



It should never cost life to give life. That has been Maternity Foundation's vision for the 15 years we have worked to fight maternal and newborn morbidity and mortality in low- and middle-income countries. What started with on-the-ground activities to train healthcare workers and engage women in rural Ethiopia is now a global program utilizing digital tools and innovative training methods to reach, engage, and support healthcare workers in more than 15 countries.

The world is in a different place than when we started our work 15 years ago. Technology and innovation enable us to renew and expand our work and use hybrid training formats, AI, individualized learning, and training apps to reach healthcare workers where they are, in their own time, and based on their needs.

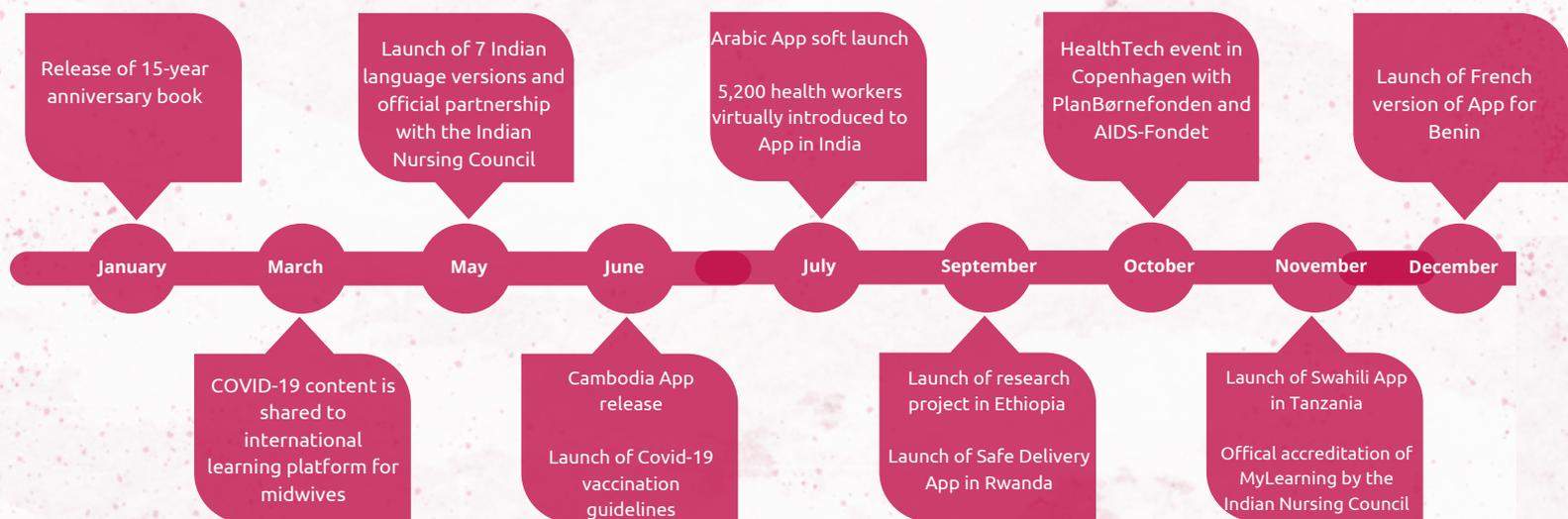
At the same time, the COVID-19 pandemic has put both pregnant and birthing women and their healthcare workers at great risk. For the first time in decades, the status on women's health is declining. In too many countries and settings in the world, pregnancy and childbirth is still way more dangerous than it should be.

This is the nexus in which Maternity Foundation operates to serve midwives and other skilled birth attendants and the women and newborns whose lives are in their hands. We work with incredible partners to build and scale the best possible clinical, programmatic, and digital solutions, and we are constantly looking to improve and refine what we do.

We have big plans for the years to come. But our vision is – and always will be – the same. It should never cost life to give life.

Anna Frellsen, CEO

## 2021 AT A GLANCE



18 new App versions launched

13,000 health workers trained

# GLOBAL REACH TO DATE



## Important milestones in India

In India, our nationwide partnership with the Ministry of Health and Family Welfare has sparked positive results in 2021 – here are a few key milestones:

- The Safe Delivery App reached 100,000 downloads in India alone – an important step in our national scale-up strategy
- The Safe Delivery App has been integrated into India’s pre-service education program for nursing and midwifery students
- As of November 2021, the Safe Delivery Champion certificate in MyLearning is co-signed by the Indian Nursing Council and officially integrated into their accreditation system, giving 15 CNE credit hours.
- In 2021, the Safe Delivery App was released in 7 local Indian languages in addition to the English and Hindi versions.



## Diverse responses in Ethiopia

Our work in Ethiopia is divided into four main categories: capacity building of healthcare workers, humanitarian response and recovery, COVID-19 response, and research and learning.

- We are piloting the interactive remote training concept ENC Now! in 16 health facilities in Ethiopia. ENC Now! builds on the well-tested Helping Babies Breathe training programs developed by the American Academy of Pediatrics and Laerdal Global Health.
- We are working with UNFPA, UNICEF & Regional Health Bureau to provide humanitarian response and recovery in critical areas of Ethiopia through trainings of healthcare workers, distribution of dignity kits and medical equipment, and community education and empowerment activities in Somali, Afar, Amhara, and Gambella regions.
- In response to COVID-19, we are facilitating healthcare worker training on infection prevention and Covid-19 with support from the Novo Nordisk Foundation, UNFPA, UNICEF, and the Regional Health Bureau.

### Snapshot: The Safe Delivery App in Ethiopia

- More than 15,000 users across the country
- 95% of users are healthcare workers
- Almost 2,000 users are continuously using the MyLearning platform to build and test their clinical knowledge
- 60 MyLearners have passed all levels in the test to become Safe Delivery Champions



## More Happy Birthdays in Rwanda

In Rwanda, we are partnering with the International Confederation of Midwives and Rwanda Association of Midwives on the More Happy Birthdays Project, funded by Latter-day Saint Charities. The Safe Delivery App is an integrated tool to train midwives across the country to continue to save lives in childbirth.

Since the project's launch in October 2021, 1,149 midwives have been using the App, and we have conducted training of 1,080 midwives across the country. Out of these, 462 have already reached expert level in the MyLearning self-directed learning module.

## Hope for mothers and newborns in Bangladesh

Together with HOPE Foundation, we are training midwives and skilled birth attendants to secure safer childbirth for women and newborns in Cox's Bazar Refugee Camp in Bangladesh. Until now, 37 midwives have been trained, with particular focus on Active Management of Third Stage Labour, Postpartum Haemorrhage, Manual Removal of Placenta, and introduction to the Safe Delivery App.

Apart from increasing skills and knowledge among midwives, this project also uses in-facility observations and health register data to tease out how the training leads to improved practices among healthcare workers and ultimately improved health outcomes for women and newborns.



## Messaging mothers in Benin

In Benin, we are reaching pregnant women and new mothers through our direct text and voice message system, LUCY. LUCY sends out maternal and newborn health messages to women and their families during pregnancy and in the first year after giving birth. LUCY Benin is rolled out in partnership with PlanBørnefonden and Plan Benin and builds on a similar system developed in Ethiopia in 2017. The LUCY pilot project has been running from February-December 2021, during which 2,069 women received more than 18,000 maternal health messages on their phones.

We are collaborating with Africa Design School in Benin to develop a more high-tech solution based on the LUCY model, where for instance chat bots, podcasts, and WhatsApp groups can reach women with health information.



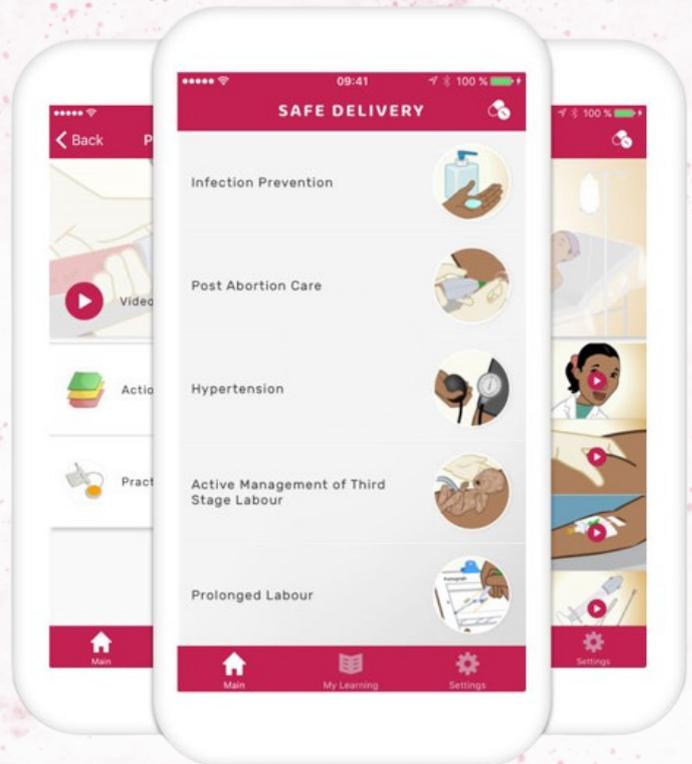
## Expanding the Safe Delivery App

In 2021, we introduced 18 new language, country, and content versions of the Safe Delivery App. Some of them are:

- A global Arabic version (ready for roll-out in 2022)
- 7 local language versions for India
- Country versions for Cambodia, Bangladesh, Nepal, and Rwanda
- A Swahili version for Tanzania
- Covid-19 vaccination guide

In 2022, we look forward to introducing:

- New content modules on safe abortion, family planning, and gestational diabetes
- Portuguese and Spanish global versions
- Country App versions for Afghanistan, Burkina Faso, and Papua New Guinea.



Thank you to all partners, donors, Maternity friends, and collaborators throughout 2021. And most of all thank you to all the midwives and skilled birth attendants saving lives every day.