



Maternity Foundation/Stine Heilmann

# QUARTERLY UPDATE

July - October 2022

The third quarter of 2022 has been yet another important quarter in Maternity Foundation. Our focus has been on strengthening our position, capacitating the organisation to undertake new programmes, ensuring new funds for continued growth. To help position Maternity Foundation towards new and current partners, we have also strengthened our communication and branding efforts.



### **Strengthening our position globally**

A key priority in the past quarter has been to strengthen our global position within women's health more broadly in addition to our traditional focus areas including Maternal and Newborn Health (MNH), Sexual and Reproductive Health and Rights (SRHR) and Tech for Good. In order to address the high unmet need and demand from partners, and to avail our free tool to as many healthcare workers as possible, fundraising continues to be a critical focus as well. In the last quarter, we have engaged in new financial partnerships with Novo Nordisk Foundation, the World Diabetes Foundation and MSD for Mothers, which will enable our expanded work in the Middle East, India and Ukraine. In addition, we are incredibly grateful to the strong loyal supporters of our global programme. Future global funding continues to be of critical importance to ensure that we can reach our targets for the coming years and meet the critical needs out there. More details under External Relations and Business Development section.



### **Broadening our programmatic presence and strengthening partnerships**

In the past quarter, considerable focus was vested in development of new clinical content, the development of additional national (Ukraine, Afghanistan, Papua New Guinea, Nepal) and global versions (Portuguese) of the Safe Delivery App (SDA), as well as documenting our impact, and strengthening our partnerships at the country and global level through new and existing projects and initiatives. More details under Safe Delivery+ programme section.

## EXTERNAL RELATIONS AND ENGAGEMENT

During the past quarter, we have been invited as speakers, panellists, and participants in key global fora. We have presented perspectives on Tech4Social Good and Trends in Philanthropy during the UN General Assembly in New York. In addition, we have been invited to present perspectives on how technology is changing the humanitarian agenda during Fortune's Most Powerful Women Next Gen Conference in November. We were also invited to join the World Economic Forum's Edison Alliance and have pledged towards their One Billion Lives Commitment. Furthermore, we are becoming a member of the Women's Health Initiative within the World Economic Forum and a member of UNFPA Equalizer Accelerator Fund. These fora are all important avenues to create awareness around our cause, position ourselves and build relationships with key stakeholders within our field. Last but not least, we had the pleasure of welcoming two new ambassadors at Maternity Foundation; namely Marlene Nørgaard Carolus, innovative leader within wealth management and Susanne Mørch Koch, CEO Tivoli. We look very much forward to working with Marlene and Susanne and our other strong ambassadors on elevating the womens health agenda in Denmark and beyond.

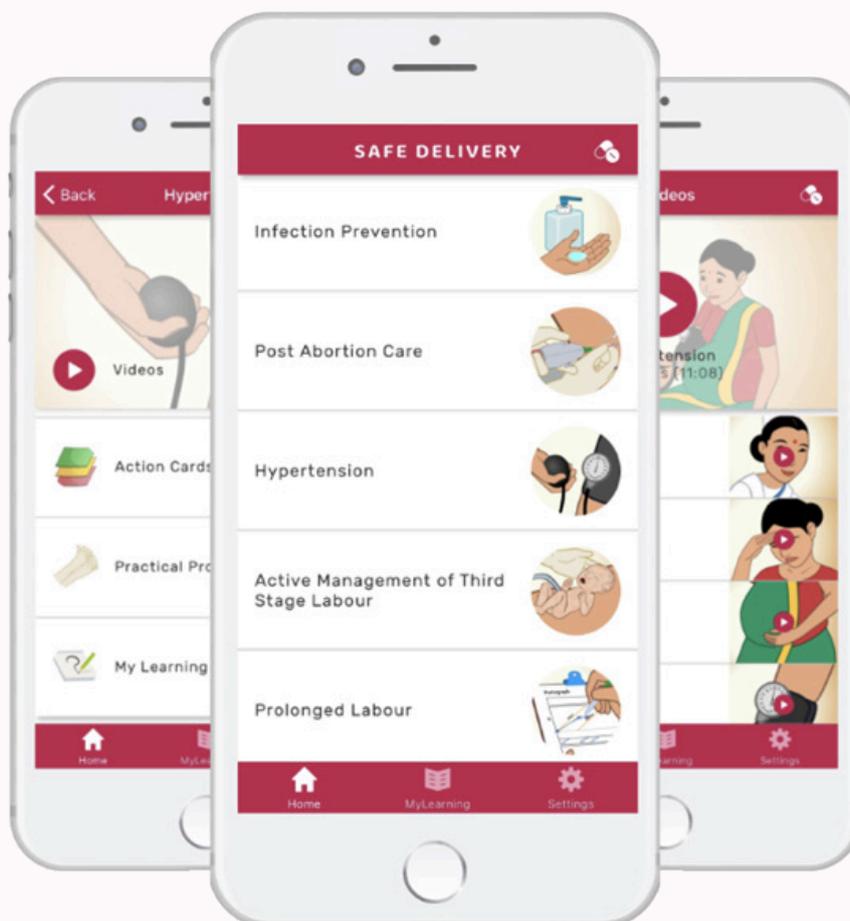


# SAFE DELIVERY+ PROGRAMME

Our Safe Delivery+ programme encompasses a digital learning and training universe which aims to provide healthcare workers with the support, opportunities for continued learning and development, as well as access to critical guidelines and protocols – everything they need to support healthier pregnancies and safer deliveries for women and babies.

## In the past quarter areas of focus have been:

- Development of new content that will be published in the Safe Delivery App. The list of additional clinical topics to be included have been informed by requests from end users, partners, and general trends in the sector. See more details in the section on Clinical Content and Trainings.
- Partner engagement at country and regional level to facilitate initiatives and projects that will ensure that the relevant clinical content and trainings reach as many health care workers as possible. See more details in the section on country and regional engagement
- Consolidation of insights and learnings to inform our work and for broader dissemination & positioning among professional community of practice. See more details in the section on Insights, Learning and Research.



## CLINICAL CONTENT AND TRAININGS

Much of our effort in the past quarter was focused on the development of the new clinical content. Close coordination with external partners and experts on the content for the new modules, mapping of existing best practices and development of the content were some of the key activities. Safe Abortion, Modern Contraceptives, Maternal Mental Health, Antenatal and Postnatal Care are modules that will be published end of 2022 and early 2023. All important expansions as we are investing in broadening our clinical scope beyond the safe childbirth and addressing some of the key preventable interventions as well.

Furthermore, we are seeing a shift in our training approach with growing interest in clinical and competency-based training, where the Safe Delivery App and exercises developed by Maternity Foundation constitute core elements of in-service or pre-service settings to support knowledge and competency increase and retention of our end users.

Finally, in the past quarter, work was ongoing on three upcoming country versions of the Safe Delivery App (Afghanistan, Ukraine, Papua New Guinea), and one additional global version (Portuguese). Furthermore, our Nepali App version will receive additional content soon. The App versions for Afghanistan and Ukraine indicate our stronger engagement within the humanitarian contexts, which will continue to be a priority thematic area for 2023. More details under specific country engagement.

### **Safe Abortion module:**

The Safe Abortion module aims to guide healthcare professionals on abortion counselling, pre-abortion care, procedures for medical and surgical abortion, pain management, abortion complications etc. The module is based on the WHO's guidelines on safe abortion and is an important addition to the Safe Delivery App (which already includes Post-Abortion Care) as it will enable healthcare workers in countries to provide Comprehensive Abortion Care. This is important as unsafe abortion is a significant and entirely preventable cause of maternal morbidity and mortality.

The English language version of the module has been piloted with healthcare workers in Ethiopia and will be finalized soon.

During the pilot study in Ethiopia we explored the usability, acceptability and feasibility of the Safe Abortion module. The pilot was conducted in Addis Ababa, Ethiopia, from July-September 2022. The studied asked eight abortion care workers to use to new module for a month as a job-aid and education tool. Results showed the safe abortion modules usability to be positive, being

easy to understand and well-functioning. Similarly, module's acceptability was also interpreted as positive as it proved useful on several parameters relating to achieving gains in safe abortion care job performance.

The pilot study also provided constructive feedback that will be incorporated in the final version of the module or will be addressed with additional modules currently in pipeline. Examples of given feedback: increased clarity on some sections of the content, spelling mistakes, need to include additional content on comprehensive family planning, mental health and values clarification.

In addition, we are also working with UNFPA on next steps to finalize the French version of the module and exploring opportunities to translate it into other languages as well.

The planned launch date of the Safe Abortion Module for the global English version is Q4 2022.

### **Perinatal Mental Health:**

The new module on Perinatal Mental Health focuses on diagnosis/symptoms, screening, prevention and treatment of the most common perinatal health conditions that occur either during pregnancy or within the first 12 months postpartum. The expected publishing date for this module is end 2022.

The manuscript for the new module on Perinatal Mental Health has been developed, reviewed by internal and external experts, and approved by UNFPA. Furthermore, audio recording for the new module has been completed in English. Currently the animations for the module are being developed, as well as content for the Action Cards, Practical Procedures, Drugs etc.

### **Modern Contraception:**

The Modern Contraception module provides guidance for healthcare workers on how to provide high quality contraceptive counselling and services to patients. It includes comprehensive information on counselling and the different types of contraception methods that are available, including the medical eligibility criteria, common side effects and possible complications of each, as well as videos demonstrating the procedures for inserting and removing IUDs and implants. The module on modern contraception has been developed and undergone the first round of expert review. The clinical team is now reviewing the comments and integrating these into the revised module content before the new module will be released end 2022/early 2023.

# COUNTRY AND REGIONAL ENGAGEMENT

## Snapshot of key App uptake figures in Q3 of 2022

The Safe Delivery App was downloaded 14,485 times in Q3 2022 which is a small increase from Q2. Of the new users 5,534 are known to be healthcare workers (HCWs) in low and lower-middle income countries (LMICs). In Q3 a total of 20,528 HCWs in LMICs were active on the Safe Delivery App. Compared to the same period in 2021 we have seen a drop in usage numbers, which is largely due to the lack of large-scale trainings, especially in India. In Q3 7 trainings were conducted, reaching a total of 255 healthcare workers. In 2022 so far 3,741 individuals have been reached through trainings, whereas a total of 13,463 individuals were reached through trainings in 2021. Again, this is mainly due to the focus on deeper competency based trainings in 2022.

Tanzania has seen the highest increase in new users (2,155) in Q3 2022, which is due to roll-out activities in Tanzania led by Ifakara across large parts of the country.



## Ethiopia

The most significant external engagement in the past quarter in Ethiopia, was the invitation by the Ministry of Health to participate in the annual RMNCAYH-N (Reproductive, Maternal, Newborn, Child, Adolescent, and Youth Health and Nutrition) review meeting, organized with a theme of “Building Resilient Health System for Maternal, Neonatal and Adolescent health. The event took place at the Adulala Resort between the 12-15 October 2022, with participants from the regional health bureau, donors and implementing partners including UN agencies, USAID, professional associations and local NGOs. The national MNCH strategy for the next five years was presented, and the 12 regions shared latest updates. Here, Maternity Foundation got a chance to exhibit and present posters of the projects accomplished, policy briefs and recommendations. The exhibition was visited by more than 75 individuals, among which partners, ministry of health officials and donors took part in the visit.

At the project implementation level, as per plan UNICEF and UNFPA funded projects are being implemented in both Somali and Afar regions. Some of the interventions include capacity building trainings for health care workers on HBS/HMS (Helping Babies Survive and Helping Mother Survive), GBV (Gender based Violence), MISIP (Minimum Initial Service Package), Catchment based mentorship, Post-Partum Family Planning, Post

abortion care, Clinical management of Rape, and training for community health workers on awareness raising on sexual and reproductive health and rights. In line with this, on-site mentoring and coaching have been conducted for more than 45 health centers and 135 healthcare workers in their health facilities in both Afar and Somali regions.



## **India**

In July 2022, a Pre-Service Training for the Nursing College at Bhartiya Vidhya Peeth Pune was conducted. A total of 150 Participants were trained, including Staff and Students, on general app orientation as well as the importance of Safe Delivery in the BSC Nursing Curriculum.

In August 2022, a new learning module on Newborn Resuscitation was uploaded to the Indian Nursing Council Maternal Newborn Health (INC MNH) Platform. This e-module is available in English and Hindi. By December 2022, the following new e-modules are scheduled to be uploaded to the INC MNH platform; Neonatal Resuscitation, Care of the Sick Newborn, and Post-partum Haemorrhage.

A research paper on the Journey of Safe Delivery App (SDA) in India was published in BMJ Open Quality Journal (see link: [https://bmjopenquality.bmj.com/content/11/Suppl\\_1/e001928.full](https://bmjopenquality.bmj.com/content/11/Suppl_1/e001928.full)). The paper explores the use of the SDA as an mHealth learning tool for skilled birth attendants and specifically focuses on the scaling of the SDA in India. Results of the paper show the SDA was successfully implemented in various government led initiatives, with approximately 20,000 healthcare workers having been trained on the App since its launch. Further findings from the paper suggest that government buy-in and flexibility of implementation modalities led to the successful roll-out of the app in India. This demonstrates that mHealth tools can be an important player in supporting the growing desire of governments to use tech in supporting existing quality improvement initiatives and improvement of quality of care provided.

Other key activities included: i) signing of an MoU regarding the implementation of Skill Based Training in Uttarakhand has been agreed upon with the local Government, ii) and training of the Midwifery Educator at NMTI Patiala, planned for October, in collaboration with the Indian

Nursing Council. This training is aimed to help midwives improve their clinical skills and use of the SDA in hands-on, practical setting.

Finally, the India team took part in the event, hosted by the Swiss Embassy, and supported by Ferring - 'For Every Mother in India'. This is a Coalition, made possible through support by Ferring, that worked to develop a best practice roadmap for multi-stakeholder action to deliver collective impact to end preventable maternal mortality in India. The event took place on 13 September, with over 100 participants, and high-level representatives - President of Ferring, JHPIEGO, IPE Global, FOGSI, etc.



### **Ukraine (Ukraine version & Emergency Package):**

For Ukraine a special emergency package has been developed, jointly with an in-country partner (Global Medical Knowledge Alliance). The special Emergency Package consists of following modules: Active Management of Third Stage of Labour, Hypertension, Post-Partum Haemorrhage, Manual Removal of Placenta, Neonatal Resuscitation and Newborn Management. With this package front line responders, such as paramedics, will have access to critical clinical guidelines and protocols in Ukrainian language. Next step is to avail the full content of the App, including new modules, by mid-2023. Ole Kirk and Merck for Mothers are funding partners for the initial work in Ukraine. In addition, we are in dialogue with UNFPA country and regional office, as well as the Ukrainian Embassy in Denmark, Plan Børnefonden and Danish Red Cross on continued support to front line responders in country.



### **AFRICA**

#### **Global Portuguese App version**

The Global Portuguese version of the Safe Delivery App has been finalised with the support of the UNFPA in Angola and other partners. The launch of the App is planned in Q2 of 2023.

#### **Tanzania**

Applications for CPD points have been completed and submitted to the Tanzania Nursing and Midwifery Council via Ifakara. Together with Ifakara we provided additional inputs and clarifications to the questions shared by the Council. Next steps are waiting for the approval and certification of the App within the Tanzania CPD platform.

## **Mali & Mauritania**

Several trainings of trainers (TOTs) were done in Mali and Mauritania in late Q2 for the French Red Cross Sahel Project. Further cascade trainings have also been conducted in Mali by trained trainers and the M&E is ongoing.

## **Rwanda**

A final report has been submitted for the Rwanda More Happy Birthdays project and a global results dissemination event has been held in partnership with ICM, Rwanda Midwifery Association and others.



## **MENA**

An Arabic version of Safe Delivery App has been piloted and finalised. A joint press release with UNFPA will be published in early November to announce that the Arabic App version is ready for use. There are tentative plans for a larger launch of the Arabic App version in 2023. Furthermore, we received a grant from Novo Nordisk for a two-year project that commenced in September - 'Strengthening healthcare worker capacity to deliver respectful high quality maternal care to crisis-affected groups in MENA region using mHealth tools'. This project will be implemented with partners Danish Red Cross in Iraq and UNFPA in Syria and Jordan. The project will use the Arabic version of the app and aims to build the capacity of healthcare workers working in crisis-affected areas in the MENA region and generate implementation learnings to inform future scale-up.



## **ASIA**

### **Papua New Guinea (PNG)**

Clinical partners in the country have reviewed and provided feedback on the visuals in the PNG version of the Safe Delivery App. The adaptable feedback has been changed and shared with external tech partner (AFI). AFI is currently working on the final approved videos. Once AFI has finished this, the planned release of the PNG version is end 2022.

### **Afghanistan (Dari version)**

The Dari version of the Safe Delivery App (SDA) has been published on the 17th of October. The official launch of the Dari Version is planned for November. An orientation training on the SDA and its use, has been

conducted in a Training of Trainers (TOT) format on the 11th of October, where participants were introduced to the SDA and its use in clinical practice.

### **Nepal**

Audio recording for the Nepali language version of the Safe Delivery App will commence in November.



### **LATIN AMERICA**

The Adaptation project was started in Q3. This quarter, the manuscript was translated into Spanish and reviewed by UNFPA LACRO implementing partner University of Chile. MF Global Expert responses to comments have been shared back and are now waiting for approval to finalize the manuscript. The speaker for the “voice” of the Spanish version has been selected and approved by all partners and will be recorded in Mexico. Visuals have been drafted and approved by all partners, and full design of the videos is underway. The anticipated date of final Global Spanish version is end of Q4 2023 and discussions around potential pilot locations and scope of this project, have already begun with UNFPA and J&J.

# INSIGHTS, LEARNING AND RESEARCH

## Engagement with external partners

A collaboration between IT & Tech and AI:DK has kicked-off. During the 6-months programme we will receive support from professors in AI from the University of Aalborg. The focus will be on testing the implementation of AI techniques and identifying and testing initial ideas for a more personalized learning experience in the Safe Delivery App.

Furthermore, a research collaboration with master students at the IT University has been initiated. A group of 3 students will explore how MyLearning could be enhanced for a better user-experience.

## Dissemination of insights and learnings

We created an impact sub-site with consolidated overview of publications and write ups of our learning and insights by external and internal contributors

- <https://www.maternity.dk/our-impact/>.

Furthermore, successful thesis collaborations with three students have been concluded on the following topics:

- 1) an internal evaluation of the Training-of-Trainer approach,
- 2) Remotely delivered clinical trainings to midwives in Bangladesh and
- 3) Pilot-testing of the Safe Abortion module.

Summaries and learning of each project are shared internally and inform our future work.

Finally, two learning briefs have been produced:

- on enhanced features in the App. The brief dives into the usage patterns of Rwanda App users on the MHB version that include HBB features. Usage across the app was found to be higher among users who had engaged with the new project specific features. These findings further support the argument in favor of flexibility in the App design in support of integration into national projects.

- learning brief exploring the use of the WHO Quality of Care standard measurement framework for project evaluations has also been produced.

## IT & TECH

### Interoperability and external engagement

In September, a MoU was signed with the Tattva Foundation and Unicef for deep linking Safe Delivery App (SDA) in MaNTRa App for Uttar Pradesh (UP), India. MaNTrA (Maa Navjaat Tracking App) is a mobile platform developed by UP Government and Unicef to digitise the labour room registers (labour room delivery registers and referral out registers). An opportunity to enhance user experience is identified by integrating MaNTrA app with Safe Delivery app by means of deep linking, by which a user can learn, understand, and upskill themselves and apply learning during/after the updating of delivery or referral registers. Direct links to specific content on the SDA are provided to the Tech team of MaNTrA for building a strong user journey.

### Improved user experience & engagement

WhatsApp login / integration was released to accommodate for the fact that many end-users do not have email address for log-in purposes but have phone number. With the ever-growing use of WhatsApp across the globe, SDA now has additional way of registering login-sync which uses the user's WhatsApp number; the user needs to select WhatsApp option to register, a randomly generated password would be sent to WhatsApp, which can be then used to complete the registration and login process. The user can also sync their profile just like it happens with email.

### Strengthened back-end

To further stabilise the app important bugs were fixed which were due to old libraries, causing the app to crash on some devices. Recent release has ensured stability of the app with reduced crashes, improved user experience, and reduced disengagement.

