and is not a stand-alone product.

The success of our work to improve health worker training - and subsequently help save more lives in childbirth - through technology is about a lot more than ensuring the App is downloaded.

It is about how the Safe Delivery App is being used, by whom, and how we work with our partners to ensure a successful roll-out. In short, the success of the App is about so much more than just the App.

This is why we are now calling our headquarter in Copenhagen *The Global Hub for Safer Deliveries.*

At Maternity Foundation we have ambitious targets for the coming years. We want to become a global and digital trailblazer within health worker training. We want to change the way we think of training - whether it be in the classroom, on the job or as individualized learning - and make sure we utilize technology in the best ways possible.



RIES

By the end of 2021 we want to reach 250,000 health workers worldwide. To accomplish this, we aim to have rolled out the Safe Delivery App at national scale in five different countries and to have program activities with the Safe Delivery App in an additional 15 countries.

In order to reach these ambitious targets, two areas are essential for our work: strong partnerships - in the global health arena as well as in the specific program countries - and insight. Insight into who is using the App, what they are using it for, how it supports them in their work, and how we can better improve the user experience to fit their needs and context.

Essentially, that is what will save lives of mothers and newborns around the world: interactive, individualized, evidence-based training and skills development of the birth attendants by the women's side.



Anna Cecilia Frellsen
CEO, Maternity Foundation



DATA DEEP DIVE:
USER ENGAGEMENT

One thing is to measure how many times the Safe Delivery App has been downloaded. What is even more important is knowing how health workers are using it in their daily work. We call this user engagement.

Engaged user data enables us to compare usage across countries, clinical settings and time*. We can use that knowledge when further developing the App, rolling it out in trainings and scaling it to more countries with partners.

In the Safe Delivery App, we define an engaged user as someone who:

- Has downloaded the full app content and completed the introduction questions
- Has been active in one of the key areas in the app - for instance by watching a video
- Has used the app five times or more since downloading it.

In general, we see a higher level of engaged usage in countries where we support partners in implementation of the App, for instance by conducting training of trainers at health facilities or working with partners to integrate the App into the curricula of midwifery education programs.

In short, the more programmatic support around the App, the higher user engagement.

*All data collection is anonymous and is only collected when users have accepted the terms in the App.



TOP 5 COUNTRIES OF ENGAGED USERS IN 2019*

1. Ethiopia
2. Sierra Leone
3. Ghana
4. Somalia
5. Togo

*In countries where Maternity Foundation has programmatic partnerships

ENGAGEMENT SPOTLIGHT:
SIERRA LEONE

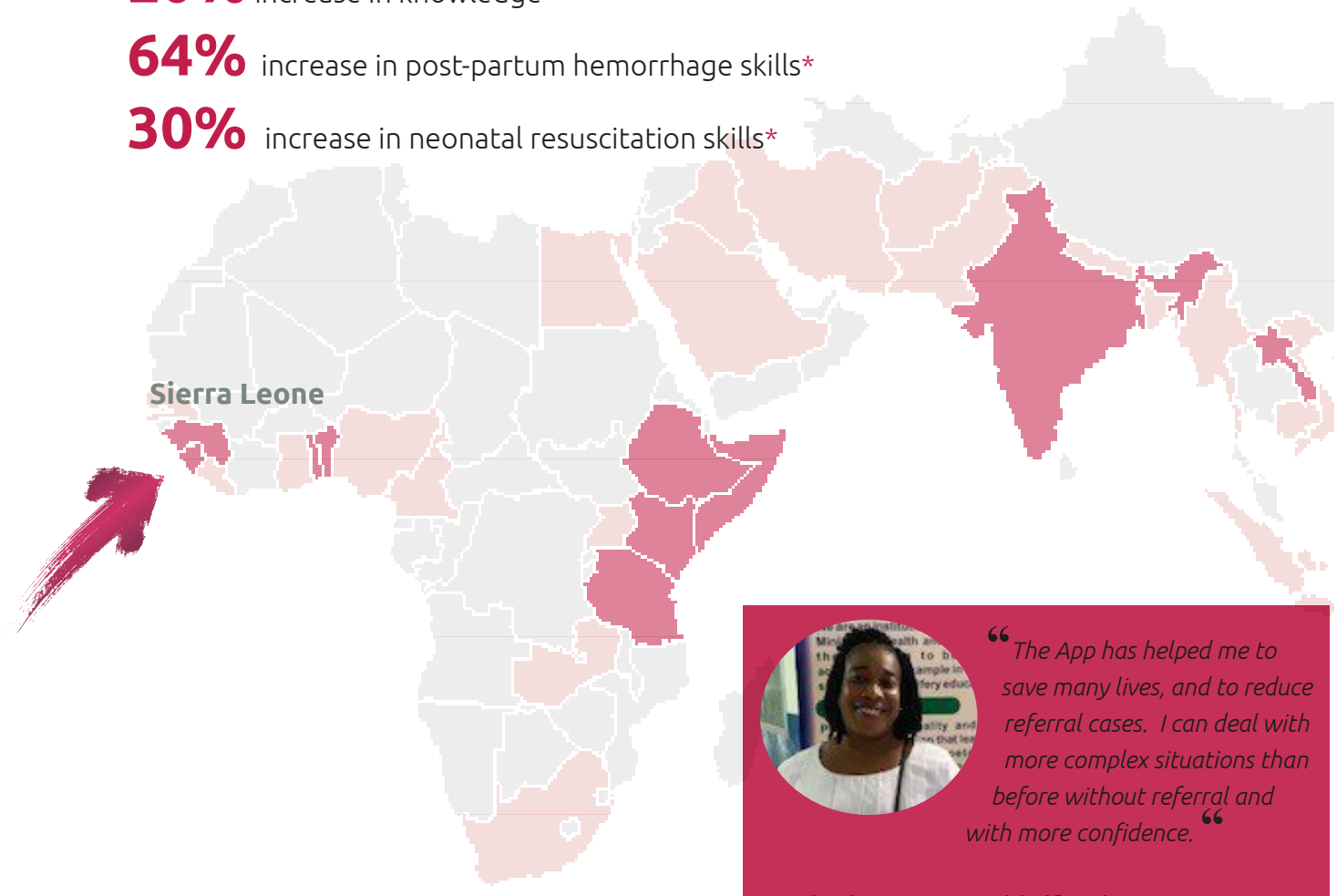
In Sierra Leone, users of the Safe Delivery App have shown a high level of engagement.
During our 8-month partnership with the United Nations Population Fund (UNFPA) to roll-out the Safe Delivery App as a training tool for 58 skilled birth attendants from health facilities across four different regions, we could see an association between high user engagement and improvements in the health workers knowledge and competencies when handling childbirth emergencies.
The project in Sierra Leone showed:

68% user engagement

20% increase in knowledge

64% increase in post-partum hemorrhage skills*

30% increase in neonatal resuscitation skills*



"The App has helped me to save many lives, and to reduce referral cases. I can deal with more complex situations than before without referral and with more confidence."

- **Catherine Swaray, midwife, Sierra Leone**

*shown in objective structured clinical examination tests conducted in health facilities

MYLEARNING



MyLearning is the individualized e-learning component of the Safe Delivery App. It offers skilled birth attendants a way to refresh their knowledge directly on their phones or tablets, on their own time or as a blended learning component in training programs. MyLearning is available in the global versions and various nationally adapted and language versions of the Safe Delivery App.

On the MyLearning platform, users can quiz themselves in all content modules in the app, and within each module the users move from beginner to expert level. When the users have passed expert level in all modules, they are ready for a certification exam, which tests their knowledge from all modules and levels in the App.

When passing the exam, the users are rewarded a Safe Delivery Champion certificate - valid for a year after which they will be offered to re-take the exam.

10,418
Total MyLearners

571
Experts on all levels*

497
Safe Delivery Champions

*Numbers as of November 1, 2019

*Passed all modules and levels and now ready to take the Safe Delivery Champion certificate exam.

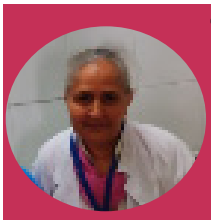
MyLearning on the rise in India

Just six months after launching MyLearning in India as part of the Government of India's LaQshya initiative, which aims to improve the quality of maternal care nationally, India became the country with the highest number of MyLearning users - or as we call them, MyLearners - globally.

India now accounts for more than half of all Safe Delivery Champions worldwide - not least because of collective and engaging efforts at the health facilities to encourage their staff to take the certificate exam.

What is driving the rise of Indian MyLearners?

- Integration of MyLearning into the existing Government of India's maternal and newborn health program, LaQshya
- Targeted training of staff nurses and medical officers on how to use MyLearning
- Motivational campaigns at health facilities encouraging staff to sign up to the platform.



"The Safe Delivery App has helped me stay updated with all the latest clinical procedures. It has helped me recall all the things I learned as a nurse and increased my confidence in the labour room."

Rajinder Kaur, head of nursing staff, Mata Kaushalya Government Hospital, Punjab

Status on Indian MyLearners*

3,630 MyLearners

490 Experts on all levels

318 Safe Delivery Champions

*As of November 1, 2019



PROFILE OF A MYLEARNER

To better understand our users, their needs and realities on the ground, we are developing profiles of different user types - based on users we have met in our partner countries.

The user profiles are based on data on behaviour patterns in the App and give us insights into the users' behaviour, motivation, frustrations and goals when using the Safe Delivery App.

This knowledge will help us design effective and efficient programs, implementation models and training when scaling the Safe Delivery App to more countries and settings.

Elizabeth Davies is an example of a MyLearner user profile – meaning a typical active user who is highly engaged with MyLearning.

The insights on Elizabeth's profile are from monitoring her competencies in facility-level skills tests as well as qualitative interviews with Elizabeth.

USER BIO	USER PERSONALITY	USER BEHAVIOUR
Elizabeth has been a midwife for four years and recently received introduction training to the Safe Delivery App in a rural primary facility in Sierra Leone. **She is excited to use the App and already has a positive experience using it. Elizabeth reported that she feels confident since having the Safe Delivery App.** **During her skills test she improved by 60% for neonatal rescusitation and 126% for post-partum hemorrhage.**	Revise knowledge Uses at work & home Uses by herself Post-partum hemorrhage MyLearner	**MyLearning** **Practical Procedures** **Videos** **Action Cards** **Drug List**

> *I've just done a skills test on post-partum haemorrhage and I am very happy. I am a Safe Delivery Champion for one year now and I really love the App. It is very interesting. It has helped me a lot. It has helped me to resuscitate a baby who was about to die. I opened the App, I was watching the video and I did the procedure quite well. I hope midwives and nurses will continue to use this App. It is very important to continue to improve our skills.*
> **- Elizabeth Davies**

GOALS	FRUSTRATIONS	MOTIVATIONS
To become a Safe Delivery Champion every year	Only little access to the equipment/drugs shown in the Safe Delivery App	Fewer referrals Improved Competencies



ELIZABETH DAVIES

Bombali District

Mekeni, Sierra Leone

Midwife nurse

RESULTS AND LEARNINGS FROM AROUND THE WORLD

Short news, findings and results from some of our programmatic partner countries



Positive results in DR Congo

In collaboration with IMA World Health, Doctor Nancy Bolan tested the Safe Delivery App with 62 health workers across 8 facilities in some of the most under-resourced and remote regions in DR Congo.

The results were published in the article "*mLearning in the DRC: A Mixed-Methods Feasibility and Pilot Cluster Randomized Trial Using the Safe Delivery App.*" The pilot study showed a significant increase in the healthcare workers' knowledge and confidence when handling post-partum heamorhage and neonatal rescucitation after using the Safe Delivery App for three months.

Gambella refugee camps

In collaboration with PlanBørnefonden, the Safe Delivery App has been rolled out across six refugee camps in Ethiopia's Gambella region.

Qualitative data from midwives in Gambella shows that the App and integrated trainings have had a positive influence on the quality of care given and competencies within the health facilities across all refugee camps in the study. Despite the humanitarian crisis context, access to a smartphone was not an issue for usage, illustrating that the App can be used even in hard-to-reach settings. Interviews and observations at the facilities showed that the use of the App as a job aid and training aid has given the midwives in the re- fugee camps increased knowledge, confidence and skills to carry out their daily work.





Safer childbirths in Kyrgyzstan

The Safe Delivery App is now being rolled out as a training and support tool for skilled birth attendants across Kyrgyzstan. Supported by the German Development Cooperation GIZ in Kyrgyzstan, the App content, language and clinical guidelines have been adapted to fit the Kyrgyz context to support safer births in the first central-Asian country in our portfolio. The App is now available in Russian and will soon also be launched in Kyrgyz.

At the launch of the App in Bishkek, the Minister of Health in Kyrgyzstan, H.E. Dr. Cholponbaev said he sees a big potential in the Safe Delivery App as a tool that will support good obstetric and neonatal care, and that he wants providers working with deliveries to use the app actively.

Knowledge increase in Somalia

In 2018, we launched a Somali version of the Safe Delivery App in collaboration with Save the Children, and the App is now being used as a training tool for midwives in health facilities in Puntland, Somalia. Baseline skills tests in neonatal resuscitation, newborn management, and low birthweight showed that the midwives in the project had a low skills level when managing newborn complications - and thus cemented a need for the Safe Delivery App combined with training and mentorship. Mid-term evaluations among the midwives show that their knowledge increased by 26% after three months of using the App combined with BEmONC training and on-site supervision visits.



Midwives from Ethiopia's Somali Region with the new Somali version of the Safe Delivery App.

GLOBAL OUTREACH & PARTNERSHIPS

We believe in the power of partnerships across sectors and borders. From India, Ethiopia and Canada, here are some of our latest shared global learnings.





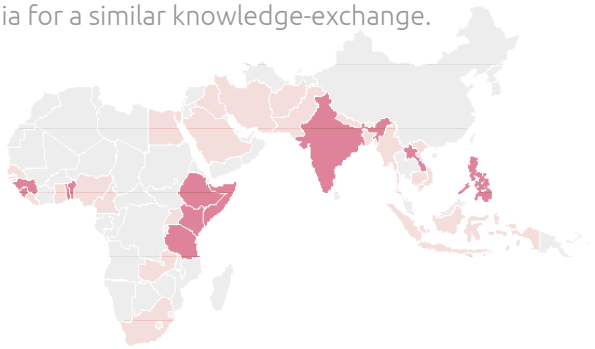
Knowledge-sharing between India and Ethiopia

India and Ethiopia are currently our largest partner countries for rolling out the Safe Delivery App. Our team members on the ground in both countries are working hard to implement the App as an integrated element in national midwifery training, mentorship services, educational programs and in health facilities.

Our India Country Director Dr. Tarun Singh recently traveled to Ethiopia to meet Maternity's team on the ground, visit health clinics, experience trainings and learn from our team's many years of experience working with both government and non-government partners to roll out the Safe Delivery App across the country.

"It was amazing to see how the Safe Delivery App is part of so many maternal health activities and programs in Ethiopia. A lot of the things I saw and discussed with the team in Ethiopia will be very useful in our future work in India", Dr. Tarun Singh said.

In 2020, our Ethiopia country director will travel to India for a similar knowledge-exchange.



EdTechTalk

The future of health worker training



***How can tech empower midwives to save more women and newborns in childbirth*?**

That was the focus of the first-of-its-kind EdTech Talk organized by Laerdal Global Health, International Confederation of Midwives (ICM) and Maternity Foundation during the 2019 Women Deliver Conference in Vancouver.

Under the headline "The future of health worker training", the event presented dynamic talks from the organising partners as well as UNFPA South Sudan, Government of India, Microsoft, and Grand Challenges Canada - and with closing remarks by HRH Crown Princess Mary of Denmark. The EdTech Talk shed light on opportunities, challenges and realities for using technology and digital learning tools for midwives in low- and middle income countries.



"Today, more lives are lost due to health care delivered that is poor quality than health care that is not delivered. We need a major paradigm shift in the way we are educating. How can we capitalize on the digital revolution and use it in training, clinical practice, live feedback & decision support?"

- Tore Laerdal, Laerdal Global Health



"As patron of both UNFPA and Maternity Foundation, and as a mother, I know how important it is to have quality care around you during pregnancy and childbirth. However, I'm painfully aware of the contrasting reality on the ground in many places in the world. As we have learned today, technology allows for new ways of learning and for reaching the otherwise hard-to-reach with quality educational content. More of the same will no longer cut it."

- HRH Crown Princess Mary of Denmark



"Originally, we developed The Safe Delivery App as a stand-alone job aid supporting midwives in their everyday work, but we have increasingly started working with partners on integrating it with training and mentorship programs. In general, we see a shift in trainings; from longer, lecture-based classroom trainings towards shorter, more hands-on interventions at the facilities and in skills labs."

- Anna Frellsen, Maternity Foundation

WHAT'S NEW WITH THE SAFE DELIVERY APP?

Smaller - and more user-friendly

The Safe Delivery App contains various videos and graphics, which means it is an App taking up quite some space on a phone. It can therefore pose a challenge to users in many of our partner countries to both download and store the app on their phones, because of its size.

We have now compressed the size of the Safe Delivery App in all language and national versions to make it easier to download and to better fit on users' phones and tablets. The new versions of the App will be between 30% and 50% smaller in size depending on version, making it more compatible to our users in all corners of the world.

MyLearning

We are experiencing a big growth in the number of MyLearners, and we are making updates to make it even more user-friendly and dynamic to use. The new updates will make the user able to proceed directly to the final certificate test after finalization of the expert levels instead of being forced to wait for 14 days as in previous versions.

It is now also possible to re-take the Safe Delivery Champion certificate test after one year of passing the first test. In addition, we are introducing a preparation test to improve the user's likeliness of passing the certificate test the second time they take it.

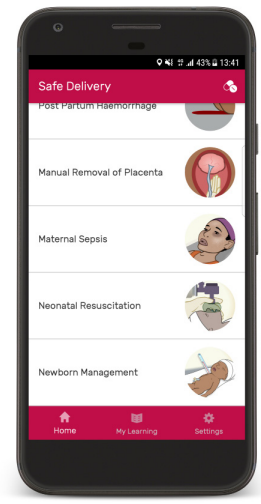




New languages and country versions

This year we are launching a range of new country and language versions of the app:
an Oromiffa language version for Ethiopia, Kyrgyz for Kyrgyzstan to compliment the already existing Russian version, and a Swahili version for Tanzania to compliment the English version for Tanzania.

In addition, we are working on an Arabic version in collaboration with Medical Sans Frontier and a Bengali version to be rolled out in Bangladesh with UNFPA.



THANK YOU

We thank all strategic partners and donors for continuous support and collaboration:

Ministry of Health & Family Welfare
Government of India

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