



 **maternity**
FOUNDATION

Annual Report 2023

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Maternity Foundation



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Maternity Foundation



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HEALTH DEPARTMENT
HARYANA

Introduction

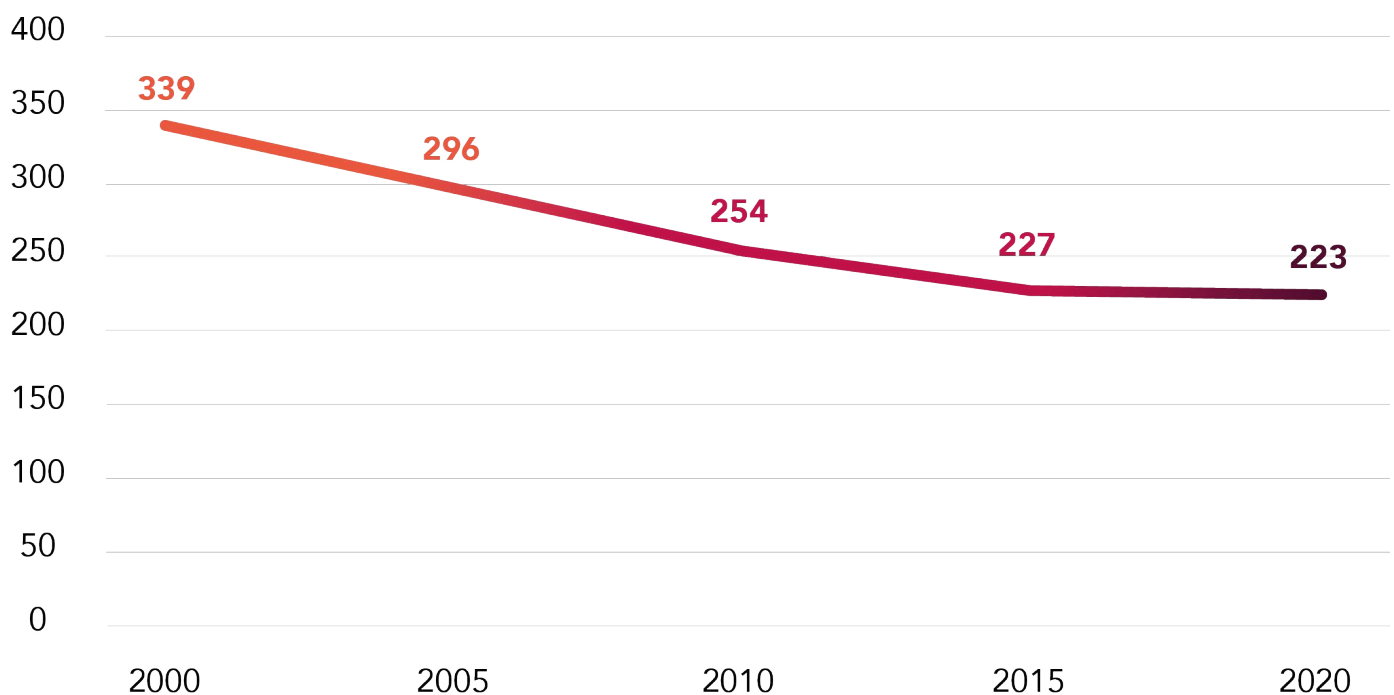
Throughout 2023 we intensified our efforts to ensure safer births for more women and their newborns around the world.

Our motivation was driven by the newest 'Trends in maternal mortality 2000-2020' report, published in February 2023 by WHO, UNICEF, UNFPA, World Bank Group and UNDESA. The report highlighted a concerning stagnation in previously improving maternal mortality figures. In some countries, we have even seen recent increases in maternal mortality.

In 2020 alone, approximately 287,000 women died during or following pregnancy and childbirth (WHO, 2023), a shocking and unacceptable figure.

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. Our efforts must intensify, particularly in the world's poorest and fragile regions where maternal deaths are most prevalent.

Maternal deaths per 100,000 live births



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

In response to the new maternal mortality figures, Maternity Foundation expanded the clinical scope of the Safe Delivery App (SDA) and further scaled up the Safe Delivery+ Programme to cover more countries and regions. A major focus has also been to future-proof our digital solutions amid the rapid advancements in AI technology.

A key highlight for Maternity Foundation in 2023 was the release of four new modules within the SDA: Perinatal Mental Health; Antenatal Care; Modern Contraception; and Safe Abortion. Developed in close collaboration with UNFPA and other partners, these new modules extend the App's initial focus on managing basic emergency obstetric and newborn care to include preventive services, fostering a more holistic approach to maternal healthcare.

Another key milestone was the continued expansion of the SDA with the release of the global Spanish version, created in collaboration with UNFPA LACRO and the

University of Chile. The new Spanish version was pilot-tested and successfully launched in Latin America and the Caribbean in 2023.

A final important milestone was the pilot-test of the AI-powered NeMa Smartbot, together with Neuvo Inc. and UNFPA, to further develop and improve the content and usability of the SDA.

Remaining committed to our mission of ensuring safer births for women and newborns everywhere, Maternity Foundation also prioritised strengthening our position globally, including nurturing partnerships, taking part in key global events, and exploring new opportunities. To that end, we launched Maternity Foundation Inc. in the United States to explore new partnerships and fund possibilities there.

Additional priorities included monitoring, evaluating, and documenting our projects to ensure that our work continues to be grounded in evidence.



By the end of 2023, Maternity Foundation had reached more than **400,000 healthcare professionals** across **70+** low and middle-income countries globally.

KEY RESULTS: 2023



Launch of **Maternity Foundation Inc.** in the US

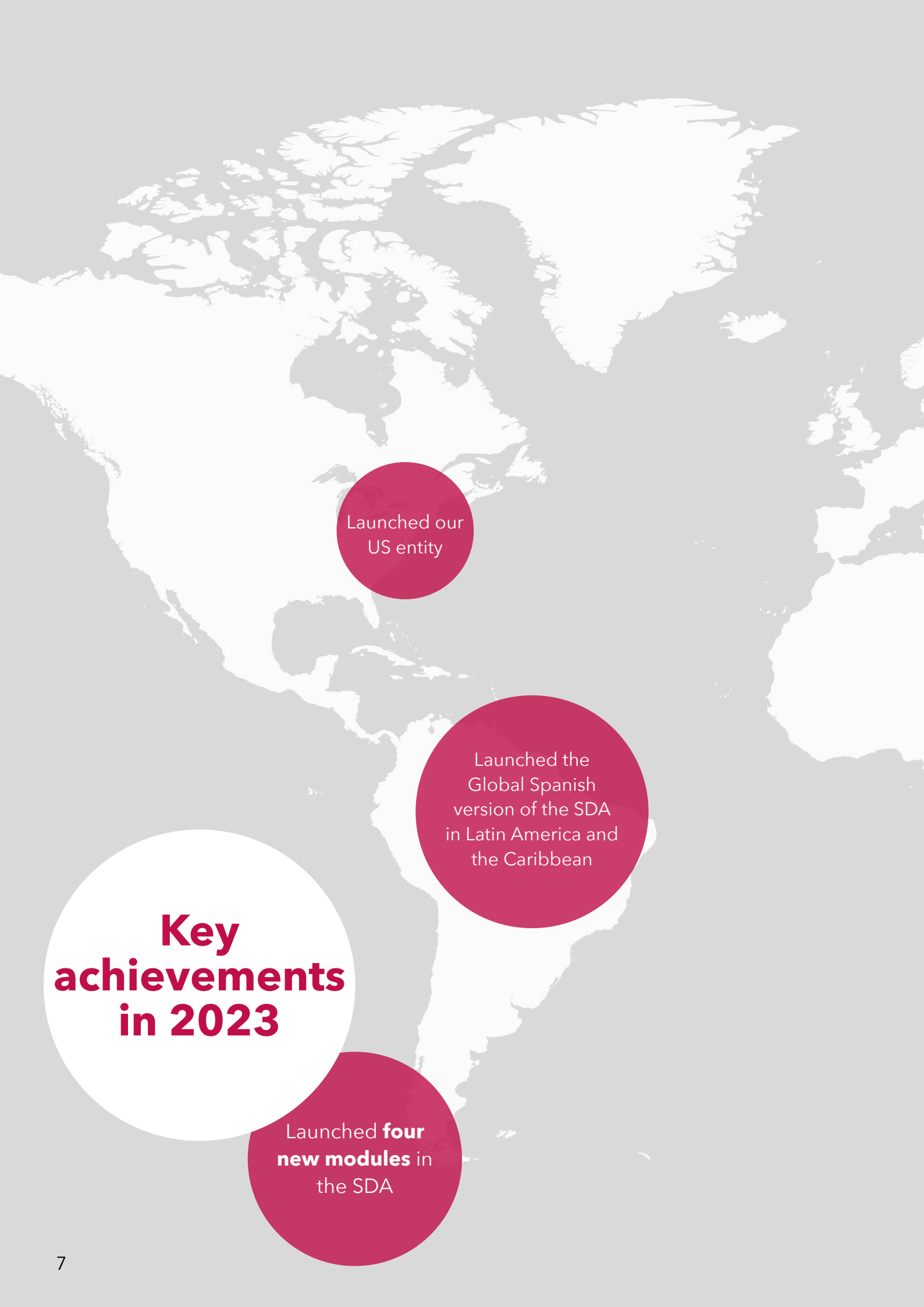
Pilot-testing our **AI-based NeMa Smartbot**

Launch of **Safe Abortion** module in the App

Launch of **Modern Contraception** module in the App

Launch of **Perinatal Mental Health** module in the App

Launch of **Antenatal Care** module in the App



Launched our
US entity

Launched the
Global Spanish
version of the SDA
in Latin America and
the Caribbean

**Key
achievements
in 2023**

Launched **four
new modules** in
the SDA



Full Ukrainian version of the SDA launched

Five new modules within the Nepali version of the SDA launched

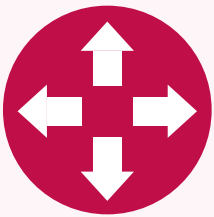
Launched collaboration with World Diabetes Foundation in India

Pilot-tested the NeMa Smartbot in India

The Papua New Guinea version of the SDA launched

Safe Delivery+ Programme

The Safe Delivery+ Programme is a comprehensive universe focused on strengthening quality care and overcoming challenges in the healthcare sector in fragile settings and resource-constrained areas. Its primary objective is to enhance the quality of care provided around birth with a focus on providing instant access to evidence-based clinical guidelines, descriptions of practices for routine and emergency care, as well as providing competency-based learning and training for healthcare professionals everywhere. Central to the Programme is the Safe Delivery App; an evidence-based job aid, learning and training tool designed to support midwives, nurses, and healthcare professionals in assisting births and managing the most common complications. The past year has focused on the following five main workstreams:



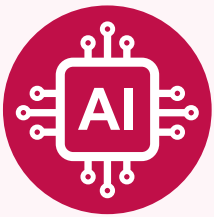
Broadening our clinical scope

During 2023, a lot of emphasis was put on expanding the clinical content in the SDA, broadening the initial focus on the management of basic emergency obstetric and newborn care to also include preventive services. The content was developed together with key partners including UNFPA and prioritised by requests from end users, partners, and general trends in the sector.



Continuing to scale up

We continued the scale-up of the SDA with the release of the global Spanish version, created in collaboration with UNFPA and the University of Chile. The new Spanish version was pilot-tested and launched in Latin America and the Caribbean. We also released the wider Ukrainian version, the Papua New Guinea version and 5 new modules within the Nepali version of the SDA.



Exploring AI options

To continue developing and improving our digital tool, the SDA, we explored possibilities to integrate an AI-enabled Smartbot into the App, and an AI-adaptive learning algorithm to optimise user experience and learning.



Promoting meaningful engagement

Throughout the year we invested in partner engagement at both country and regional levels and skill-based trainings for healthcare professionals. Maternity Foundation continues to explore new partnership and funding opportunities, one example of which was the launch of Maternity Foundation Inc. in the United States.



Being guided by data and research

We ensured that developments and updates to the Safe Delivery+ Programme, material and content were constantly guided by data and research and informed by insights and lessons learned from previous years' work.





Clinical Content and Training

To further widen our scope from basic emergency obstetric and newborn care to also include preventive services, significant effort has been put into developing and expanding the clinical content that the SDA offers. This enables more opportunities for midwives and healthcare professionals for timely and continuous upskilling and includes the development of new modules and adaptations of the App to new country settings. Following the development of the Perinatal Mental Health module throughout 2022, it was successfully released in the first half of 2023.

The modules on Modern Contraception, Safe Abortion, and Antenatal Care were all published during the year. Additionally, modules on Gestational Diabetes and Postnatal Care were developed. Several trainings were conducted, with the SDA playing an integral role as a comprehensive and user-friendly tool for healthcare professionals.

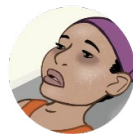
Overview of Safe Delivery App Modules*



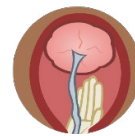
Covid-19



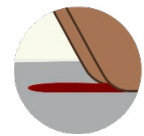
Infection Prevention



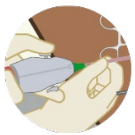
Maternal Sepsis



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



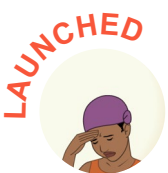
Neonatal Resuscitation



Female Genital Mutilation



Safe Abortion



Perinatal Mental Health



Modern Contraception



Antenatal Care



Gestational Diabetes Mellitus



Postnatal Care

**Some modules are only available in limited country versions*



Safe Abortion

Approximately 73 million induced abortions occur globally each year. Of all unintended pregnancies, 61% result in induced abortion, accounting for 29% of all pregnancies. From 2010 to 2014, an estimated 45% of all induced abortions worldwide were unsafe and were carried out by untrained individuals using dangerous and invasive methods.

The Safe Abortion Module is therefore a critical addition to the SDA, as unsafe abortion remains a significant preventable cause of maternal morbidity and mortality worldwide. The module follows the WHO guidelines to provide healthcare professionals with guidance on abortion counselling, pre-abortion care, medical and surgical abortion procedures, pain management, abortion complications, and more.



Perinatal Mental Health

According to the World Health Organization (WHO), anxiety and depression in the perinatal period are common, affecting an estimated 1 in 10 women in high-income countries and one in five in low- and middle-income countries.

The Perinatal Mental Health module encompasses the most common mental health conditions that are experienced during pregnancy and within twelve months post-partum, including symptoms, screening, diagnosis, prevention, and treatment. It provides insight into the identification, understanding and management of mental health challenges that may arise during this crucial period. The module offers information on risk factors, barriers to care, diagnosis, screening, prevention, treatment, medication considerations, and how to support the caregivers.



Modern Contraception

According to WHO, 1643 million women of reproductive age group (15-49 years) had an unmet need for contraception worldwide in 2023. The use of contraception advances women's choices in deciding the number and spacing of their children. Research has shown that when birth occurs within a gap of less than two years, the infant mortality rate surges by an alarming 45% compared to when births are spaced 2-3 years apart. The use of family planning can also help avert the 25 million unsafe abortions that occur each year.

The Modern Contraception module has been developed to guide healthcare professionals in being able to offer and advise on modern contraception methods, either pre-or post-partum. It offers comprehensive information on counselling techniques and the different types of contraception methods available, including the medical eligibility criteria, common side effects, and potential complications associated with them. It also offers visual guidance for professionals through animations of the insertion and removal procedures of IUDs and implants, for example.

Antenatal Care

The Antenatal care module covers the most essential healthcare services that should be provided to pregnant women from the time of conception up to the moment of birth. It focuses on systematic assessments, respectful maternity care, and evidence-based practices to monitor and promote the health of both the expecting mother and the developing baby. The module equips healthcare professionals with the knowledge to conduct routine antenatal assessments, provide counselling, and ensure the well-being of both mother and baby.

Coming in 2024: Gestational Diabetes Mellitus

The module for Gestational Diabetes includes guidance for healthcare professionals in screening, diagnosing and managing gestational diabetes, to reduce the adverse health consequences of it. Women with gestational diabetes have an increased risk of complications during pregnancy and delivery. These women and possibly their children also have an increased risk of developing type 2 diabetes later in life. WHO identifies untreated diabetes as a major cause of blindness, kidney failure, heart attacks, stroke, and lower limb amputation. The module was developed in collaboration with the World Diabetes Foundation, to support the ongoing efforts by the Government of India to strengthen the provision of antenatal and gestational diabetes care for pregnant women and new mothers. It is estimated that around four million women in India are affected by gestational diabetes.

Coming in 2024: Postnatal Care

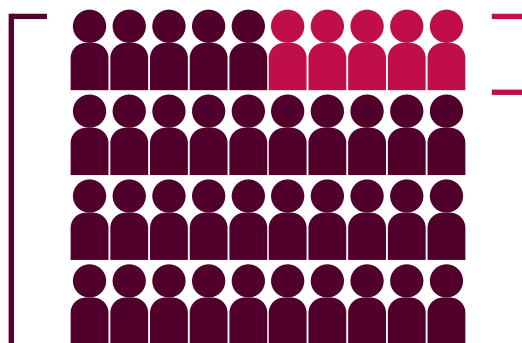
The postnatal period, the first six weeks after birth, is a critical time to support the healthy development of the baby, as well as the mother's overall mental and physical recovery and well-being. Therefore, the postnatal care module was developed to advise midwives and healthcare professionals on how to provide breastfeeding counselling, recognize warning signs for complications, and support the parents in providing newborn care.



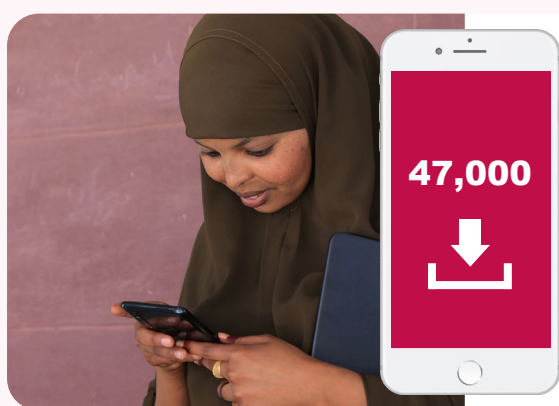
Country and Regional Engagement

Snapshot of key App usage figures in 2023

By end 2023 we have reached more than **400,000 healthcare professionals** across **70+** low and middle-income countries globally.



We reached more than **50,000 healthcare professionals in 2023**



The SDA was **downloaded more than 47,000 times in 2023**, where **95%** of these new App users are estimated to be healthcare professionals in low and middle-income countries.



During the year, Maternity Foundation conducted **51 trainings** directly with **2,146 healthcare professionals**, and **189 trainers** were trained to cascade introductory trainings of the SDA.

Aastrika usage update

Aastrika is an Indian tech non-profit partnering with Maternity Foundation to create an integrated learning experience with catered content from the SDA on their free-to-use, shared, digital learning platform called Aastrika Sphere.

In 2023, 1,479 new users joined the platform and five new E-Learning modules for the Indian Nursing Council (INC) were launched. This means that the following six modules are now available in English and Hindi on the Aastrika Sphere: Post-Partum Haemorrhage; Hypertension/Pregnancy Induced Hypertension; Care of Normal Newborn & Newborn Resuscitation; Care of Sick Newborn (low birth weight, KMC etc); Infection Prevention; and Normal Labor and Birth.



Asia and Oceania

In 2023, Maternity Foundation published an adapted English version of the SDA in Papua New Guinea to improve health outcomes for mothers and newborns. It was initially published in early 2023, and in collaboration with Burnet Institute and UNFPA, it was adapted to Papua New Guinea clinical guidelines throughout the year.

Moreover, a Nepali version of the SDA was launched, containing the following five new modules: Hypertension, Normal Labour and Birth, Active Management of Third Stage of Labour, Post Partum Haemorrhage and Neonatal Resuscitation. Together with UNFPA Nepal, a collaboration was initiated to translate and adapt six additional clinical modules, with an expected completion in 2024.

Together with the NGO “One Heart Worldwide” in Nepal, Maternity Foundation organised an in-depth online introductory training, which included an introduction to the App as a teaching and learning tool, its content, learning principles and training methodology, and game-based learning. The aim of the training, attended primarily by nurses and midwives, was to encourage the participants to become experts in a series of modules, and/or become SDA Champions by the end of the year. The training was attended by approximately 60 participants.



India

During the year, Maternity Foundation continued the work on integrating the Safe Delivery+ Programme in India with the help of key partners, such as the Indian government, the Ministry of Health, the Indian Nursing Council, the Federation of Obstetric and Gynaecological Societies of India (FOGSI), UNICEF and others. Multiple activities were conducted by Maternity Foundation to capacitate midwives in both the public and private sectors in India, and more than 900 healthcare professionals were trained across the country. For instance, Maternity Foundation, in agreement with the Government of Uttarakhand, conducted a five-day skill-based training for medical officers and gynaecologists, with support from the National Health Mission Uttarakhand. Moreover, together with the Center of Skills Enhancement, the India Hub facilitated a training in Jaipur under the Manyata programme, an initiative dedicated to enhancing the quality of care in private healthcare facilities.

A new collaboration with the World Diabetes Foundation was officially announced at the beginning of 2023, implementing a joint project to support the ongoing efforts by the Government of India to strengthen the provision of antenatal and gestational diabetes mellitus care for pregnant women and new mothers in targeted areas. The SDA functions as a tool, availing new clinical content on antenatal

care and gestational diabetes in both English and Hindi to Indian healthcare professionals. Training for more than 1,500 healthcare professionals and students is also planned to be conducted, and the modules will be institutionalised into the curriculum for nurses throughout 2024.

Maternity Foundation initiated a collaboration with the MaNTrA App, a digital health information system intended for healthcare professionals to register key parameters for pregnant women and newborns developed by UNICEF India. UNICEF India and Maternity Foundation worked together to incorporate deep linking mechanisms within the MaNTrA App. This type of integration will allow the user to click on a link in the MaNTrA App to learn more about a specific pregnancy or birth condition or complication in the SDA. To date, 1,062 different users have launched the SDA via the MaNTrA App.

Moreover, during 2023 Maternity Foundation explored the possibilities of integrating an AI-enabled Smartbot (the NeMa Smartbot) to further improve the SDA. The NeMa Smartbot idea was developed and tested through an iterative process based on pilot sessions in three facilities in Punjab. These pilot tests provided important feedback from users that can be used to improve the quality of responses of the NeMa Smartbot as we continue through this pilot testing phase. Read more about this in the section IT and Tech below.



Sub-Saharan Africa

In 2023, Maternity Foundation continued its work in Sub-Saharan Africa by conducting training and launching projects. In Eswatini, a remote three-day knowledge-based refresher training session was held with thirty master trainer healthcare providers on how to integrate the SDA into practice. Following the training, discussions with partners were held to explore potential opportunities to scale up the reach of the App in Eswatini, reaching an agreement to follow up on data collection and deliver results to inform the Ministry of Health, donors, and partners on the effect of the use of the App.

In the Democratic Republic of Congo, a four-day in-person, knowledge, and skills-based clinical training for five senior-level healthcare professionals was held as part of a project with the Ministry of Health and the NGO IMA World Health. Theoretical discussions, hands-on skill demonstration, and practice on the topics of normal birth, manual removal of placenta, bimanual uterine compression, aortic compression, and non-pneumatic anti-shock garment application and removal were included in the training. The participants have since gone on to cascade their learning and provide introductory

training in-country to 14 additional healthcare professionals to date. Together with the Danish Red Cross, Maternity Foundation launched a one-year project to introduce the SDA to in-service healthcare professionals and capture learning on the use of the App in midwifery education in Niger. Two trainers proficient in French participated in a remote refresher Training of Trainers (ToT) session focusing on vital subjects such as Infection Prevention, Prevention and Management of Postpartum Haemorrhage (PPH), Essential Newborn Care, Neonatal Resuscitation, and Prolonged Labour. This equips them to conduct in-country clinical training sessions, thereby expanding the pool of skilled healthcare professionals in Niger.

In Benin, Maternity Foundation signed an agreement with PlanBørnefonden to implement a project on Safe Abortion with the title “Yes or No, it is my choice”, to adapt the Safe Abortion Care module to the existing Benin version of the SDA.



Ethiopia

In Ethiopia in 2023, interventions boosted maternal and newborn services by strengthening Maternity Foundation support for healthcare professionals, aiming to ensure safe childbirth for all. The Safe Delivery+ Programme provided training to 399 healthcare professionals across various projects, impacting a total of 2,072 healthcare professionals throughout the country.

To further support healthcare professionals in improving maternal and newborn health services, Maternity Foundation collaborated with several donors and partners, including UNICEF, UNFPA, the Ethiopian Midwives Association (EMWA), Civilsamfund i Udvikling (CISU), and the Ethiopian Federal Ministry of Health. The SDA played a crucial role in many projects and training sessions to ensure safer births for women and newborns.

For instance, in the Somali and Afar regions, Maternity Foundation provided training and catchment-based clinical mentorship to practising midwives. These midwives were trained using a trainer-of-trainers model, equipping them with the skills to effectively train and mentor less experienced midwives and healthcare professionals at their workplaces.

Through this project, 137 healthcare professionals received training on various modules within the SDA to become mentors. These trained professionals then served as onsite mentors in their regions, sharing knowledge and skills with the help of the SDA. In 2023, clinical catchment-based mentorship was conducted in 55 health facilities, with ongoing training at 20 of these facilities continuing until mid-2024.



Middle East and North Africa (MENA)

Following the release of the Arabic version of the SDA in 2022, a two-year project funded by Novo Nordisk Foundation, began the rollout of the App in the region as well as implementing training to healthcare professionals using the App.

In 2023, the Head of the Clinical Team travelled to Jordan to conduct the initial Training of Trainers for the project. Trainers from Jordan, Syria, and Iraq participated in sessions on postpartum haemorrhage (PPH), active management of the third stage of labour (AMTSL), and neonatal resuscitation (NR). These trainers have since cascaded their training in their respective countries.

In Jordan, three group training sessions were held in the second quarter of 2023, resulting in the training of 41 healthcare professionals and two UNFPA staff members. In Iraq, a Training of Trainers session was conducted with the Danish Red Cross and the Iraq Red Crescent Society, involving 34 healthcare professionals from at least 12 Iraqi governorates, including four from the Palestinian Red Crescent Society. In Syria, training on the Safe Delivery mobile application was conducted in the final quarter of 2023 in Aleppo, Hama, and Deir ez-Zor, targeting midwives in community midwifery groups and integrated mobile teams supported by UNFPA funding. In the most vulnerable areas of Northeast Syria (NES) and Northwest Syria (NWS), 36 certified and skilled members of two community midwifery groups were trained on the App and initiated a six-month follow-up and feedback mechanism to ensure its effective use. UNFPA Reproductive Health (RH) field assistants were also trained on the App and how to use the application regularly before following up with supported midwives.

Furthermore, the Syrian Sexual and Reproductive Health (SRH) program led a session to introduce the SDA to participants in its training plan, covering pregnancy care, Basic Life Support in Obstetrics (BLSO), and newborn resuscitation courses.

In December 2023 a regional Learning Session was held, convened by UNFPA Arab States. The session included presentations by the implementing partners in Jordan, Syria, and Iraq and comments from UNFPA and Maternity Foundation. This session culminated in creating a learning case report highlighting the learnings and challenges encountered thus far in the implementation of the project.



Latin America and the Caribbean (LAC)

After conducting two face-to-face pilot workshops for the global Spanish version of the SDA, conducted in Latin America by researchers from the University of Chile, the SDA was officially launched in the entire LAC region. The Spanish version of the App has been developed in collaboration with UNFPA's Regional Office (UNFPA-LACRO). More than 90% of the participants of the pilot perceived the App to be a useful resource for professional learning and knowledge in maternal and newborn health. Moreover, 75% stated that they intended to use the App in the workplace and 87% that they would use it a minimum of 4-6 times per week, or almost daily. Lastly, 93% mentioned they would recommend the App to colleagues.

Following the key messages and findings from the piloting experiences, the feedback was thoroughly reviewed and relevant modifications to the SDA were made. The digital health tool was then publicly presented in Mexico City at the regional meeting by the Alliance of Professional Midwives Associations of Latin America. The event was attended by, amongst others, representatives from UNFPA, the International Confederation of Midwives, the Association of Professional Midwives of Mexico, and the Department for the Promotion of Women's and Newborn's Health as well as representatives of midwifery associations in Latin America.



Head of Programme Development and Support at Maternity Foundation, Julie Strøyer Rasmussen (right) speaks at the launch of the Spanish version of the SDA in Mexico City.

IT and Digital Services

Maternity Foundation advanced its digital initiatives by exploring AI options to further improve the SDA. In a partnership with Neuvo Inc. we developed the NeMa Smartbot, which was pilot tested in collaboration with UNFPA. The NeMa Smartbot provides the users of the App with quicker access to the knowledge they are looking for, and it ensures that responses are true to WHO guidelines.

The NeMa Smartbot idea was developed and tested through an iterative process based on pilot sessions in three facilities in Punjab. The purpose was to test and verify the technical feasibility of integrating an AI-enabled Smartbot into the SDA to enhance the knowledge, skills, and confidence of healthcare professionals in low- and middle-income settings. In addition, we aimed to demonstrate how data analytics will enhance the understanding of user needs and possible gaps in knowledge or material.

The first pilot provided a clear proof-of-concept which also included the technical feasibility of an AI Smartbot that works in an offline version, which is a crucial capability for the users of the App who are working in remote and fragile areas. An extended pilot is planned for 2024 to look further into the benefits and feasibility of integrating an AI Smartbot into the SDA in the future.

Maternity Foundation initiated a collaboration with the MaNTrA App, a digital health information system intended for healthcare professionals to register key parameters for pregnant women and newborns, developed by UNICEF India. UNICEF India and Maternity Foundation worked together to incorporate deep linking mechanisms within the MaNTrA App. This type of integration will allow the user to click on a link in the MaNTrA App to learn more about a specific pregnancy or birth condition or complication in the SDA. To date, 1,062 different users have launched the SDA via the MaNTrA App. The collaboration expanded the accessibility of the SDA as it leads users of the MaNTrA App to the SDA.



In Punjab, India, Clinical Manager, Abra Pearl, is explaining the features of the NeMa Smartbot during a pilot session.

Insights, Research and Learning

Maternity Foundation maintains an evidence-based approach to the Programme platform, prioritising continuous learning and sharing of best practices. Using programmatic and implementation data to inform the learning process, the SDA draws on these insights to guide our continued work and advocacy. We strive to unlock the power of data science by applying behavioural machine learning to our large and growing pool of data, enabling us to offer adaptive, personalised learning and training through our digital tools. At the same time, Maternity Foundation works diligently to ensure that the App is up to date with the latest trends and remains attractive to both users and current and potential partners and funders.

In the past year, Maternity Foundation published two research papers. One on predicting content demand in midwifery learning with user-generated data, and another on the impact of the SDA on knowledge and skills managing postpartum haemorrhage in low-resource settings in Ethiopia. The articles were published in *Artificial Intelligence in Medicine and Reproductive Health Journal*, respectively. Additionally, a learning brief was produced on negotiating the sustainability of Digital Health Tools such as the SDA.

In addition to the above, Maternity Foundation engaged student groups from the University of Copenhagen and IT University of Copenhagen (ITU) with the topics:

- Improving the SDA using an adaptive learning framework
- Negotiating sustainability of digital health tools: A qualitative multi-method study
- The effect of SDA on knowledge and self-perceived confidence among birth attendants in Tanzania

The synopses of the first two projects listed above have been shared internally and will apprise our work in the future.

An internal online knowledge exchange session was conducted in late 2023, with partners for the Novo Nordisk MENA Project “Strengthening healthcare worker capacity to deliver respectful high-quality maternal care to crisis-affected groups in the MENA region using mhealth tools”. Developing and scaling effective solutions and innovations for healthcare projects requires sharing knowledge and learning. The session was an opportunity to generate lessons from the implementing partners in Iraq, Jordan, and Syria, and ensure that the learning strengthens each national programme. Representatives from the Danish Red Cross, UNFPA Jordan, Jordanian Health Aid Society International, and UNFPA Syria shared their best practices and challenges they have faced in the introduction of the Safe Delivery+ Programme in their respective countries.

Strengthening our Global Position - A Seat at the Table

Throughout the year, Maternity Foundation expanded its global position by participating in a wide range of events and global discussions within the spheres of Tech for Good and Women's Health, with a key focus on maternal and newborn health as well as sexual and reproductive health and rights. Participating in these events both fosters meaningful connections with diverse stakeholders, forging partnerships to increase collaboration and allows us to learn from other actors in the field. Some of the highlights included:

World Economic Forum (WEF)

Maternity Foundation attended WEF in Davos, where we are an active part in the Forum's EDISON Alliance and Women's Health Initiative to advance maternal and newborn health globally.



United Nations General Assembly (UNGA) and launch of US entity

During UNGA in New York, Maternity Foundations' message emphasised the need to invest in maternal health, building on new maternal mortality figures showing that the maternal mortality has stalled. Concurrently, Maternity Foundation launched its new US entity, Maternity Foundation Inc., the purpose of which is to boost our presence in the US market, create more opportunities to network and engage, create new alliances and partnerships and further our work on a global scale.

International Confederation of Midwives (ICM)

Maternity Foundation renewed its commitment to support and collaborate with ICM's Member Midwives' Associations, signing a new agreement on stage at the International Confederation of Midwives (ICM) in Bali together with Bill & Melinda Gates Foundation, Direct Relief, United Nations Population Fund (UNFPA), and World Health Organization (WHO).



International Maternal Newborn Health Conference (IMNHC)

During the International Maternal Newborn Health Conference, Maternity Foundation stood side by side with United Nations Population Fund (UNFPA), World Health Organization, UNICEF, International Confederation of Midwives (ICM) and over 20 global partners to reaffirm our commitment in improving access to skilled midwives to ensure universal and equitable access to comprehensive maternal and newborn healthcare services. Maternity Foundation will do so by continuing to scale up its Safe Delivery+ Programme across the world.

Visit by Her Majesty Queen Mary of Denmark

Maternity Foundation and the UNFPA Nordic Office co-hosted a high-level stakeholder meeting in Copenhagen with Her Majesty Queen Mary of Denmark, and representatives from Novo Nordisk Foundation, Grieg Foundation, International Confederation of Midwives, Laerdal Global Health, Danish Ministry of Foreign Affairs and Ferring Pharmaceuticals. The high-level stakeholder meeting aimed to discuss efforts needed to advance our collective efforts in ending preventable maternal deaths.



Her Majesty Queen Mary of Denmark was also welcomed by Maternity Foundation and the All India Institute of Medical Science (AIIMS) to the AIIMS hospital in New Delhi. During the visit, HM Queen Mary of Denmark 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 cadre for healthcare professionals for improved health outcomes for mothers and their newborns countrywide. HM Queen Mary of Denmark 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.



Mother's Day Campaign

In 2023, we doubled the sales of our 'Moderkage' ('Mother Cake') compared to the previous year. The cake was sold in all Emmerys bakeries in the greater Copenhagen area and Aarhus to celebrate Mother's Day. Half of the sales go directly to Maternity Foundation, and the associated Mother's Day campaign (which includes posters displayed throughout the greater Copenhagen area and Aarhus) raises awareness among the Danes about the urgency to end preventable maternal deaths globally. Extending a special thanks to Foss who supported the campaign in 2023 by buying 550 cakes for their employees in Hillerød! We also delivered 50 cakes to the maternity ward at Hvidovre Hospital.



10 years as CEO of Maternity Foundation

In October, Maternity Foundation proudly celebrated Anna Frellsen's ten-year anniversary as CEO. Friends and colleagues of Maternity Foundation gathered to celebrate the incredible journey that Maternity Foundation has been on for the past ten years under her leadership; from being a smaller NGO with projects in Ethiopia, to becoming an international actor within maternal and newborn health and the 'tech for good' agenda. Under Anna's leadership the past 10 years, Maternity Foundation has reached almost 400,000 healthcare professionals across 70 countries and helped ensure millions of safer births through innovative learning programmes and digital solutions, including the SDA.



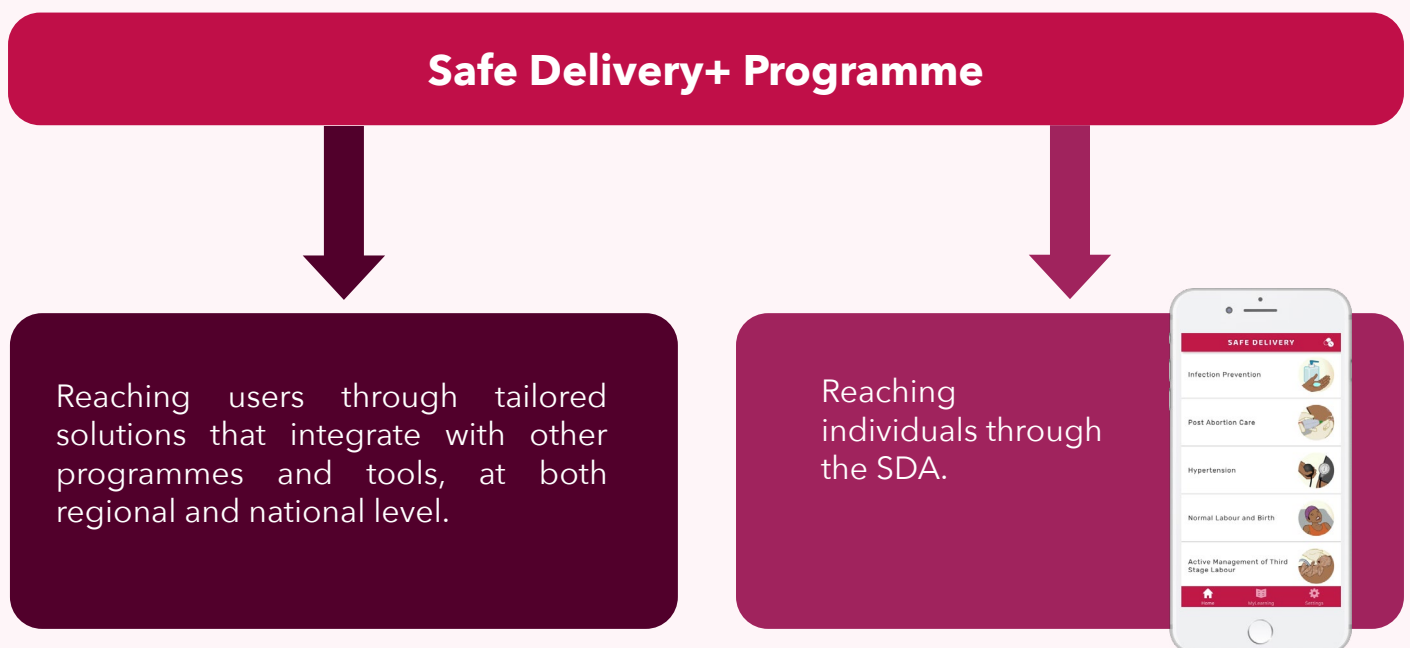
A Sustainable Business Model

Maternity Foundation’s programme is intentionally structured to establish a scalable, robust, and sustainable business model with a high return on each invested dollar. We aim to foster integration and organic growth of our programme, ensuring that we reach as many midwives and healthcare professionals as possible worldwide and that our programming continues to be embedded into midwifery practices globally.

The Safe Delivery+ Programme is a modular, flexible, and open system that can be integrated with other programmes and resources, and it operates with a twofold objective.

Firstly, it aims to scale globally by providing tailored solutions that seamlessly integrate with existing regional or national programmes and tools, forge partnerships with national and technical stakeholders, leverage the power of data, and measure progress based on comprehensive factors beyond user numbers. This approach ensures a customised and impactful implementation within each specific country, fostering sustainability and active engagement.

Secondly, it aims to reach as many individuals as possible through the widespread availability of our free solution—the SDA. It is important to highlight that in certain countries, such as Nigeria, the global version of the App is widely embraced and utilised without requiring direct involvement on the ground.





Annual Finances: Key Numbers

In 2023 the total expenses for the global Safe Delivery+ Programme and key projects across our hubs in India, Ethiopia, and Denmark were 15.9 million DKK. Funds collected totalled 17.5 million DKK; thus, we had a surplus in 2023 of 1.6 million DKK.

The funds collected are a combination of project funding, investments in our global Safe Delivery+ Programme as well as unearmarked funding. In addition to these funding sources, we have separate country-specific project funding in India and Ethiopia, which do not cross our Danish audited reports and thus are not included in these numbers.

The surplus is mainly due to accounting principles. Some income received in early 2024 was destined for 2023 activities and booked as income in that year - while another grant was received in December 2023 but meant for use in 2024 and not booked as income in 2023. The net effect of this impacts the 2023 result.

Acknowledgements

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Thank you to all the midwives and healthcare professionals who work skillfully and tirelessly to ensure safer childbirths for women and newborns - everywhere.

Finally, thank you to our incredible team, without whom none of this great work would have been possible.

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