



MAKING AN IMPACT

IMPACT REPORT 2018 **#1**



MATERNITY
foundation



WELCOME

Since 2015, we have been working with a growing community of partners - NGOs, governments, foundations, academics, midwifery organizations - that share our vision that “No woman should die giving life”. They also share our vision that the digital and mobile revolution sweeping across the globe has the potential to educate and empower birth attendants and communities and - eventually - can help save lives.

Our bi-annual Impact Report will focus on the roll-out and results of our maternal digital health tools - including the Safe Delivery App, which is now used in more than 40 countries - and our newly developed SMS service LUCY. 2017 was an intense and impactful year at Maternity Foundation with new developments to the Safe Delivery App, launches in Laos, India, Ghana and other key partner countries, our first partnership in a humanitarian setting and much more.

To ensure an impactful and cost-efficient integration of digital tools into health programs, it is vital to share learnings, results and best practices across projects and countries. Therefore, we at Maternity Foundation will continue in 2018 to

simultaneously launch and implement the Safe Delivery App across Africa and Asia, while we capture and share learnings and results.

We hope that the Impact Report can inspire and support our community of current and potential partners in their efforts to implement the Safe Delivery App, LUCY or other maternal digital health tools. Please also visit our website at safedelivery.org to find more tools and case stories on how to implement the App.

Warm regards,

Anna Cecilia Frellsen
CEO, Maternity Foundation

OUR REACH WITH THE SAFE DELIVERY APP

2017 was an important year for Maternity Foundation in terms of scaling the Safe Delivery App and leveraging on strong results from partner projects. We have witnessed a quickly increasing download rate in, low-and-middle income countries and the number of active users is increasing steadily.

“The Safe Delivery App has been downloaded by almost 35,000 users”

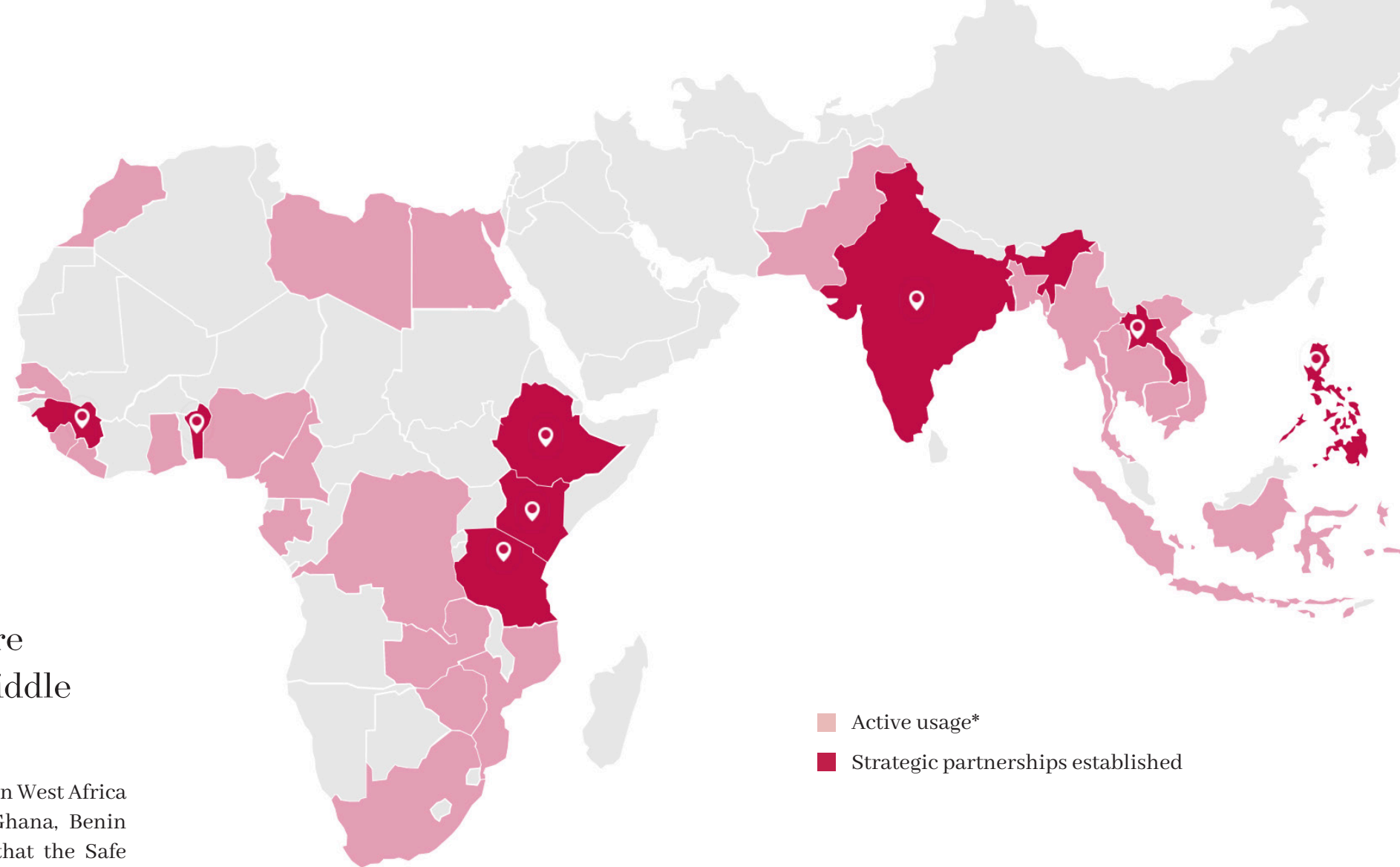
In 2017, we updated the Safe Delivery App to WHO guidelines in English and French master versions and streamlined our internal processes to make quick and effective adaptations of the Safe Delivery App to priority countries.

The target audience for the Safe Delivery App is skilled birth attendants in low-and-middle income countries (LMICs). The Safe Delivery App has been installed on more than 35,000 devices and 85% of those downloads are located in more than 40 LMICs.

To-date, the country with the highest number of installations of the Safe Delivery App is India, which accounts for 20% of all LMIC installs.

“Over 80% of Safe Delivery App users are located in low-and-middle income countries”

We are seeing an increase in usage in West Africa especially in countries such as Ghana, Benin and Nigeria. It should be noted that the Safe Delivery App was officially launched in Ghana on December 7th 2017 and this may have spurred the increase in usage.



TOP 10 COUNTRIES FOR ACTIVE USERS FEB 2018

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

	VALUE	CHANGE over last 30 days
Total number of downloads	34,950	+10%

*Active usage is from those devices on which the app has been opened within the last 30 days.

NEW STUDY CONFIRMS POSITIVE IMPACT FROM THE SAFE DELIVERY APP

Maternity Foundation has been active in West Wollega in Western Ethiopia for the past ten years in building the clinical capacity of the health system and health workers and strengthening community awareness and demand for services.

In 2013-2014, the impact of the Safe Delivery App was assessed in a Randomized Controlled Trial (RCT) in five rural districts in West Wollega, Ethiopia across 73 health facilities. The study documented the Safe Delivery App's ability to significantly increase both skills and knowledge levels in frontline health workers over time.

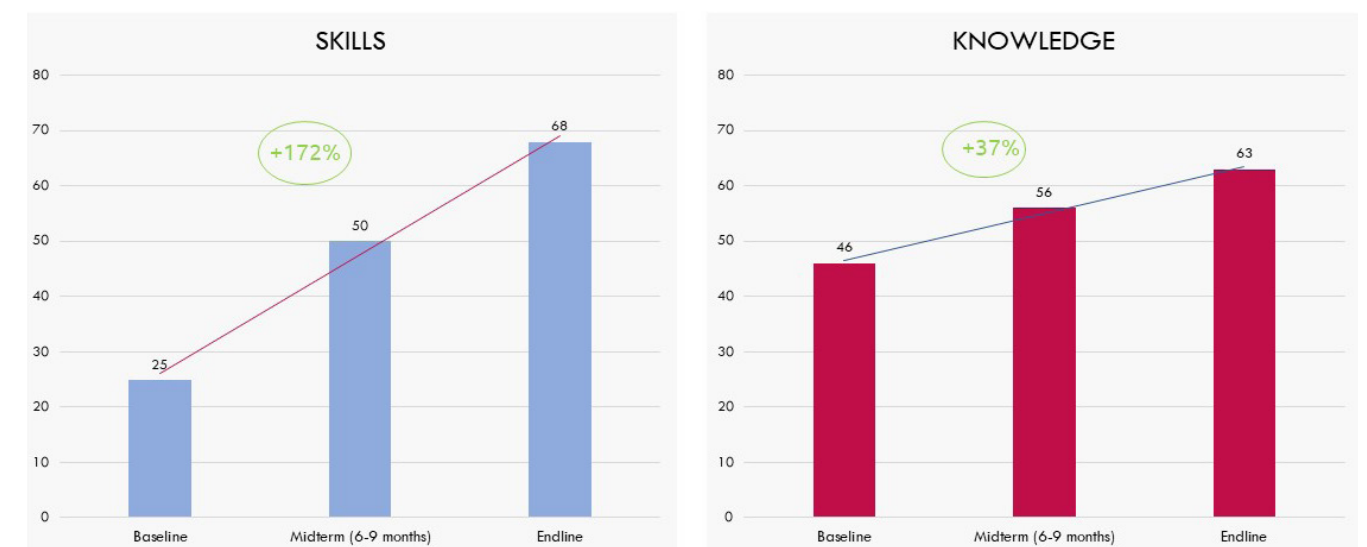
During 2016 and 2017 a new follow-up study was conducted by measuring confidence, knowledge and skills levels of 107 new midwives at baseline, midterm and end-line after receiving the Safe Delivery App.

This recent study documents the previously observed trend that the Safe Delivery App can promote a continuous increase in both knowledge and skills levels over time among rurally based midwives.

The results also confirmed that knowledge, skills and confidence levels continue to increase over time when midwives are equipped with the App.

Knowledge, skills and confidence are proxies to determine the impact of the Safe Delivery App on health outcomes such as maternal and neonatal mortality/morbidity.

RESULTS



Nb. Scores in the tables represent the mean (average) of data collected across clinical topics

Skills and knowledge levels

The tendency of the Safe Delivery Apps' ability to maintain and increase skills over time was clear as the midwives not only doubled their mean score between baseline and midterm but also continued to strengthen their skills over time and with strong results for endline. The total lift in practical skills was 172%.

Looking at the specific clinical topics in which the midwives were assessed, the results were at baseline, midterm and endline 21%, 43% and 65% for maternal sepsis and 29%, 57% and 71% for hypertension. Skills were assessed by an Objective Structured Assessment of Skills (OSATS).

The continuous increase was a little less pronounced in knowledge, but the midwives increased their clinical knowledge as well while having access to the Safe Delivery App; their total progression from baseline to endline was 37%. The mean knowledge scores were 46% at baseline, 56% at midterm and 63% at endline and biggest improvements were seen in knowledge about maternal sepsis, prolonged labour and post-abortion care. Knowledge was assessed by means of a clinical questionnaire (KFQ) covering BEmONC.

The Safe Delivery App was introduced in Maternity Foundation's new Maternal and Newborn Health project in September-November 2016 to a total of 107 midwives in a total of 14 districts as a job-aid. The great results we have seen so far has helped us build the case for national scale in Ethiopia as well as to develop and fine-tune the implementation models of the App in other contexts.

A woman with dark hair tied back, wearing a white long-sleeved top and a silver necklace, is looking down at a smartphone held in her hands. She is wearing a silver watch on her left wrist and a ring on her left hand. The background is a plain, light-colored wall.

Q&A WITH MIDWIFE HEAVEN WORKNEH

In May 2017, Maternity Foundation welcomed 25 Ethiopian midwife trainers to a one-week workshop on how to integrate the Safe Delivery App into their daily lives as teachers and trainers. One of the participants was 27-year-old Heaven Workneh, who is lecturer in Midwifery at Bahir Dar Health Science College, which hosts around 1,000 students within nursing, midwifery and health extension workers.

Q/A

What is your impression of the Safe Delivery App – both as a teacher and a midwife?

A: I am very happy that this App was developed – and I wonder why we didn't think of such a tool before!

We use the phone for everything – for Internet, for watch, for light. If you have a smartphone, you can teach everywhere with this App. Any time you encounter a problem, you can just access your phone. This makes the Safe Delivery App very accessible. I also like that it uses animations, which makes it both interesting and attractive. I use real-life videos, which I find online, to teach my students, but sometimes there will be clinical mistakes in these videos. The videos in the App are updated, so that you can rely on the clinical content. It is not possible to memorize all drugs, so you can look them up in the App. And if you are in an emergency, you can go to the action cards.

Q/A

Q: How did the workshop inspire you to use the App as a teacher?

A: The workshop was very helpful. I am a teacher – but here I am also a student, and you learn new things every day. As an example, we were given an assignment to integrate the Safe Delivery App into a training methodology we had used previously. I used the methodology of gaming to teach on the topic newborn management. I divided the class of trainers into two groups and asked them to use the App's actions cards and drug list. I then gave them questions and made them compete to answer using the App as a reference tool. They were very engaged and excited about this session.

Q/A

How will you use the App in your work life after returning to Bahir Dar?

A: I actually used the App already on my first day back at work. I had taught hand hygiene for the students before I went to Addis for the workshop. After I returned, I used the App's film on infection prevention to provide a summary. The students were happy about this. Generally, I plan on showing the video first in my classes, and use them as background to discuss the themes. The students will memorize much better when they see things. For the students who have smartphones, I will let them download the App so that they can use it as a reference tool. We have a high number of students, so there are 1,000 students for five demonstration rooms. That is not enough. But with the App at hand, they will learn about the skills, they can watch the visual aids at home, and it will be easier and more efficient for them in the skills lab. To some extent they will not even need a library. Sometimes the students get bored, especially in the afternoon. I can use the App for gaming and group activities to engage them more, so it will make my life easier. There was nothing like this when I was a student. We had only large hardcover books at the library. My students are very lucky!

Q/A

Q: What barriers do you see for using the App?

A: We discussed at the workshop that some of the videos are not fully aligned with the current national guidelines. Also, some of the students that come from the community do not have smartphones. But I will face this challenge, and I am planning to ask the local health bureau to provide phones for the classroom.



SHORT NEWS

Numerous partnerships
and joint ventures make
our work possible.

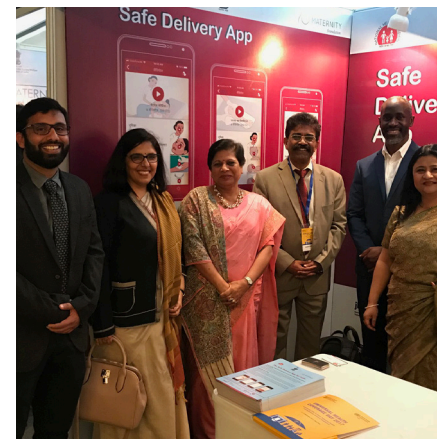


Safe Delivery App launched in Lao PDR

In the Spring of 2017, Maternity Foundation went to Laos PDR to participate in the launch of the Lao language version of the Safe Delivery App. The launch of the App in Laos was supported by the Lao PDR Ministry of Health, the United Nations Population Fund (UNFPA), the World Bank and the Maternity Foundation.

“As we strengthen our public health infrastructure, we need a range of tools including mobile technology to strengthen technical capacity and service delivery,” noted Associate Professor Dr. Bounkong Syhavong, Minister of Health. “

The Safe Delivery App has is a logical addition to our national midwifery programme. Quite simply, midwives save lives, and this will help them safeguard even more women before, during and after childbirth.”



The App launched in India by Ministry of Health and Family Welfare

The Indian Safe Delivery App was launched Monday, December 11, 2017 in New Delhi on Universal Health Coverage Day by Shri J P Nadda, Union Minister of Health and Family Welfare (MoHFW) and Shri S.P. Shukla, MoS (Finance).

The Indian Safe Delivery App is the result of a collaborative effort between the MoHFW Government of India, Jhpiego India, and Maternity Foundation. The development of the Hindi version was funded by MSD for Mothers.

The Government of India with support from Jhpiego, plans to integrate the Indian Safe Delivery App into existing program structures, efforts and initiatives including providing the App to health workers in the Daksh, Dakshata and Lakshya programs. These programs are part a wider set of initiatives to improve the quality and standard of care at delivery points in several states across India.



High level country launch in Ghana

In the beginning of the December 2017 the App was launched at the Embassy of Denmark in Accra. High level representatives from Ghana Health Service, The Christian Health Association of Ghana (CHAG), Jhpiego, NORSAC, national midwifery associations, several teaching institutions and hospitals attended the launch.

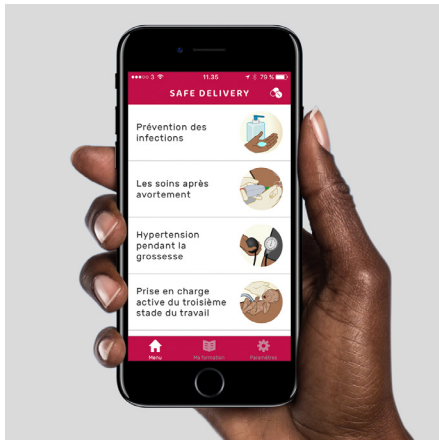
A Training of Trainers was hosted at UNFPA Ghana. In December 2017, the first trainings were carried out for more than 50+ midwives and Community Health Nurses.



New results from the Philippines

Together with Soriano Foundation we implemented the Safe Delivery App in the island setting of MIMAROPA located in the Southwestern Tagalog Region.

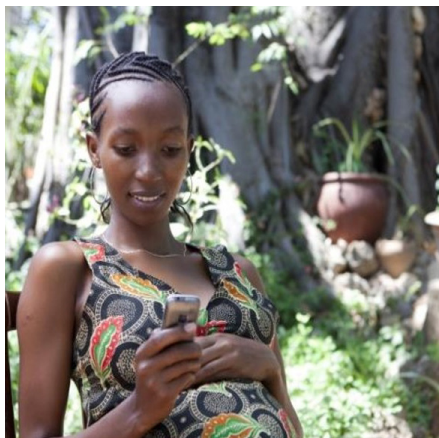
The mean baseline score of skilled birth attendants on the knowledge assessment test was 38% at baseline and 50% after 6 months. The highest increases in knowledge were seen in post partum hemorrhage and prolonged labour. Endline is scheduled for April 2018.



Impact in West Africa

In Guinea, West Africa, an App pilot was completed with Danish and Guinean Red Cross through Red Cross' wide reproductive health programme in Moyenne Guinée. Results showed positive increases in clinical knowledge and higher self-confidence in managing basic obstetric complications.

Together with Danish NGO BØRNEfonden we launched a pilot in Benin with 12 master trainers appointed by the Ministry of Health and 80 midwives in the Zou and Ouémé regions. In addition, Maternity Foundation plans to implement the Safe Delivery App with BØRNEfonden in neighboring country, Togo, in the beginning of 2018.



LUCY Mobile Message Service for pregnant and new mothers

The LUCY Mobile Message Service sends health information messages and appointment reminders to pregnant and new mothers tailored to her pregnancy stage or the age of her baby. This model has proven to increase demand for both antenatal care and skilled birth attendance.

LUCY was rolled out in Maternity Foundation's Maternal and Newborn Health program as well as in our partner, Health[e] Foundation's, maternal health programs across Ethiopia. Currently, 1,500 pregnant women and mothers are enrolled and benefitting from the system. Together with our technical partner TTC Mobile we have designed the system to be potentially scaled across Ethiopia as well as other countries in 2018.

THANK YOU

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

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