50,000 Happy Birthdays: Learnings from a life-saving project

Wednesday, 26th August 2020
CEST 3pm – 4.30pm
Moderator:
Florence West

Participants/attendees:
Please introduce yourselves in the chat function

Speakers/panelists:
Sally Pairman
Tachawet Zeleke
Dr. Meseret Zelalem
Angelique Mugirente
Lucy Mabada
Cherrie Evans
Michael Visick
Tore Laerdal
Franka Cadee
Sally Pairman
Chief Executive
International Confederation of Midwives
Florence West
Martha Bokosi

Midwife Advisors
International Confederation of Midwives
From **10,000** to **50,000** Happy Birthdays

2 countries (Malawi, Zambia)

3 countries (Ethiopia, Rwanda, Tanzania)

2 modules (HMS BABC, HBS HBB)

5 modules (BABC, PEE, HBB, ECEB, ECSB)

**Monitoring & Evaluation**
- endline, qualitative health outcomes
- Monitoring & Evaluation baseline, midline, endline, quantitative health outcomes

Increased focus on LDHF, education institutions, multi-disciplinary training
Ethiopia Midwives Association
– Executive Director Yeshitila Tesfaye
– President Zenebe Akale
– PM Midwife Tachawet Salilih Zeleke
– Midwife Wotaro Balta Dana
Tanzania Midwives Association
– President Feddy Mwanga
– General Secretary Sebalda Leshabari
– PM Midwife Lucy Mabada
– Hope Ballonzi
50,000 Happy Birthdays featured in Devex Duty of Care Series

pages.devex.com/duty-of-care
Tachawet Salilih Zeleke
Ethiopia Midwives' Association
Project Manager for 50,000 Happy Birthdays
Q: How did this project contribute to pre-service education of students and faculty in universities/colleges?
Pre-service training in Ethiopia

• Training of educators, tutors & lab technicians
• Equipping skill laboratories with simulators
• Scheduling of short frequent skill practice sessions
• Improved student confidence prior to clinical practice
• Topics aligned with existing curricula
• Improved teaching methodology
• Simulation and competency-based methods
Dr. Meseret Zelalem
Maternal, Child & Nutrition Directorate Director at Ethiopia’s Federal Ministry of Health
Angelique Mugirente

Rwanda Association of Midwives
Project Manager for 50,000 Happy Birthdays
Q: How did this project impact maternal and newborn health outcomes?
Health outcomes in Rwanda

• Women who died from bleeding after birth decreased from 7.2% to 3.4% at implementation sites (health facilities)

• Women who died from eclampsia reduced from 3.6% to 0%

• Newborn deaths from birth asphyxia decreased from 20.1% to 17.4%

• Stillbirths decreased from 1.4% to 1.2%
Lucy Mabada
Tanzania Midwives Association
Project Manager for 50,000 Happy Birthdays
Q: How did this project impact in-service training?
In-service training in Tanzania

- Establish skill practice corners with simulators
- Increased collaboration with managers of health facilities
- Multi-disciplinary team training improved communication
- Early referral of women and babies
- Increased respect for midwives
Cherrie Evans
Senior Technical Advisor for maternal and newborn health at Jhpiego
Partnering with ICM to improve the lives of women and families through Helping Mothers Survive

Cherrie Evans, DrPH, CNM
Essential Care for Labor & Birth

Helping Mothers Survive

Essential Care for Labor & Birth
Michael K. Visick
Volunteer Project Manager for Latter-day Saint Charities
Latter-day Saint Charities

- Technical expertise – Training of Trainers
- Funding for midwifery clinical equipment

Moving Forward
- More Happy Birthdays in Rwanda – app-based data collection
- Increase collaboration with Obstetric and Pediatric Associations
- 10-year Anniversary of Helping Babies Breathe
- Essential Newborn Care NOW – Remote training/refresher resources
Tore Laerdal
Volunteer Project Manager for Latter-day Saint Charities
Scaling up to

More Happy Birthdays

ICM webinar, 26th August 2020
Tore Laerdal, Laerdal Global Health
A Happy Birthday!

“A happy birthday is a live and happy mother, a live and healthy baby, and a happy and excited family with a positive experience.”

Sally Pairman
CEO, International Confederation of Midwives
Avoiding Preventable Deaths
Addressing the Full Continuum of Care

Focusing on keeping well babies well and normal deliveries normal

Antenatal Care
- Pre-eclampsia and Eclampsia

Labor Management
- Threatened Preterm Birth

Birth
- Essential Care for Labor & Birth
- Helping Babies Breathe

Postpartum Care
- Bleeding After Birth Complete

Newborn Care
- Essential Care for Small Babies
- Essential Care for Every Baby
Addressing the Full Continuum of Care

Focusing on keeping well babies well and normal deliveries normal
The Survive & Thrive Alliance 2010 - 2017

➢ Developed an evidence-based transformative training methodology for maternal and newborn care

➢ Reached 800,000 birth attendants in 80 countries

➢ Integrated Helping Babies Breathe and Helping Mothers Survive in 30 national programs

➢ Demonstrated that strong professional associations are a pathway to sustainability
Best Practice Implementation Principles

1. Secure MoH buy-in
2. Form a working group for planning and monitoring
3. Develop national roll-out plans for pre-service and in-service training
4. Provide learning materials and equipment in time
5. Identify and support local leaders and champions
6. Establish low-dose-high-frequency training (LDHF)
7. Establish facility level QI teams
8. Monitor performance
9. Establish systems for reporting and feedback
10. Engage HWs, families and broader community
The Scale-Up Process

Impact potential


Seed Validation Transition-to-scale Innovation-to-Scale Mainstream

Helping Babies Breathe Survive & Thrive

10,000 Happy Birthdays

50,000 Happy Birthdays
The Scale-Up Process

Impact potential


Seed Validation Transition-to-scale Innovation-to-Scale Mainstream

Helping Babies Breathe Survive & Thrive 10,000 Happy Birthdays 50,000 Happy Birthdays

Full national scale-up in original countries National implementation in most countries
Criteria for Innovation-to-Scale funding

*As per the Global Financing Facility’s 2019 Call for proposals*

1. Thoroughly proven concepts
2. Quality of execution and evaluation plan
3. Local organization and team capacity
4. Integration with MoH strategies
Ethiopia – GFF award winning project

Saving Little Lives

covering 4 districts, 37m population and 2,5m births
Tanzania – GFF award winning project

**Safer Births**

covering 30 district hospitals and ½ m births

Helping Babies Breathe  →  50,000 Happy Birthdays  →  Safer Births
Rwanda - LDSC

More Happy Birthdays...

Helping Babies Breathe → 50,000 Happy Birthdays → More Happy Birthdays
Ester survived a severe PPH thanks to Midwife Musama

May ALL birthdays be Happy!

Midwife Faith saved Baby Naomi

Midwife Hamalala saved baby Agness from birth asphyxia at the Chongwe district hospital in Zambia.

Ester survived a severe PPH thanks to Midwife Musama
Over to you…

Question + Answer period
Franka Cadée

President of the International Confederation of Midwives
THANK YOU!

For more information please reach out to Florence West:
f.west@internationalmidwives.org

Stay connected via ICM’s social channels:

facebook.com/InternationalConfederationofMidwives/
@world_midwives
@world_midwives