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# QUARTERLY UPDATE

January-March 2023

# KEY

# RESULTS



Papua New  
Guinea  
& wider  
Ukrainian  
app versions  
launched

Perinatal  
Mental Health  
module  
launched

510 trained  
by 12  
trainings

13,000 app  
downloads

Q1 2023 key results

375,000  
reached

14 app  
modules  
available

4 global  
versions +  
35 language  
versions

2022 key results

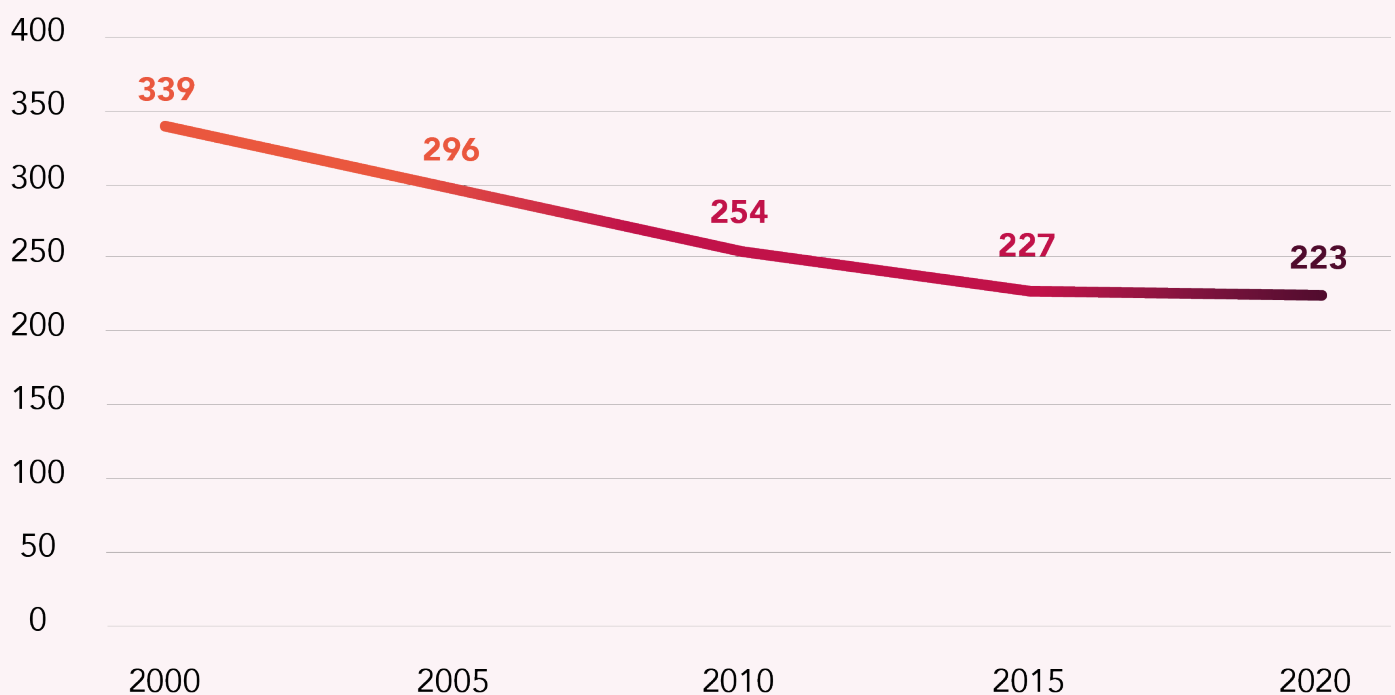
# Intro

The first quarter of 2023 has been motivated by an increased desire to roll out the Safe Delivery+ programme, produce more content, and increase trainings in order to ensure safer births for more women and their newborns around the world.

The increased motivation is caused by the newest **‘Trends in maternal mortality 2000-2023’ report**, published in February 2023 by WHO, UNICEF, UNFPA, World Bank Group and UNDESA, which shows stagnation of previously improving maternal mortality figures. **In 2020 alone, about 287,000 women died during or following pregnancy and childbirth** (WHO, 2023).

The conclusion is clear; **we must significantly accelerate progress to meet global targets for reducing maternal deaths, or else risk the lives of over 1 million more women by 2030.**

**Fig. 1: Maternal deaths per 100,000 live births**



**SDG 3.1:** By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

Most importantly, we need to advance our efforts in the world's poor and fragile countries and regions where maternal deaths continue to be largely concentrated.

Sub-Saharan Africa accounts for **70%** of global maternal deaths, followed by Central and Southern Asia which accounts for almost **17%**.



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Building upon the report, Maternity Foundation and UNFPA Nordic Office co-hosted a **high-level roundtable discussion** on March 7th 2023 on how to accelerate progress on reducing maternal deaths. The key message of the meeting was that **it is time to advance our collective efforts to fight maternal mortality**. Not only to the benefit of women worldwide but also their families and communities. It should not cost life to give life.

Our patron, HRH Crown Princess Mary participated in the meeting together with key partners and stakeholders from organisations including Novo Nordisk Foundation, Grieg Foundation, International Confederation of Midwives, Laerdal Global Health, Danish Ministry of Foreign Affairs, Ferring Pharmaceuticals and the UNFPA Country Representative in Mali.





HRH Crown Princess Mary participating in a high-level roundtable discussion, co-hosted by Maternity Foundation and UNFPA Nordic Office. HRH Crown Princess Mary has been the patron of Maternity Foundation since 2010.

## External relations and engagements

During the past quarter, **Maternity Foundation was invited to present and participate in key global fora.** Among others, Maternity Foundation participated in the World Economic Forum in Davos in January and continues to play an active part in the Forum's EDISON Alliance and Women's Health Initiative. Maternity Foundation was also invited to the South By Southwest / SXSW conference in Austin, US in March 2023 to speak about women's health and tech4good. Here, CEO Anna Frellsen had a 1:1 conversation on stage with Denmark's Tech Ambassador Marie Engtoft Larsen on how tech can help improve maternal health.

These fora are all important avenues to create awareness about the importance of investing in maternal health among key stakeholders, an agenda which urgency is increasing in light of the new data on maternal mortality showing that progress on reducing maternal deaths has stalled.

### Visit by HRH Crown Princess Mary

On February 28th, 2023, Maternity Foundation, along with the All India Institute of Medical Sciences (AIIMS), welcomed Her Royal Highness Crown Princess Mary of Denmark (patron of Maternity Foundation) to the AIIMS hospital in New Delhi. During the visit, HRH Crown Princess Mary learned how India's quality improvement initiatives have been key in reducing the national maternal mortality rate over the past 20 years, and how the government is working with partners, including Maternity Foundation to build a stronger health worker cadre for improved health outcomes for mothers and their new-borns countrywide.

The Indian government partnered with Maternity Foundation in 2017 to scale up the use of the organisation's Safe Delivery App and the accompanying training and learning programme. Today, Maternity Foundation supports several states and is formally integrated into national-level initiatives focused on quality improvements, for practising healthcare workers, as well as those studying to become nurses or midwives. The Safe Delivery App is available in 8 languages in India (English, Hindi, Bengali, Gujarati, Marathi, Odia, Telegu, Assamese), and over 150,000 Indian healthcare workers have been reached.

HRH Crown Princess Mary participated in a skills-based-training session as well as in discussions with Maternity Foundation and other key partners including the Indian Nursing Council, MSD for Mothers, IPE Global, Novo Nordisk Foundation, UNICEF, UNFPA, and various other stakeholders.

HRH Crown Princess Mary's visit to the AIIMS hospital is part of a larger visit by Danish Government representatives to India, focusing on, among other things, collaboration on green investments and partnerships.





HRH Crown Princess Mary visits a new mother at the AIIMS hospital in New Delhi. During the visit, HRH Crown Princess Mary learned about how the Indian government is working with partners, including Maternity Foundation to build a stronger health worker cadre for improved health outcomes for mothers and their new-borns countrywide.

# Safe Delivery+ programme

Our Safe Delivery + programme comprises of a **digital training and learning environment** which aims to provide healthcare workers in low-resource and fragile settings the opportunity for continued growth and learning, alongside access to protocols and guidelines in order to support a safer birth experience for women.

Our **skill-based-trainings** are also becoming increasingly popular with healthcare workers showing a growing interest and demand. **The Safe Delivery App** is an integrated component of these trainings, providing a comprehensive and user-friendly tool for healthcare workers.

**In the first quarter of 2023 we have continued to develop and strengthen our App and the extended training programme by:**



**Developing and releasing new App content and versions.** Development of content on new clinical topics, informed by requests from end users, partners, and general trends in the sector, continued to be a priority in this quarter.



**Conducting multiple trainings across the world** including trainings in Jordan, Eswatini, Ethiopia, and India.



**Investing in partner engagement** at both country and regional level. Engaging with new and old partners strengthens, contextualises, and diversifies our content and scope.



**Exploring AI options to improve the Safe Delivery App.** This includes exploring possibilities to integrate an AI-enabled chatbot into the Safe Delivery App and AI-adaptive learning algorithm to optimise the user experience and learning.





## Clinical content and trainings

The first quarter of 2023 was a productive one for the clinical team at Maternity Foundation, both in terms of publishing 2022's hard work and continuing to develop new content for the Safe Delivery App. Moreover, a number of skills-trainings were delivered, spanning five different countries.

Firstly, following the development of the **Perinatal Mental Health module** throughout 2022, it was successfully released on the 13th February 2023. Maternal mental health during pregnancy and after childbirth remains a significant global issue. This module will capacitate healthcare workers to respond to these needs, improving maternal and child health outcomes and fostering a more accepting environment in the healthcare setting (WHO, 2022). Furthermore, the clinical team continued to work on preparing the **Safe Abortion Module** for inclusion in the global English and French versions of the Safe Delivery App to be released in May, as well as developing the **Modern Contraception Module** and **Postnatal Care Module** to be released later in the year.

Secondly, two new versions of the App have already been released this quarter, following extensive collaboration and development over the past year. They include the **wider Ukrainian version<sup>1</sup>** on the 24th March 2023, and the **Papua New Guinean version** on the 30th March 2023. These versions of the App have been adapted to the context and national guidelines of their respective countries, as well as being translated into the new languages. The publication date of the wider Ukrainian app marks just over a year since the invasion of Ukraine, which triggered a humanitarian crisis and heavily impacted healthcare provision in the country. The app should therefore provide a valuable resource to midwives and other health professionals who continue to respond to maternal and new-born health needs, which do not cease when a war breaks out.

Thirdly, creating new versions of the App enables its use during skills-training sessions, a critical part of the Safe Delivery+ programme. In 2022, the **Arabic version** of the App was released, allowing **new training sessions to be conducted in the Middle East and North African (MENA) region**. In early March this year, a Maternity Foundation midwife travelled to Jordan as part of a 2-year project with Novo Nordisk to capacitate healthcare workers in the MENA region. A training session was conducted with doctors from Iraq, Syria and Jordan on post-partum haemorrhage (PPH), active management of third stage labour (AMTSL), and neonatal resuscitation (NR). The trained doctors will then go on to cascade trainings in their respective countries, with the help of the Safe Delivery App.

Finally, in **Eswatini** on the 20th March, a **remote 2-day knowledge-based refresher training session** was held with healthcare providers on integrating the app into practice, AMTSL, PPH and NR. Finally, a project with the Ministry of Health and IMA World Health (NGO), led to the **in-person skills-training of doctors in the Democratic Republic of the Congo**. Training was on normal birth, manual removal of placenta, bimanual uterine compression, aortic compression, and non-asthmatic anti-shock garment (NASG) application and removal.

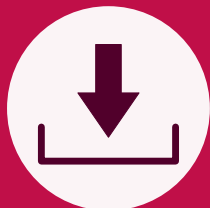
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1 The emergency version of the Ukrainian Safe Delivery App was published in 2021.

## Country and Regional engagement

### Snapshot of key App uptake figures in Q1 2023

In the first quarter of 2023, the Safe Delivery App was downloaded 13,194 times. Of the new users, 11,928 are estimated to be healthcare workers in low and middle-income countries. A total of 12 trainings were conducted, capacitating 510 healthcare workers. This includes 5 trainings of trainers that can further cascade training to other healthcare workers.



**13,000**  
downloads



**12**  
trainings



**500 healthcare**  
workers trained



**11,928 in LMI-**  
countries



### Ethiopia

The quarter in question has been important for **partner mapping, collaboration and strengthening partnerships** in Ethiopia with partners including the Institute for Healthcare Improvement (IHI) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), pose exciting new directions for future collaboration. Meanwhile, discussions with the Gates Foundation Ethiopia, Laerdal Global Health and the Federal Ministry of Health have been held to strengthen existing partnerships.

Alongside these discussions Maternity Foundation has been putting theory into practice, **following plans to integrate the Safe Delivery App in universities to support and standardise midwifery education**. With the help of the Federal Ministry of Health and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), we have initiated **training of trainers** (ToT) for fifty educators and health professionals from different universities and teaching hospitals via two rounds of training. The trained participants will then be able to cascade this training on to midwifery students and junior midwives.



We have also **delivered trainings and catchment-based clinical mentorship at the in-service level** as part of a longstanding project at UNICEF to improve maternal and new-born services in the Somali and Afar regions of Ethiopia. A total of five multiple-day separate training programmes were conducted in the quarter, for both mentors and mentees. Training topics included standard 'Helping Mothers Survive' (HMS) and 'Helping Babies Breathe' (HBB), as well as familiarising mentors with the Safe Delivery App.



## India

Activities in India in 2023 are also off to a great start with both **pre-service and in-service physical and remote trainings** well underway. As a part of our pre-service outreach, we conducted an **orientation session** for students and delegates from different nursing colleges in Bhartiya Vidhya Peeth in Pune, during the 'International Conference on Emerging Competencies in Maternal and Neonatal Care: The Nursing Perspective' 2023, held on the 11th and 12th January.

We have also conducted activities to capacitate practicing midwives in both the public and private sectors in India. In agreement with the Government of Uttarakhand, we conducted the second batch of **5-day skill-based training of trainers** for medical officers and gynaecologists with support from the Government of Uttarakhand and National Health Mission (NHM), Uttarakhand. A total of eighteen participants were trained in the second batch. Additionally, in line with our **plans to integrate the Safe Delivery App within the Manyata programme** (a private sector quality improvement initiative), coordinating discussions with Swasti and Pharm Access took place over the course of the quarter.

In January, we officially announced a **new collaboration with World Diabetes Foundation** and the start of a joint project that will support ongoing efforts by the **Government of India** to strengthen the provision of antenatal and gestational diabetes care for pregnant women and new mothers in targeted areas in Jharkand State.

The project will make use of the Safe Delivery App, and new clinical content on antenatal care (ANC) and gestational diabetes (GDM) will be developed in both English and Hindi . In addition, the project will conduct training of 1500+ healthcare workers and students, and the ANC and GDM modules will be institutionalised into the curriculum for nurses by 2024.

# Our global activities

## The Alliance to Improve Midwifery Education (AIME)

Maternity Foundation is part of the Alliance to Improve Midwifery Education (AIME) together with United Nations Population Fund (UNFPA), International Confederation of Midwives (ICM), World Health Organization, UNICEF, Liverpool School of Tropical Medicine, Jhpiego, Laerdal Global Health, Burnet Institute, and World Continuing Education Alliance. The alliance is supported by the Johnson and Johnson Foundation.

This quarter, Maternity Foundation participated in a **AIME workshop in Bangkok** where educators from 19 countries from the Asia-Pacific region were introduced to new educational resources and programmes to enhance the quality of midwifery teaching for improved sexual reproductive, maternal, newborn, and child-adolescent health services. **The training is a significant step towards improving the quality of midwifery education and reducing maternal and neonatal mortality rates in the Asia-Pacific region.**



The Alliance to Improve Midwifery Education (AIME) is a global alliance specialized in training, educating and professionalizing midwives as well as developing tools and knowledge products in order to improve sexual-, reproductive-, maternal-, newborn-, child-, and adolescent health.

Source: Johnson&Johnson foundation



## IT and Tech

This quarter, we have explored **AI options to improve the Safe Delivery App**. This includes exploring possibilities to integrate an AI-enabled chatbot into the Safe Delivery App and AI-adaptive learning algorithm to optimise the user experience and learning.



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### AI-integration

In a partnership with Neuvo Inc. we are in the process of integrating an AI-enabled chatbot into the Safe Delivery App, the **NeMa Smartbot**. The purpose of the pilot is to test and verify the technical feasibility of integrating an AI-enabled chatbot into the Safe Delivery App with the aim of enhancing the knowledge, skills, and confidence of healthcare workers in low- and middle-income settings. In addition, we aim to demonstrate how data analytics will enhance the understanding of user needs as well as possible gaps in knowledge or material.

### AI-adaptive learning

Finally, Q1 saw the collaboration of Maternity Foundation with researchers and professors at the IT University of Copenhagen and Aalborg University, in order to **initiate an AI-adaptive learning algorithm** that will increase users' engagement with the MyLearning function.

## Bibliography

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