

E1: How tech can help advance women's health globally - Anna Cecilia Frellsen



International Forum on
QUALITY & SAFETY
in **HEALTHCARE**
COPENHAGEN



Adapting to a changing world: equity, sustainability
and wellbeing for all



 @QualityForum #Quality2023

 Institute for
Healthcare
Improvement

BMJ



 **maternity**
FOUNDATION

The Safe Delivery Program – the journey and lessons learnt

Anna Frellsen, CEO Maternity Foundation

**There are millions
of preventable
deaths each year**

95%

Occur in low-resource
and fragile settings

**Healthcare workers
save lives**

Most deaths are
preventable if
attended by
a healthcare worker
such as a midwife

287K
mothers

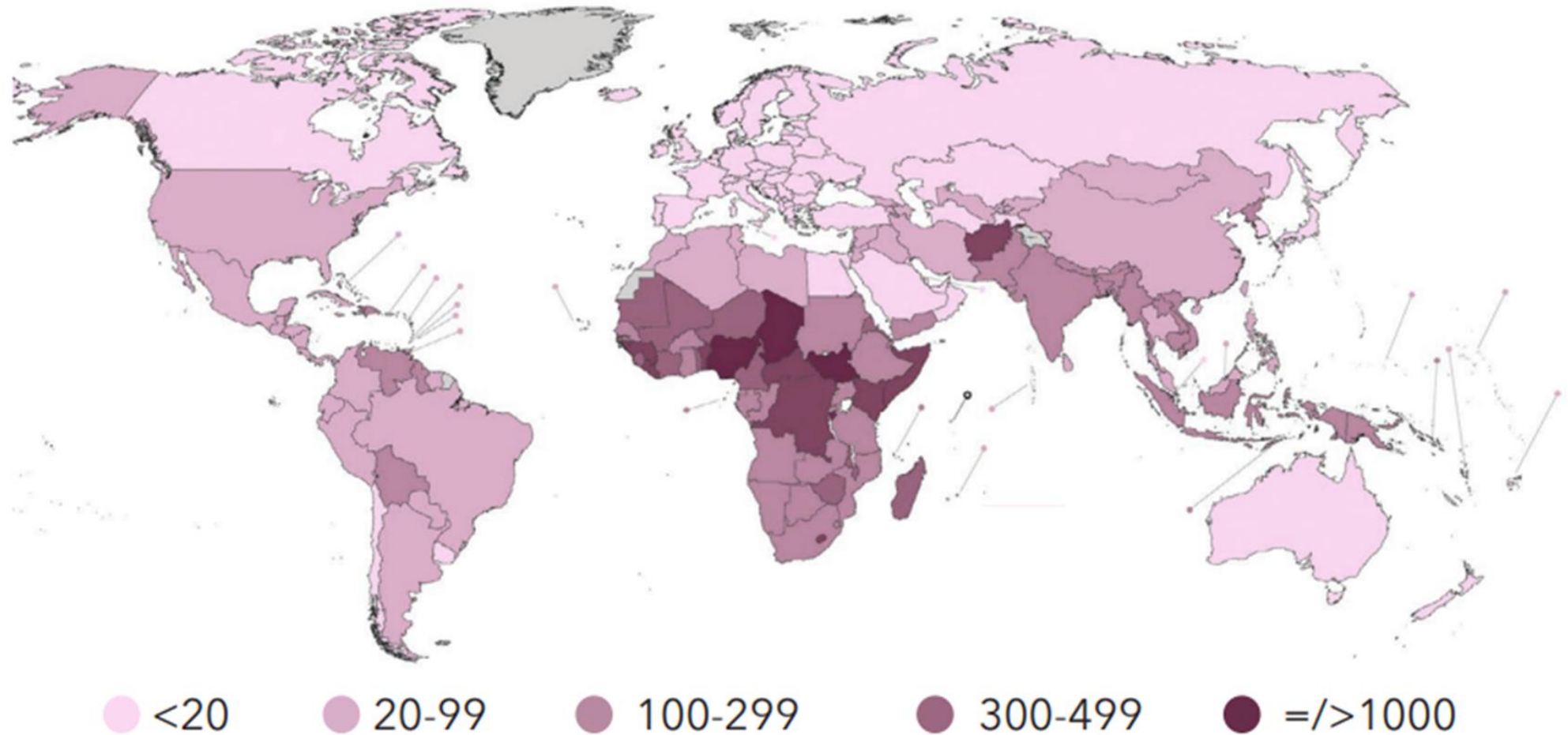
2.4M
newborns

1.9M
still births

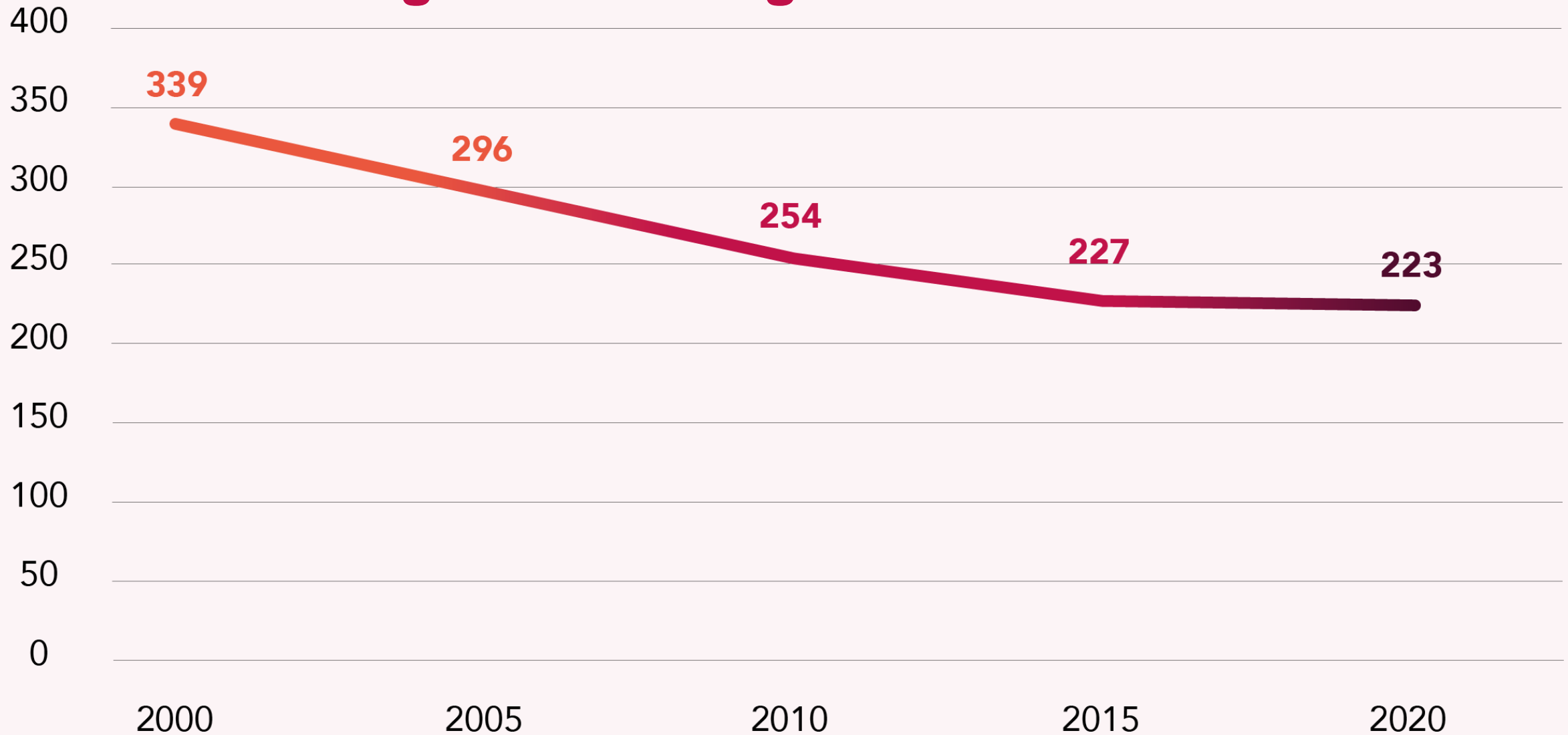


Maternal mortality ratio (MMR) estimates

By country, 2020



Progress has stagnated since 2015

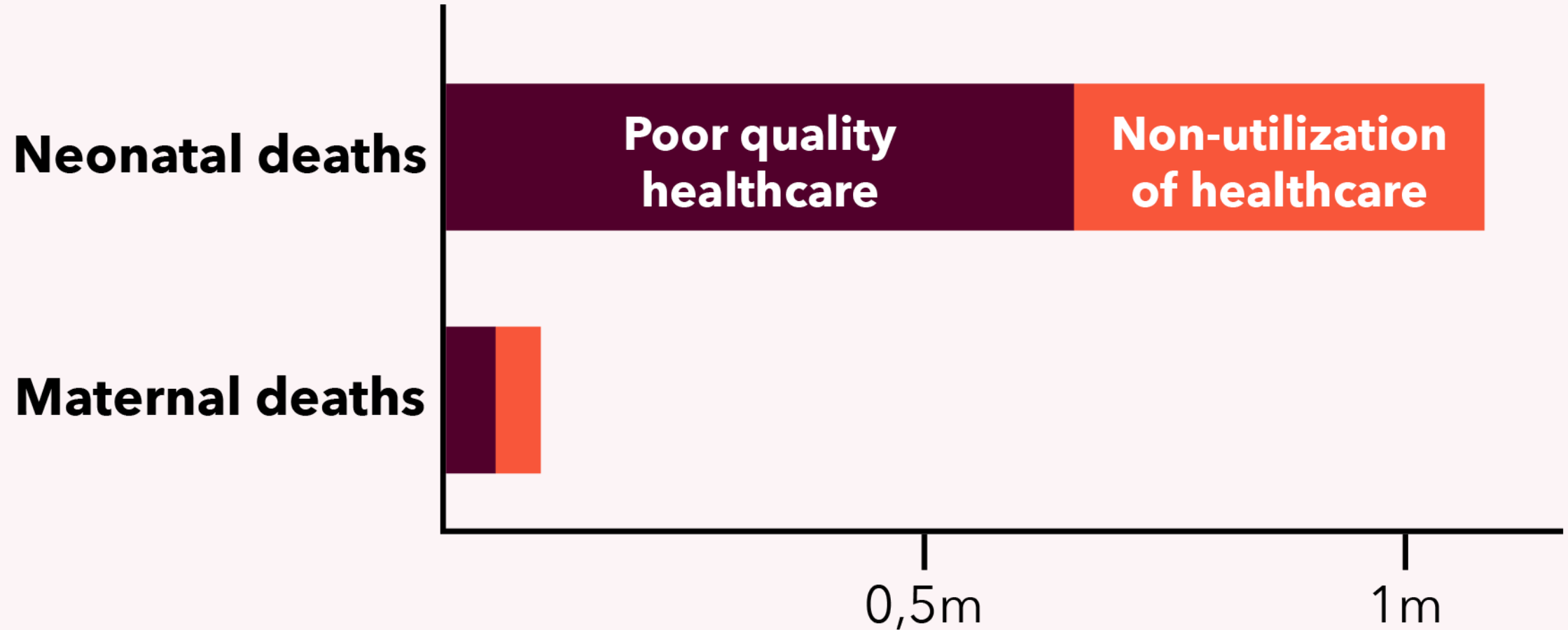


SDG 3.1: By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

**We risk the lives of
over 1 more million
women by 2030**



> 50 % of deaths linked to sub-optimal care



Healthcare workers save lives in childbirth

1M

Midwives
needed

Nearly 1 million additional healthcare workers are needed to meet the current demand.

20%

Fully trained

Only 20% of healthcare workers performing midwifery tasks are fully trained.

4.3M LIVES

Can be saved annually by 2035





It should never cost life to give life

Maternity Foundation is an international non-profit working to ensure a safer childbirth for women and new-borns

Founded by Professor, OB
GYN Henriette Svarre Nielsen
in 2005



Maternity Foundation Today

Ensuring safer childbirths since 2005



A global tech & training
NGO focused on safer
childbirths



Three Global Hubs in
Copenhagen, Addis
Ababa and New Delhi



Partner driven model
for scale and
sustainability



+350,000 healthcare
workers reached
across 40 countries

The paradox and opportunity

Almost 80 percent of the world's population are smartphone users

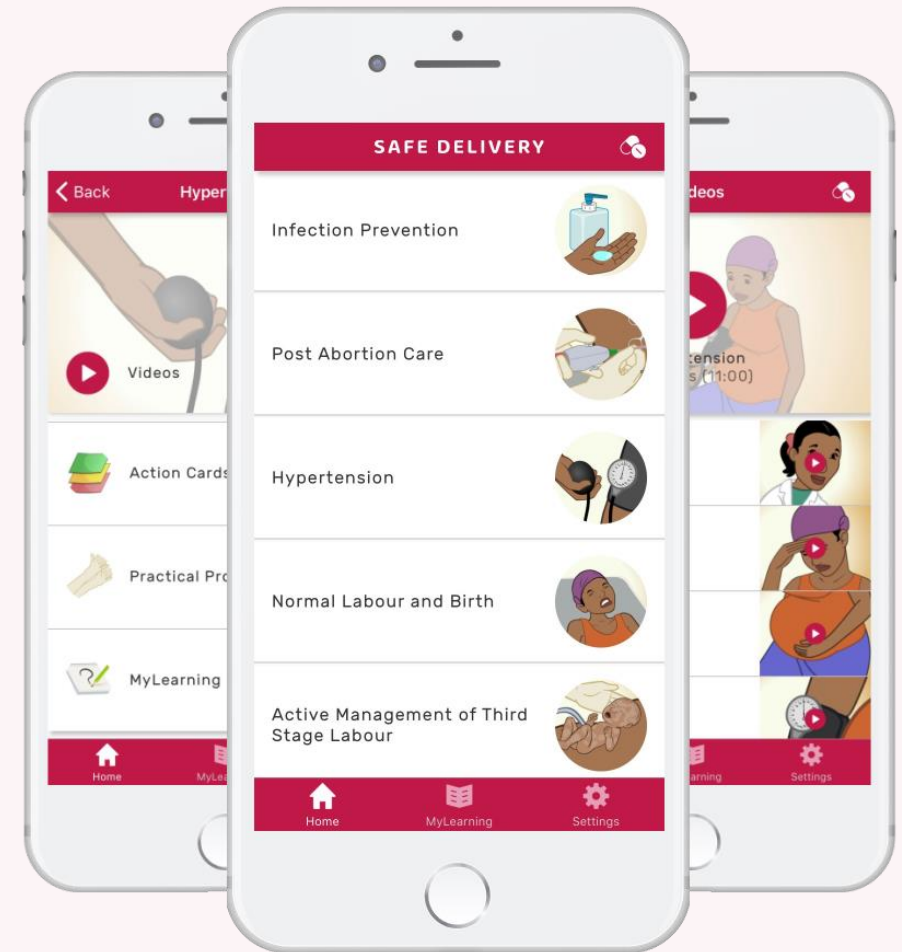


More than half of the global population do not have access to safe sanitation.

Safe Delivery App

**Life-saving digital learning and instruction
in the hands of healthcare workers**

- Free and works offline
- Simple, intuitive, and engaging animated instructions
- Personalised and gamified learning
- Reaches remote healthcare workers



Safe Delivery App modules



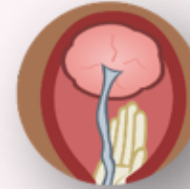
Covid-19



Infection prevention



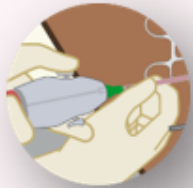
Maternal Sepsis



Manual Removal of Placenta



Post Partum Haemorrhage



Post Abortion Care



Hypertension



Prolonged Labour



Active Management of Third Stage Labour



Low Birth Weight



Normal Labour & Birth



Newborn Management



Neonatal Resuscitation



(Female Genital Mutilation)

Started with the evidence

Figure 1: Neonatal resuscitation knowledge

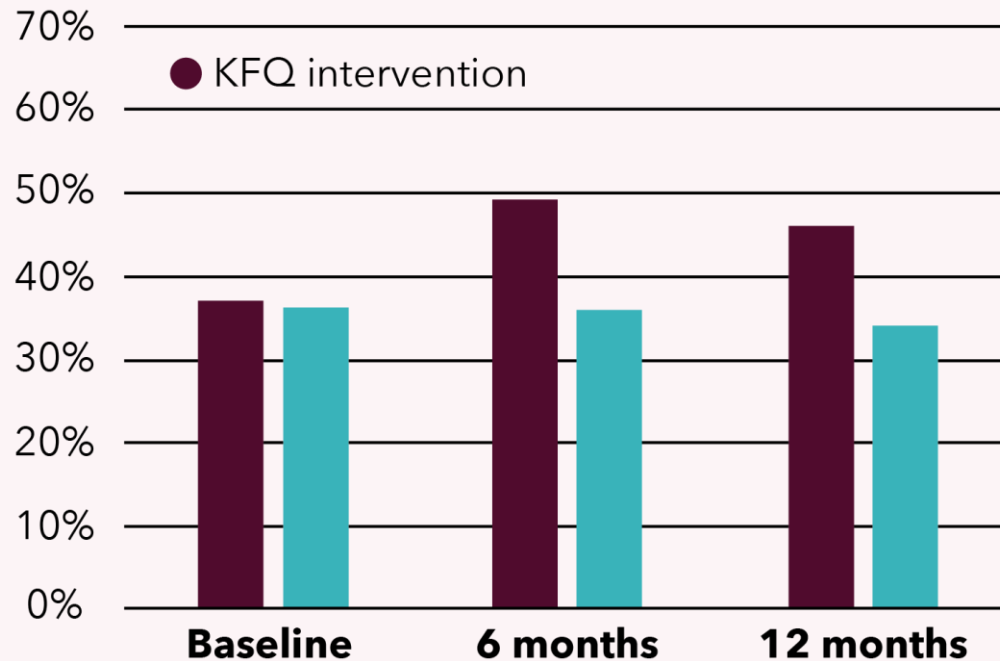
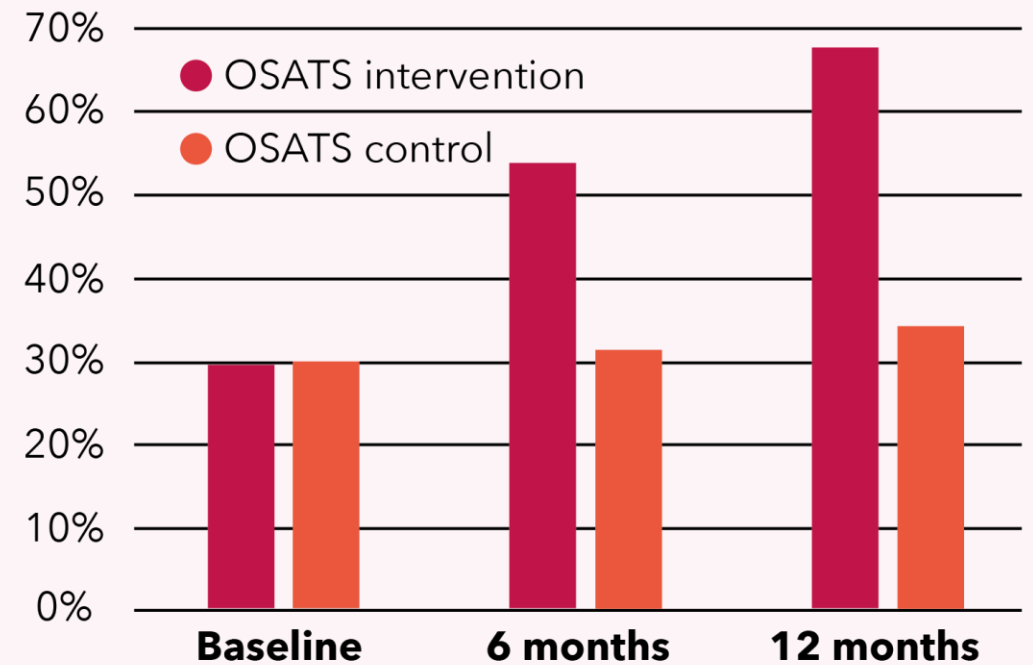
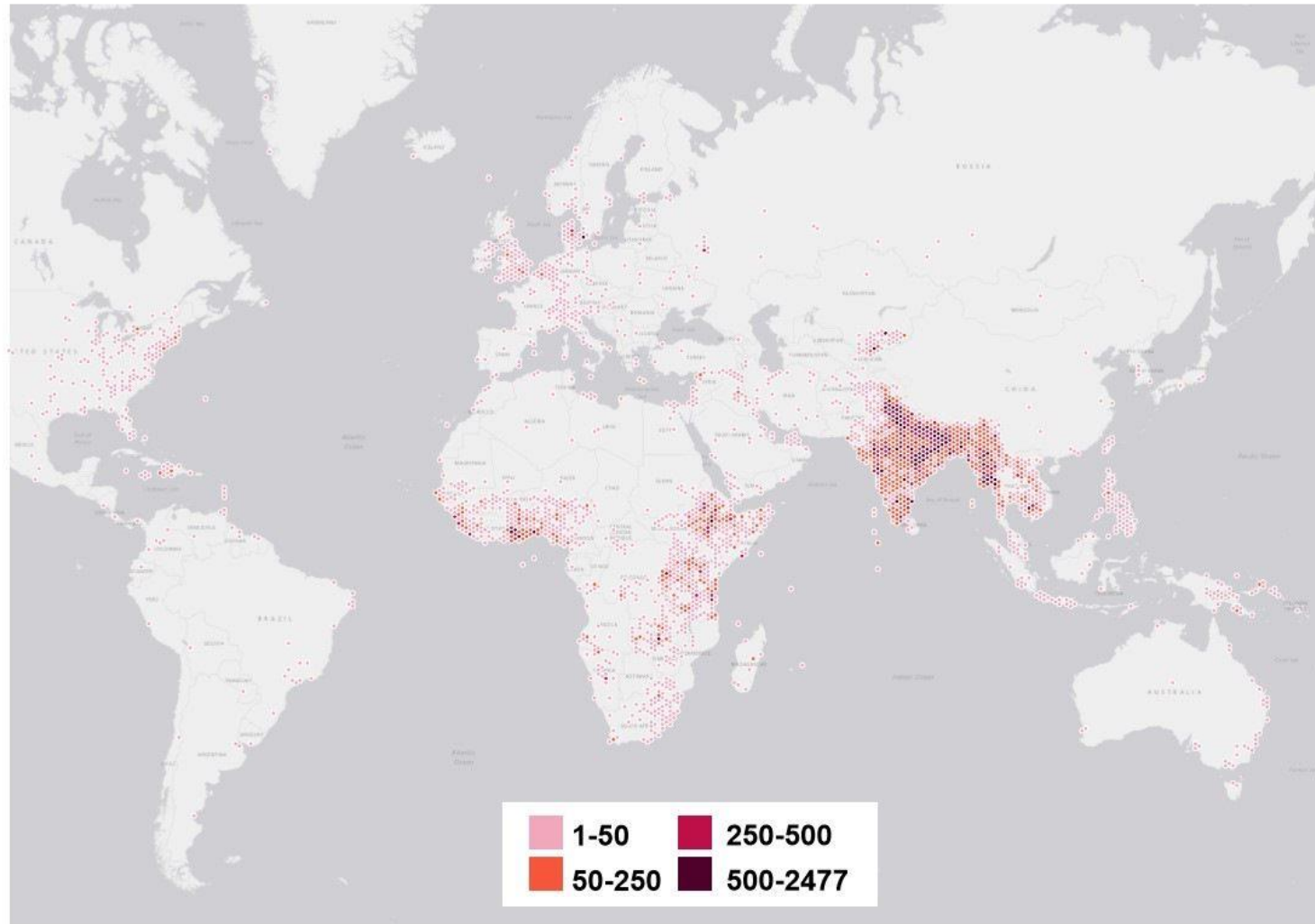


Figure 2: Neonatal resuscitation skills



Reach to date



350,000+

Healthcare workers reached



10+ national programs

National scale in Ethiopia & India



40+

Users in more than 40 countries



Documented effect

53% increase in skills

22% increase in knowledge



By one global team

Across Denmark, Ethiopia & India



”

After being introduced to the Safe Delivery App, my confidence in handling birth complications has grown.

Sulita Abon, midwife, Cocoro Island, Magsaysay, Palawan, The Philippines



”

The Safe Delivery App has helped us to standardise our practice – now we all do things in the same way.

Bharti Sinha (right), staff nurse, Chrama Community Health Center, Kanker, Chhattisgarh, India



”

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’s very helpful. In fact, I think all midwives should use it.

Nicola Zewge, midwife in Nguenyyiel Refugee Camp, Ethiopia.



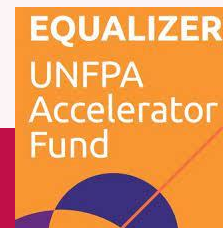
A part of the global women's health agenda



Women's Health Initiative



Edison Alliance



UNFPA Accelerater
Fund



South by South West

"There is a direct correlation between a country's maternal mortality rate and GDP"

Five key learnings



Build a “glocal” model

Think national ecosystem over global programme



Partner for scale and sustainability

Use data and keep learning



Scale is more than a number

1. Build a "glocal" model

1

Agile and easy to update

2

Adapted to different global and national contexts

3

Adding new relevant content
- modular structure

4

Integration with broader systems



2. Think national ecosystem over global program



On the job aid



Continues professional development and training



Pre-service education



The World Continuing Education Alliance



Indian Nursing Council
To Establish Uniform Standards of Training for Nurses, Midwives and Health Visitors.

Open system for linking and sharing



- Responding to crises and humanitarian settings



3. Partner for scale and sustainability



Level 3: Institutionalised scale/organic growth (partner-led)



Level 2: Safe Delivery Partner Programs and Projects (co-funded & co-led)



Level 1: Safe Delivery+ Global Core (free for all – Maternity Foundation led)



4. Use data and keep learning

- More than 10 scientific publications
- Documentation of reach & effect
- Continuous learning and feedback loops
- Leverage AI and machine learning



5. Scale is more than a number

2022											
		Reach of usage		Breadth of tool use among users				Institutionalisation of tool			SCALE SCORE
Country	Number of HCW users (all HCW app users)	Score Geographical Cov (percentage of states/regions with users)	% of SBAs reached (relying heavily on WHO figures for 2021. For 2022 move towards better informed number through partners)	% of HCWs engaged	% of HCWs users who accessed at least 5 different modules	% HCWs have started MyLearning	% of HCWs MyLearners at Expert and Safe Delivery Champion level	Government contribution to funding for implementation of the tool	Long-term implementation partner or donor contributed to implementation and sustainability of the tool	Integration into relevant strategies (incl. CPD)	(0-0.49 not at scale, 0.5-1.49 scaling, 1.49-2 at scale)
Afghanistan	368	0	0	1	2	1	0	0	2	0	0,67
Angola	538	0	2	1	2	1	0	0	0	0	0,67
Bangladesh	6027	2	1	2	2	2	1	0	2	1	1,44
Benin	1092	2	2	1	2	1	0	1	2	2	1,44
Cambodia	2923	2	1	2	1	2	1	0	1	2	1,33
Ethiopia	5878	2	1	2	2	2	0	1	1	2	1,44
Ghana	4028	2	0	2	2	2	0	1	1	0	1,11
India	94791	2	0	1	1	1	1	1	2	2	1,22
Kyrgyzstan	2927	2	2	1	1	1	0	0	0	0	0,78
Laos	1452	2	2	1	1	0	0	0	0	0	0,67
Myanmar	13459	2	2	1	2			1	0	0	1,14
Namibia	945	2		1	2	1	0	0	0	1	0,88
Nepal	2266	2	0	2	0	2	0	1	2	0	1,00
Papua New Guinea	432	2	2	2	2	1	0	1	2	0	1,33
Rwanda	2270	2	2	2	2	2	0	0	1	1	1,33
Somalia	1367	2	2	2	2	1	0	0	2	0	1,22
South Africa	899	2	1	1	1	0	0				0,83
Tanzania	4036	2	2	1	1	1	0	0	1	1	1,00
Zambia	2035	2	2	1	1	1	0	1	2	0	1,11

Five key learnings



Build a “glocal” model

Think national ecosystem over global programme



Partner for scale and sustainability

Use data and keep learning



Scale is more than a number

What is next?

By end of 2025 we will reach 600,000 healthcare workers and ensure millions of safer births

We will deepen our work in Asia and Africa & expand to the Middle East and Latin America

We will further develop and strengthen our Safe Delivery+ Programme

We will grow our evidence base, strengthen our impact model and disseminate our insights globally

We will invest in strengthening the position of Maternity Foundation as a key global maternal and newborn health actor



Thank you

maternity.dk
safedelivery.org

