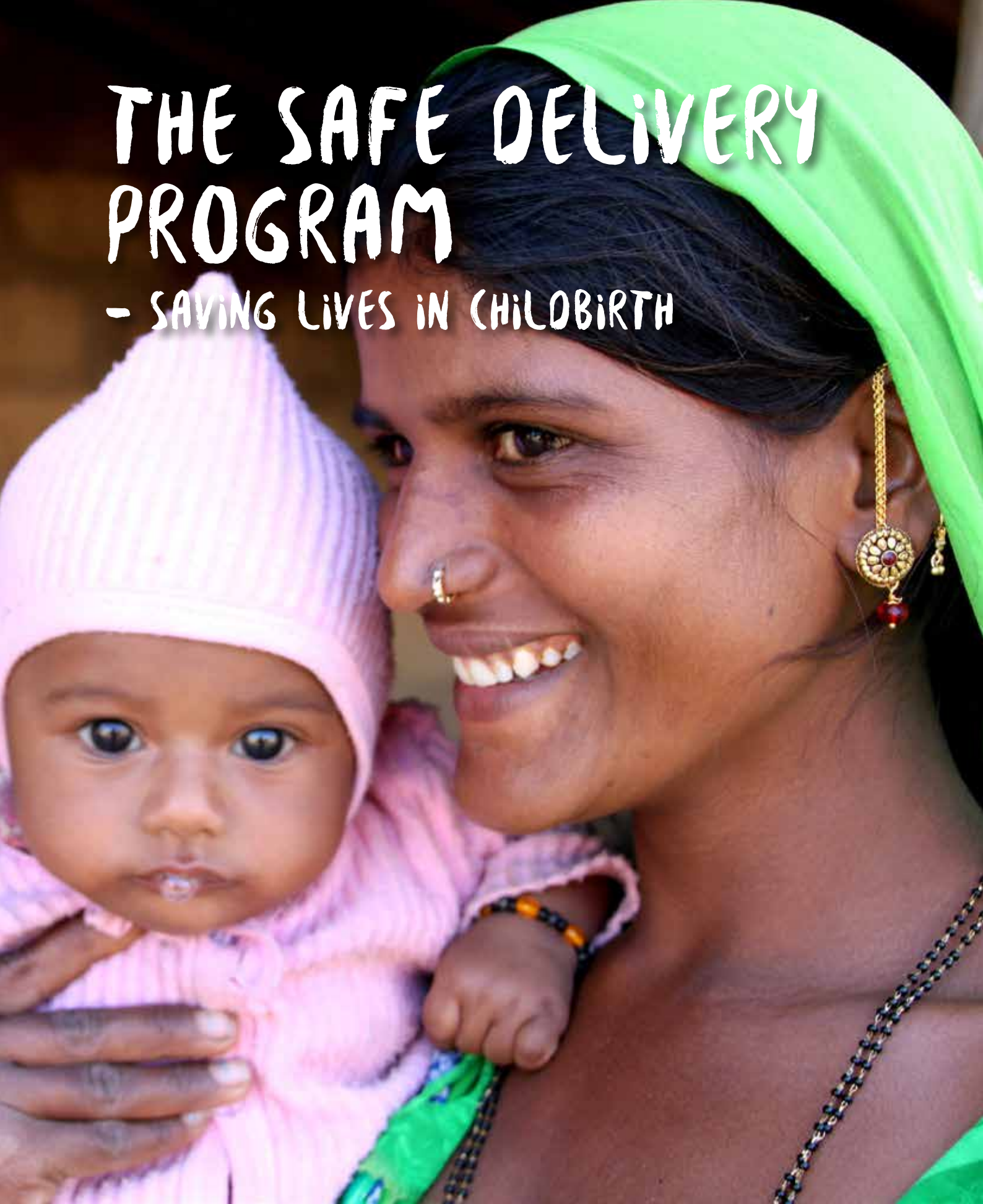


# THE SAFE DELIVERY PROGRAM

- SAVING LIVES IN CHILDBIRTH







# WELCOME

2018 has been a year of growth for Maternity Foundation. The Safe Delivery Program\* with our digital tool, The Safe Delivery App, is being implemented in numerous countries across Africa and Asia. We are working with partners to expand its use to more countries, and adapt the app to new languages and local contexts to ensure safer births for even more women and their newborns.

***How do you measure the impact of a digital tool across countries and settings?***

***And how do you use this insight to guide your model of scale?***

These are some of the questions we have worked hard to answer during 2018.

To this end, we recently finalized our new data dashboard. The dashboard gives a graphic overview of App usage both globally and in specific countries, by different user categories, and on our e-learning platform on the App,

MyLearning. Not only is the dashboard a useful tool to monitor and measure usage and results of existing projects, it also equips us to make data-driven and sustainable decisions going forward.

2018 was also the year when Maternity Foundation and The Safe Delivery Program moved into humanitarian and fragile settings affected by conflict. The need for improved maternal and newborn health in humanitarian settings is an enormous global challenge, and we are humbled to contribute to this through our knowledge, experience and digital tools.

The backbone of everything we do continues to be our strong partnerships. It is through our partners on the ground that we scale our programs, measure our impact and improve our model so we can continue to work to fulfill our mission: No Woman Should Die Giving Life.

Warm regards,

Anna Cecilia Frellsen  
CEO, Maternity Foundation

Photo by: Anne Pytz, Ethiopia

\* The Safe Delivery Program is made up of the services and tools that build off of and compliment the Safe Delivery App: technical support, expertise and resources to support partners in adapting, implementing, and conducting monitoring & evaluation.

# USING DATA FOR SCALE: THE NEW DASHBOARD

In collaboration with our partners at In-spari, PA Consulting and Visikon, Maternity Foundation recently launched our new data dashboard.

The dashboard provides a graphic and easily digestible overview of how the Safe Delivery App is being used across countries and work settings around the world. In short, the dashboard tells us:

- When, where and how much the App is used
- Who is using the App and where they work
- How different features and modules within the App are used
- How our users are utilizing the App's e-learning feature, MyLearning.

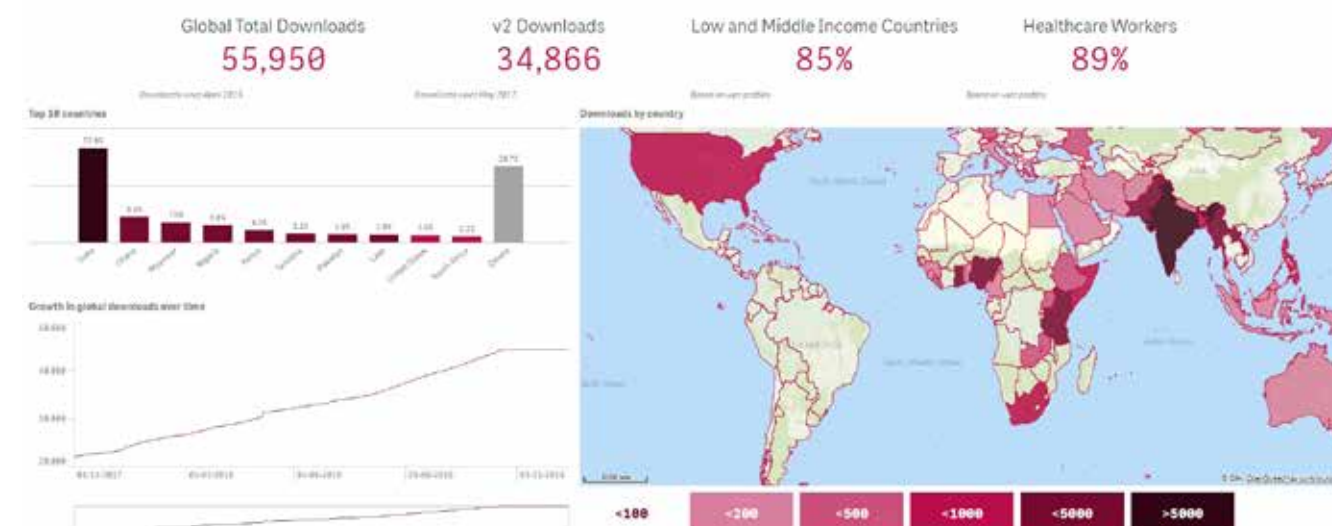
These insights make the dashboard a useful tool for us, our partners and funders to

ensure that we respond to the realities and needs of midwives around the world.

Because of its various filters and variables of user data, the dashboard allows us to accurately measure how the app is used, and correlate it with our programmatic data on improvements in skills, knowledge and confidence among health workers using it.

This means that the dashboard equips us to make data-driven decisions: By allowing us to compare usage and behaviour across settings, the dashboard guides us and our partners on where to focus our programmatic and technological efforts and foster greater impact and safer births for even more women and their newborns.

See the next pages for a preview of insights provided by the dashboard.

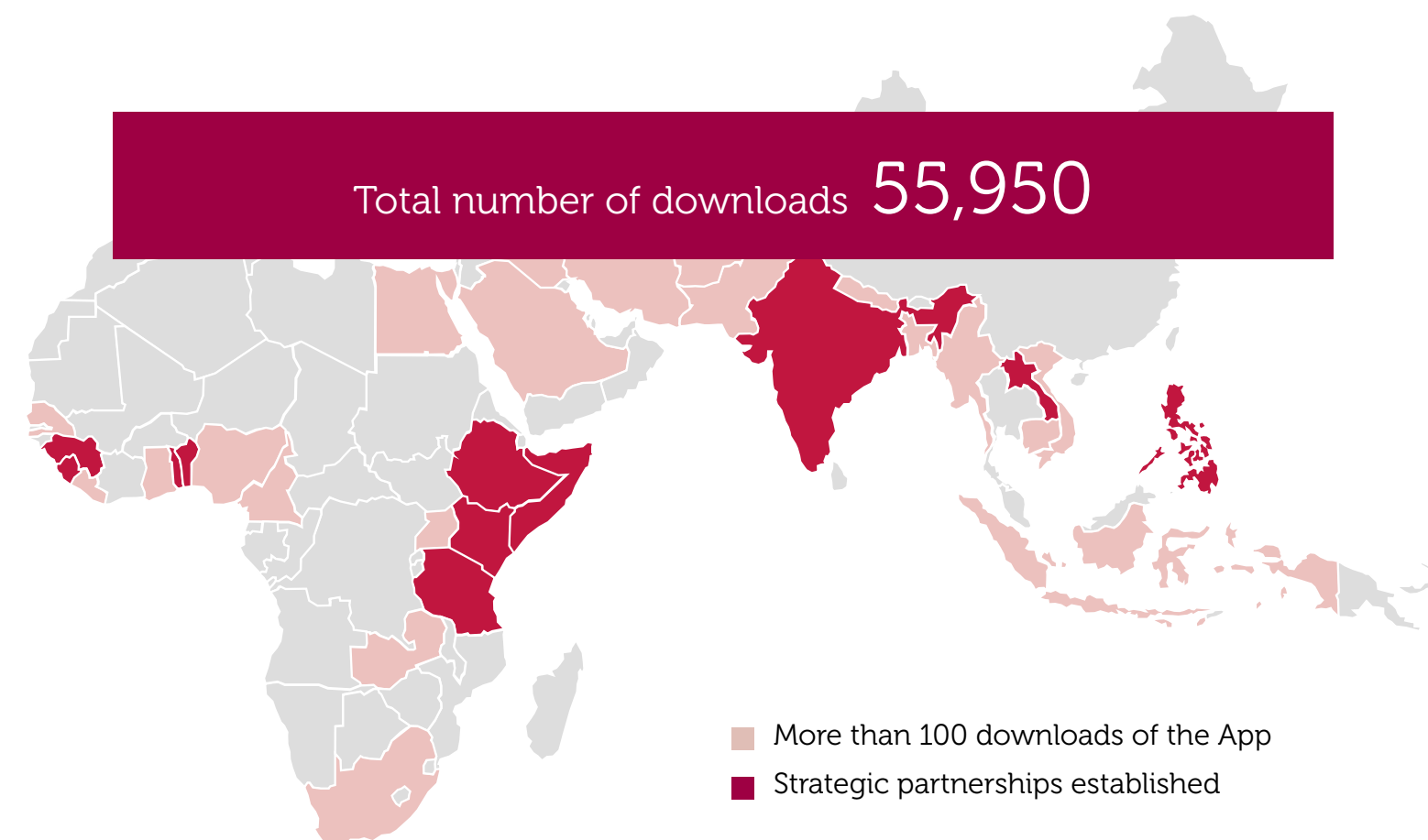


Screen shot from the global page of Maternity Foundation's new dashboard.

# GLOBAL REACH

## TOP 10 COUNTRIES OF DOWNLOADS DECEMBER 2018

- |             |                  |
|-------------|------------------|
| 1. India    | 6. Kenya         |
| 2. Ethiopia | 7. Tanzania      |
| 3. Ghana    | 8. Pakistan      |
| 4. Myanmar  | 9. Laos          |
| 5. Nigeria  | 10. South Africa |





# DID YOU KNOW?

## RESULTS AND LEARNINGS FROM AROUND THE WORLD

The Safe Delivery App has been downloaded more than 55,000 times in over 40 countries.

**85%** of downloads are in low- and middle income countries, particularly in Africa and Asia.

**89%** of users downloading the App are healthcare workers.

Number of users of The Safe Delivery App's e-learning component, MyLearning\*:

**2,012**

\*not launched in all language versions

On average, skilled birth attendants across program countries increase their knowledge by 22% after using the App.

In addition, using the App increased their confidence by 46%

In addition to the English and French global versions, the App has been adopted to fit language and/or clinical guidelines in the following countries:

ETHIOPIA GHANA SOMALIA  
TANZANIA INDIA  
LAOS MYANMAR SOUTH AFRICA

The following country and language versions are under development:

ARABIC SWAHILI  
RUSSIAN KYRGYZ

### HIGHLIGHTS FROM THE FIELD:

- In the **Philippines**, 23 midwives were trained with the App. After 6 months, 74% used the app every week, and 78% found it highly useful.
- 56 health workers in **Tanzania** were trained using the App. 94% of them report to use app weekly, 42% say they feel more confident at work.
- In **Laos**, 44 midwifery students were introduced to the App as a study aid. 86% of them said it made them feel better at studying.
- 82 health workers in **Benin** were introduced to the app as a job-aid. 65% of them report to use the App daily.

# SAFER BIRTHS EVERYWHERE: OUR WORK IN HUMANITARIAN SETTINGS



Photo: Maternity Foundation

Mother and child in  
Nguenyiel Refugee Camp

**Maternity Foundation is working with partners to improve the health of mothers and babies in some of the world's most fragile settings.**

For women living in areas of conflict, pregnancy and childbirth are more dangerous than anywhere else. According to United Nations Population Fund (UNFPA), more than half of all maternal deaths take place in countries affected by humanitarian crisis or fragile conditions.

Maternity Foundation is working to improve maternal and newborn health in humanitarian and fragile settings in Ethiopia and Somalia through partnerships with PlanBørnefonden and Save the Children – with more to come.

## Safer deliveries in refugee camps

In Ethiopia, Maternity Foundation and PlanBørnefonden have joined forces to improve

maternal and newborn health in across camps in the Gambella region, which is the home to about 450,000 refugees from neighboring South Sudan. Since 2017, Maternity Foundation has worked with PlanBørnefonden to increase and improve access to maternal and newborn care for refugees in Gambella with support from the Danish Emergency Relief Fund, Novo Nordisk Foundation and other donors.

## A digital bible for midwives

Midwife Nicola Zewge is a midwife in Nguenyiel Refugee Camp in Gambella. Nicola and his colleagues have been trained by Maternity Foundation in basic emergency obstetrics and neonatal care with the Safe Delivery App as a key component in the training.

"Our work is risky – we have the lives of mothers and their babies in our hands every day. The Safe Delivery App makes

**“This is an example of an innovative partnership to respond to needs on the ground in a new way.**

**Anne Smith Petersen**  
Director of Programme, Influence  
and Grants, PlanBørnefonden



it easier for us to manage. It is like a bible for midwives. We always have it right in our pockets", Nicola Zewga explains. Since 2017, 57 midwives across six refugee camps in Gambella have been trained with the Safe Delivery App.

## Collaboration in Somalia

Ethiopia's neighboring country, Somalia, is one of the most dangerous places in the world to be pregnant and give birth. In Somalia, the Safe Delivery App was recently introduced as an on-the-job tool for healthcare workers in the Puntland region.

Through a collaboration between Maternity Foundation, Save the Children US, Save the Children Denmark, and University of Copenhagen, the Safe Delivery App is being implemented as a tool to strengthen the capacity of midwives in Puntland – with support from the regional Ministry of Health in Puntland.

The foundation for the collaboration with Save the Children in Somalia is to investigate how the Safe Delivery App can provide overall clinical guidelines for newborn health in humanitarian settings – globally.

"This partnership is not only about 'an App'. It is about how to mutually benefit from our respective strengths. Bringing together the two organization's specialized staff and expertise does not only add value to the actual work for children and professional health care givers in-country. It also brings value and learning back to the organizations", says Alice Moltke Ladekar, Senior Innovation Advisor of Save The Children Denmark (Red Barnet).

## A global call to action

One of our partners on the ground, PlanBørnefonden, underlines the importance of partnerships to make a real impact for mothers and newborns in humanitarian and fragile settings:

"We really appreciated the opportunity to work together with Maternity Foundation in a humanitarian setting, knowing that their expertise and mobile health solutions for maternal and newborn health was needed where more than 80% of the refugee population are women and children. This is an example of an innovative partnership to respond to needs on the ground in a new way", says Anne Smith Petersen, PlanBørnefonden's Director of Programme, Influence and Grants.

As part of our mission to improve care for more women and newborns living in areas affected by conflict and instability, Maternity Foundation has partnered up with Doctors Without Borders (MSF) to develop and implement an Arabic version of the Safe Delivery App, which we expect to launch in 2019.

**“Bringing together the two organization's specialized staff and expertise does not only add value to the actual work for children and professional health care givers in-country. It also brings value and learning back to the organizations.**



Save the Children.

**Alice Moltke Ladekar**  
Senior Innovation Advisor, Save the Children Denmark

**“Our work is risky – we have the lives of mothers and their babies in our hands every day. The Safe Delivery App makes it easier for us to manage. It is like a bible for midwives. We always have it right in our pockets.**

**Nicola Zewga**  
Midwife in Nguenyiel Refugee Camp







Photo: Fareeda Tinorgah Yelgie's own

## “THANKS TO THE SAFE DELIVERY APP, I WAS THE HERO OF THAT NIGHT”

Fareeda Tinorgah Yelgie is a midwife at Tolon Health Centre in the Northern Region of Ghana. She is just one of two midwives at Tolon Health Center, where they deliver around 80 babies every month.

Here is Fareeda's story about a specific night where the Safe Delivery App helped her diagnose and save a newborn baby at the clinic.

“ I had delivered a baby successfully in the middle of the night. The mother was doing well, and the baby was OK. After 30 minutes, the baby started crying. For three good hours, the baby was just crying non-stop and was refusing to breastfeed. The baby became very warm to touch and had a fever.

***As a midwife, it's very difficult to transfer such cases to the hospital, especially when it's at night.***

Even at daytime, we don't have cars to transfer our clients. I couldn't transfer the baby, and I was starting to get confused. The pressure was mounting on me because the baby wasn't feeding, it was crying, and its temperature was above 39. The mother became worried, and so did her relatives. I had no one to communicate with.

I took the baby and my phone and went to the labor ward room. Because, if you're holding your phone, they might think that you're not showing any concern towards the baby. I went inside the labor room, I opened the Safe Delivery App and I found something that was of help to me. The reason why the baby was crying could be due to low glucose levels. I had 5% dextrose, so I gave it to the baby. Instantly, the baby

relaxed for a while. After ten minutes, the baby started crying again. So I thought, okay the 5% isn't enough. I went and woke up my medical assistant to give me 10% dextrose, which she did. I went to the baby and gave it 10ml. When I gave the 10ml, the baby stayed quiet for 15-20 minutes and the temperature came down. Under normal circumstances, I would have referred the case – normally it's the only thing left to do.

***Thanks to the Safe Delivery App, I was able to manage the complications and I observed the mother and baby until the next day.***

Finally, I got the baby to breastfeed, the temperature came down to normal, and both mother and baby were happy.

The stress on me came down and I felt happy.

Thanks to Safe Delivery App, I was the hero of that night.

”

**Fareeda Tinorgah Yelgie**  
Midwife at Tolon Health Centre, Northern Ghana

## GHANA RESULTS

**In a pilot program in Northern Ghana, 58 midwives were trained in using the Safe Delivery App as a job-aid. After just 3 months of using the App, the midwives increased their knowledge on basic emergency obstetric and newborn care by 40%.**

**After 6 months, 86% of the midwives reported to use the App weekly, and 65% of them had signed up for the e-learning component, MyLearning.**



# GLOBAL REACH AND PARTNERSHIPS

## Short news about the Safe Delivery Program from some of our partner countries



Students at Nightingale College of Nursing in Delhi, India, April 2018.

### National roll-out in India

Since launching the Safe Delivery Program in India in partnership with India's Ministry of Health & Family Welfare and Jhpiego in 2017, India has quickly become one of our biggest partner countries.

The Safe Delivery App is now available in Hindi and works as an integrated part of national training materials for midwives and skilled birth attendants. With nearly 15,000 downloads, India accounts for more than 1/5 of the total global downloads.

Because of the fast growth in India, Maternity Foundation has employed an on-the-ground Country Coordinator for India, Tarun Singh Sodha. Tarun is based in New Delhi and is leading Maternity Foundation's work to integrate the Safe Delivery App into government programmes for maternal and newborn health as well as supporting partners to use the Safe Delivery App as a capacity building tool for nurses and midwives in India.



Maternity Foundation's Lauren Bellhouse with PlanBørnefonden staff and other stakeholders in Togo, August 2018.

### Cross-border learning in West Africa

In Benin, The Safe Delivery App is being rolled in partnership with PlanBørnefonden. After a successful implementation of the Safe Delivery App as an on-the-job training tool for midwives, the App is now also being incorporated as part of the curriculum in both of Benin's midwifery schools. Based on the positive results and learnings from Benin, PlanBørnefonden has now begun implementation of the Safe Delivery App in neighbouring Togo, and thus creating a great precedence for cross-border learning in the region.



Maternity Foundation's Sara Thordal and Lauren Bellhouse with our strong partner at UNFPA Ghana, Charlotte Kanstrup.

### From Ghana to Sierra Leone

Maternity Foundation and United Nations Population Fund, UNFPA, have a successful partnership rolling out the Safe Delivery App among health workers in Ghana. To build on the results from Ghana, UNFPA and Maternity Foundation are now implementing the Safe Delivery App in neighbouring Sierra Leone, where maternal mortality rates are still among the highest in the world. In September, 60 skilled birth attendants were trained with the Safe Delivery App and our team conducted a baseline to assess knowledge, confidence and skills levels. Our team will come back to assess the App's impact on skills, knowledge and confidence among the healthcare workers.



HRH Crown Princess Mary and Kenya's Minister of Health, Hon. Sicily Kariuki meet with Maternity Foundation and our partners at Amref Health Africa in Nairobi, December 2018.

### Global partnerships and alliances

Maternity Foundation contributes to the global movement of improving maternal and newborn health. This year, we joined UNFPA's Safe Birth Even Here campaign to fight maternal mortality in humanitarian settings, and we entered the Inter-Agency Working Group on Reproductive health in Crises (IAWG). In December, Maternity Foundation joined the launch of the Deliver For Good Campaign in Kenya together with Women Deliver, Danish Ministry of Development Cooperation, Her Royal Highness Crown Princess Mary of Denmark, and strong local advocates for women's health and rights. In 2019, we look forward to continue working in global alliances to help ensure safer births for women and newborns - everywhere.



# WHAT'S NEW WITH THE SAFE DELIVERY APP?

## New content and modules

Together with our partners at Copenhagen University, we have developed two new modules for the App to reflect the reality of women and newborns in some of the world's fragile settings.

One of the new modules gives guidance on how to manage low birth weight among newborns. The other new module focuses on managing potential birth complications for women who have undergone Female Genital Mutilation (FGM), which is the case for women in some communities in especially East- and West Africa.

## MyLearning

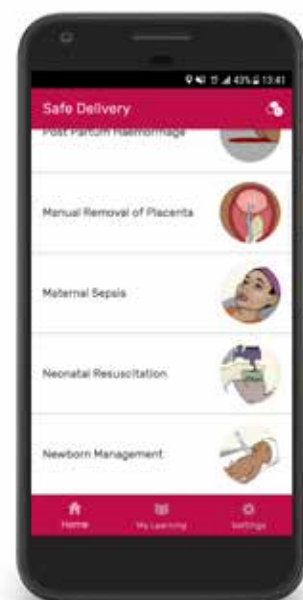
Since launching the interactive e-learning platform, MyLearning, more than 2,000 healthcare workers have joined the platform. MyLearning enables users to test and refine their knowledge within all the App's modules, from beginner to expert levels. After passing expert levels in all modules and passing a final exam, users can earn a certification as Safe Delivery Champion.

MyLearning currently exists in the English, Ethiopian, Ghanaian, Tanzanian, and Somali versions of the App – and more language versions are on the way, including Hindi, Arabic and French.



## New languages

As the Safe Delivery App continues to expand its global reach, the need for new language versions of the app grows. In 2018, we have launched the Safe Delivery App in several new languages, including the Ethiopian languages Oromiffa and Amharic, Somali as well as Hindi and Myanmar language. In 2019, we will be launching the App in Arabic, Swahili, Russian, Kyrgyz and Arabic to reach even more skilled birth attendants in their daily work.



# THANK YOU

Thank you to all our strategic partners for your continuous support and collaboration:



Key donors:







The Safe Delivery App is developed by:



UNIVERSITY OF  
COPENHAGEN



Produced by:

**visikon**

Sortedam Dosserring 81 DK-2100 Copenhagen  
[www.maternity.dk](http://www.maternity.dk) [info@maternity.dk](mailto:info@maternity.dk)