



# DIGITAL TOOLS TO IMPROVE QUALITY OF CARE

Maternity Foundation's  
lessons from implementing  
the Safe Delivery App in  
Ethiopia

Quality of Care Network webinar  
May 21, 2020

# PRESENTATION OUTLINE



## 1 About The Safe Delivery App

Short introduction of Maternity Foundation and the Safe Delivery App

## 2 Mr. Zenebe, FMOH

Safe Delivery App adaptation and use to support the country's efforts to improve quality of maternal care

## 3 Mrs. Hiwot Wubshet

Using the Safe Delivery App to build the capacity of birth attendants in Ethiopia

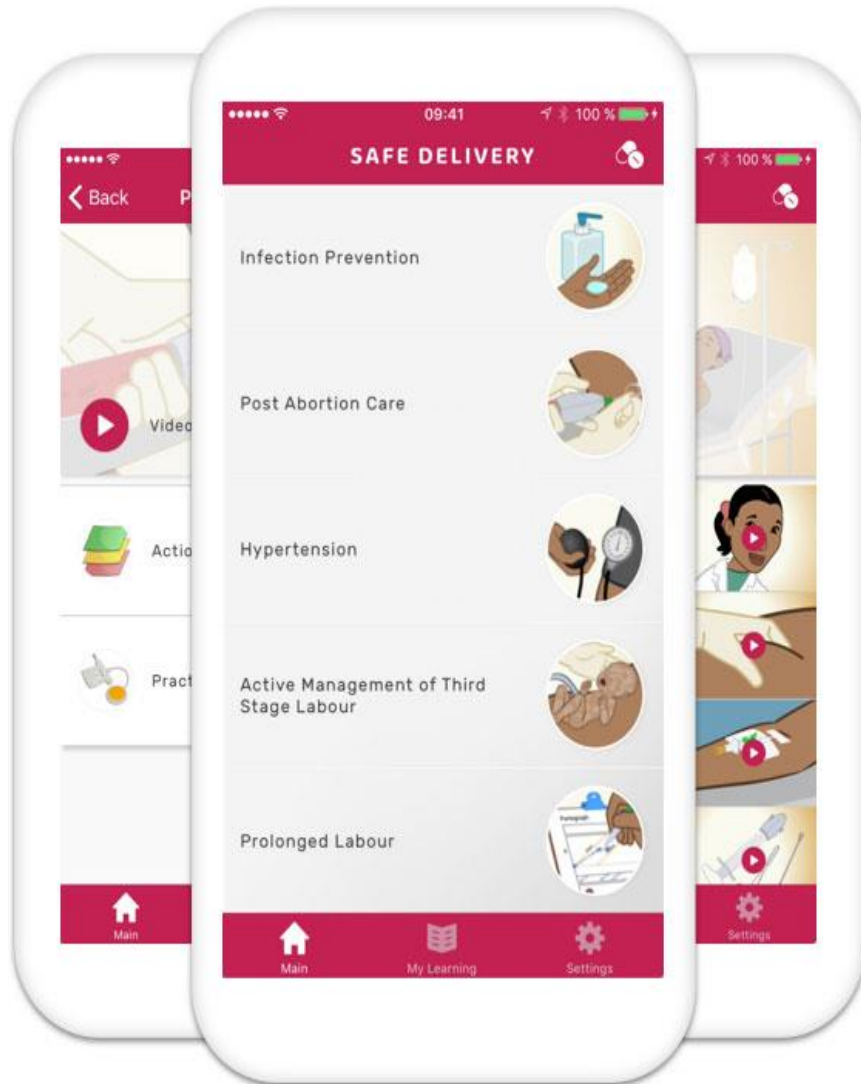


**"NO WOMAN SHOULD DIE  
GIVING LIFE"**

Maternity Foundation works to improve maternal and newborn health. We develop and integrate scalable programs and digital solutions that empower birth attendants, pregnant women and new mothers in low- and middle-income countries.



# THE SAFE DELIVERY APP



The Safe Delivery App is a free smartphone application developed by Maternity Foundation in partnership with Universities of Copenhagen and Southern Denmark.

It provides skilled birth attendants evidence-based and up-to-date clinical guidelines on the most common childbirth emergencies through simple, intuitive animated instructions and videos.

The App includes quizzes, descriptions of practical procedures, and drug lists that midwives and healthcare workers can always refer to – either on the job, in their spare time or as part of their training.

DEVELOPED BY



# MODULES IN THE SAFE DELIVERY APP

**INFECTION PREVENTION**



**POST ABORTION CARE**



**HYPERTENSION**



**ACTIVE MANAGEMENT  
3<sup>RD</sup> STAGE LABOUR**



**PROLONGED LABOUR**



**POST PARTUM  
HAEMORRHAGE**



**MANUAL REMOVAL OF  
PLACENTA**



**MATERNAL SEPSIS**



**NEONATAL RESUSCITATION**



**NEWBORN  
MANAGEMENT**



**LOW BIRTH  
WEIGHT**

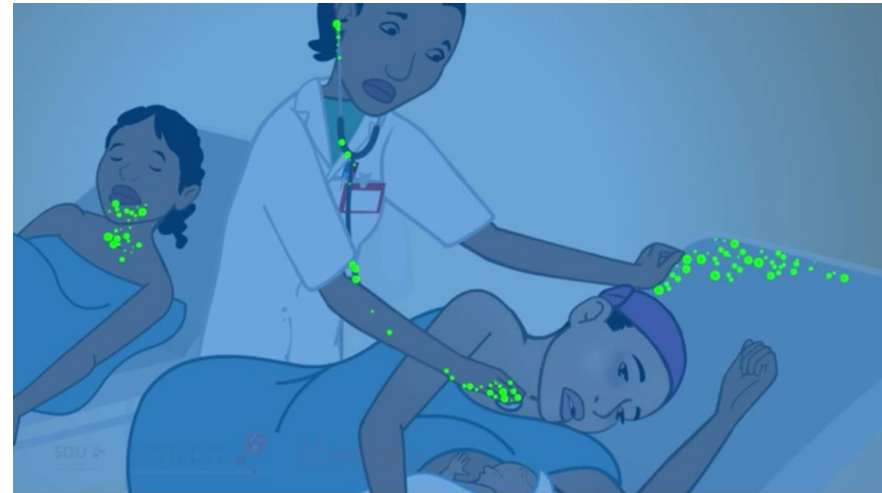
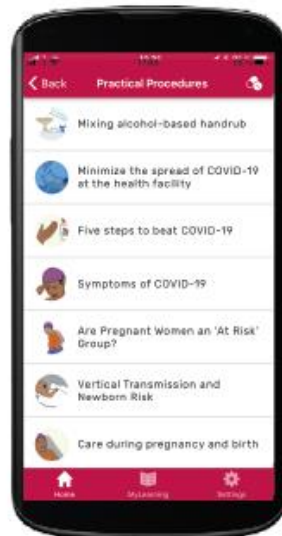
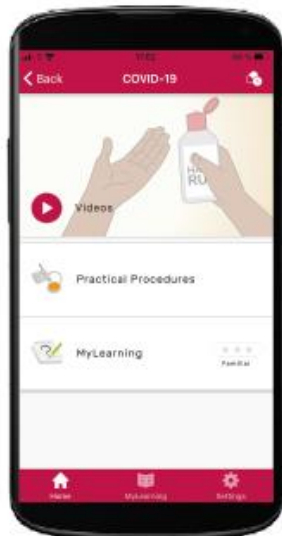


**FEMALE GENITAL  
MUTILATION**





# NEW TEMPORARY COVID-19 MODULE



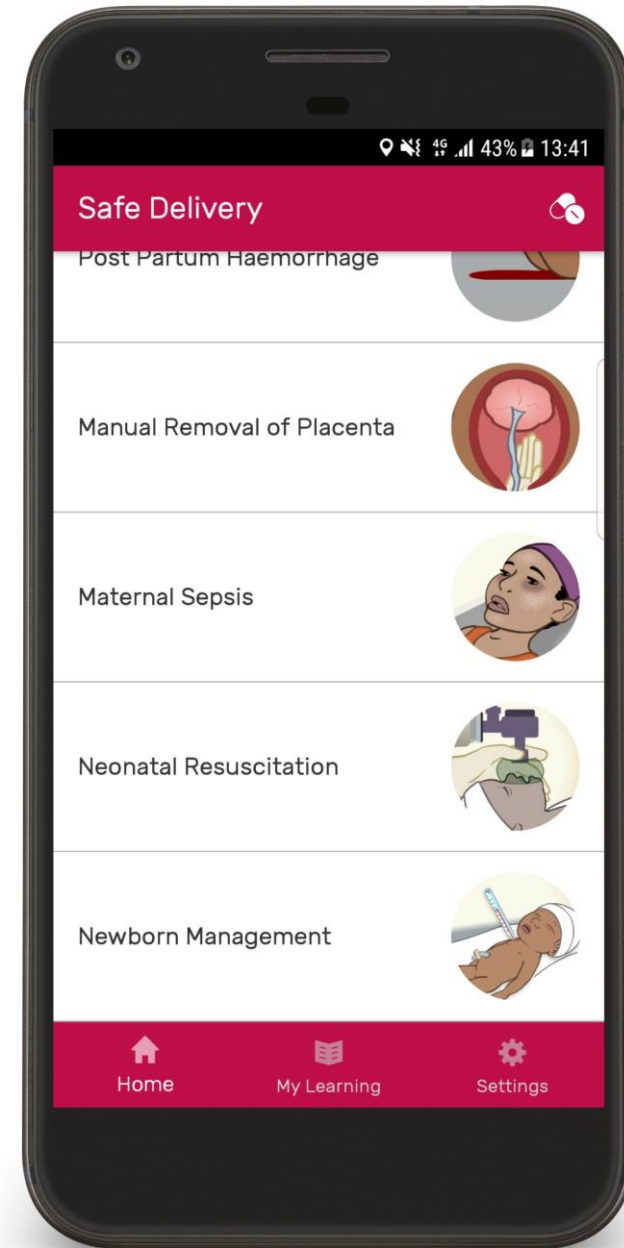
# COUNTRY AND LANGUAGE VERSIONS

## ✓ Global versions

- English
- French
- Arabic in pipeline

## ✓ Adapted versions

- Ethiopia (Oromo, Amharic, English, Somali)
- Ghana
- India (Hindi + English)
- Myanmar
- Laos
- Tanzania
- Somalia
- South Africa
- Bangladesh
- Kyrgyzstan (Russian + Kyrgyz)



# THE SAFE DELIVERY APP IN A NUTSHELL



- **Primarily based on WHO guidelines** and validated with an international group of global health experts, the App can be adapted to local contexts and policies.



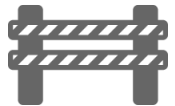
- **Basic Emergency Obstetric and Neonatal Care Signal Functions** are distilled into the most essential information and protocols.



- **Simple, concise, content geared towards** low-literacy settings.



- **No internet** required after downloading for use and **available for free**.



- **Able to overcome traditional barriers** related to distance, capacity, and funding.



- **Easily translatable and adaptable** for various settings and as guidelines are updated.



# REACH TO DATE

The Safe Delivery App is being used in professional training, education and as a job-aid by skilled birth attendants across the world.

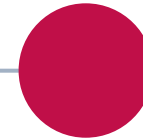
## 20+ implementing partners

UN agencies, national governments, international and local NGOs



## 40+ countries

Mainly in Africa and Southeast Asia

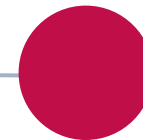


## 135,000+ downloads



## 11+ App versions

Language- and country adapted versions



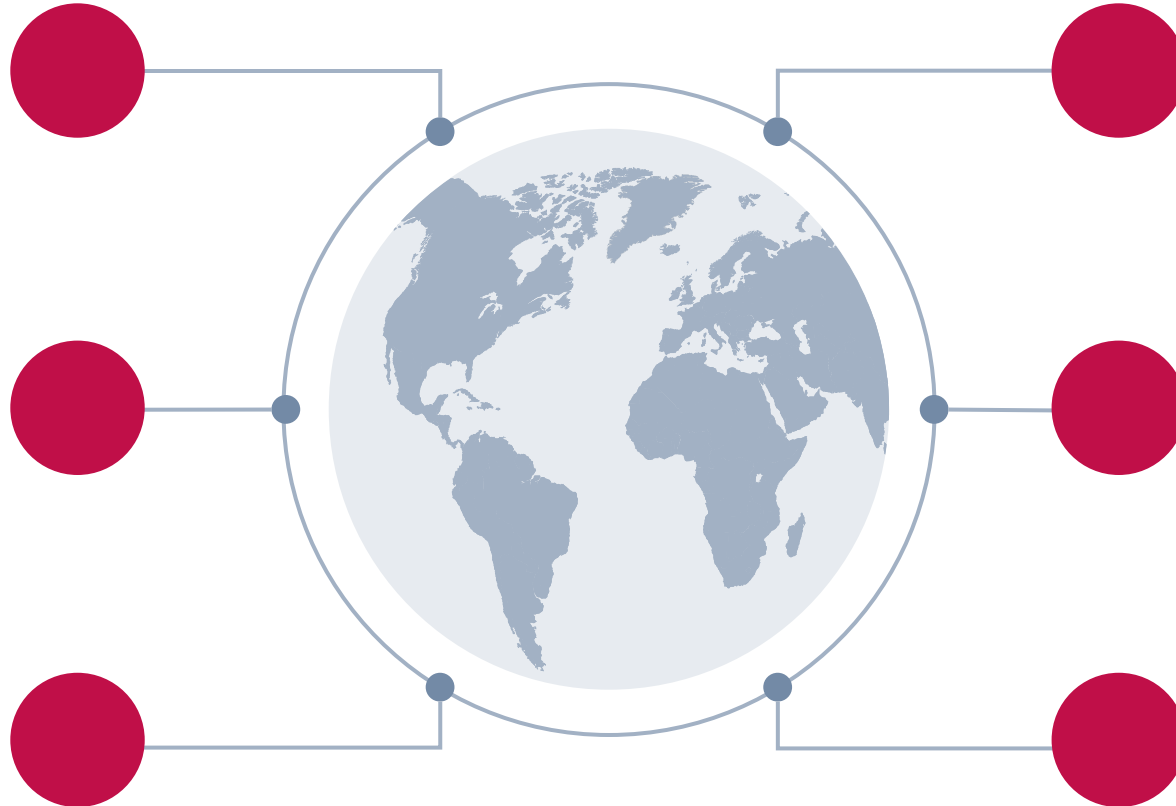
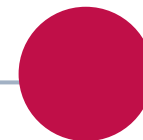
## 5 publications

Randomized controlled trials



## 47% highly engaged users

Based on App data and on-the-ground assessments



# PARTNER-DRIVEN APPROACH

## National level:

<p>Ethiopia</p>  <p>Federal Democratic Republic of Ethiopia Ministry of Health</p>	<p>India</p>  <p>सत्यमेव जयते Government of India</p>	<p>Ghana</p>  <p>MINISTRY OF HEALTH REPUBLIC OF GHANA</p>	<p>Myanmar</p>  <p>MINISTRY OF HEALTH AND SPORTS</p>	<p>Laos</p>  <p>MINISTRY OF HEALTH MANATU HAUORA</p>	<p>Bangladesh</p>  <p>Ministry of Health and Family Welfare (MOHFW)</p>
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**Project-level** countries: Tanzania, Kenya, Benin, Guinea, Togo, Somalia, Sierra Leone, Kyrgyzstan, Bangladesh and Philippines.



IAUG  
INTERNATIONAL ASSOCIATION OF UNIVERSITY GRADUATES IN AFRICAN STUDIES

amref  
health africa

LSTM  
LIVERPOOL SCHOOL OF TROPICAL MEDICINE

Save the Children.

JNFP

BØRNEfonden  
Children & Youth Foundation

Ifakara HEALTH INSTITUTE  
research | training | services

SOS CHILDREN'S VILLAGES

the andres soriano foundation

BLUE TOWN

WORLD BANK GROUP

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## SAFE DELIVERY APP TESTING & NATIONAL SCALE-UP

- Maternity Foundation introduced the Safe Delivery App to Ministry of Health in 2013 during the randomized control trial
- In 2017, Maternity Foundation shared with FMOH its experience on how to use the App in trainings and as a job aid in health facilities
- Ministry of Health was also revising the national BEmONC training curriculum - a three-week training which was very resource intensive



# SAFE DELIVERY APP TESTING & NATIONAL SCALE-UP

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- Maternity Foundation worked with FMOH and the expert team to assist the integration of the Safe delivery App based on its experience
- Able to integrate the SDA in the National Training Guideline for BEmONC (Basic Emergency Obstetrics and Newborn Care)
- The integration of the App made the training more interactive and saves time for both the trainees and trainers
- The training period was reduced from 3 weeks to 2 weeks



# TOT OF NATIONAL MASTER TRAINERS

- Based on the revised national training models, a ToT training module was developed and provided for 100 master trainers by Ministry of Health and Maternity Foundation
- Every implementing partner in the region used the trained trainers to cascade the new curriculum throughout the country in collaboration with Ministry of Health and Maternity Foundation





# CATCHMENT-BASED MENTORSHIP

- FMOH recently developed a national catchment-based mentorship guideline and manual which integrates the Safe Delivery App.
- Maternity Foundation developed a simulation exercise catalogue based on case scenarios. The simulations will be used during mentorship in facilities with no clients/cases during mentorship
- This helped to improve the quality of mentoring and increase the confidence, knowledge and skills of the health professionals
- All initiatives are based on the national roadmap and transformation plan, in which use of digital tools is stated as a mechanism to improve quality of service and reduce the need for refresher trainings for health workers



# JOURNEY IN ETHIOPIA

2013-2014  
Proof of Concept

2015- 2017  
Growing through  
partnerships

2018+  
Nationally anchored  
scale up

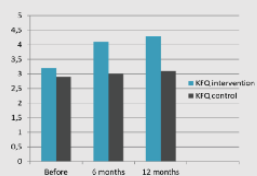
2018-- 2019,  
National scale up,  
catchment-based  
mentorship

2020+

Figure 1: PPH Skills



Figure 3: PPH knowledge



BØRNEfonden



Federal Democratic Republic of Ethiopia  
Ministry of Health



Federal Democratic Republic of Ethiopia  
Ministry of Health

National Catchment  
Based Mentorship  
Guideline

Pre-service  
+  
Modular  
based/LDHF  
Trainings  
+  
CPD



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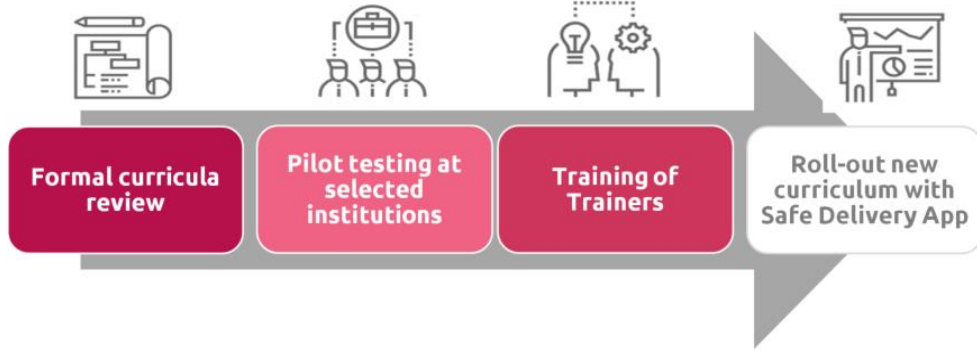
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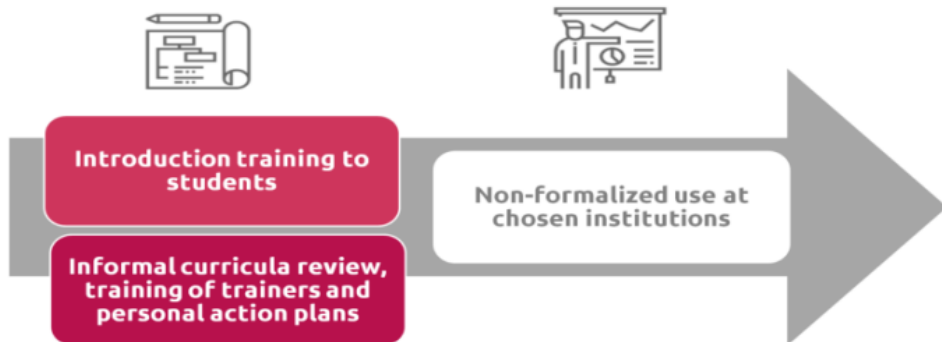
# LEARNING BY DOING IN ETHIOPIA

## DEVELOPING IMPLEMENTATION MODELS & USE CASES

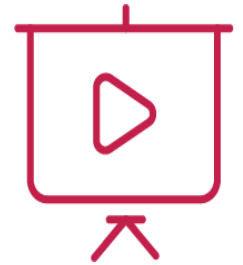
### INSTITUTIONALIZED APPROACH



### NON-INSTITUTIONALIZED APPROACH



*PRE-SERVICE TRAINING SUPPORT*



*IN-SERVICE TRAINING SUPPORT*



*ON-THE-JOB*

# A JOB AID AND TRAINING TOOL

The Safe Delivery App is used across Ethiopia as an in-service training, study and teaching aid, as a job-aid, as a pre-service teaching and study aid, and in on-site mentorship.



” *I use the App every day. I use it directly in my work and to check up on procedures and actions. 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. I think all midwives should use it.*

**Nicola Zewge,**  
Midwife in Nguenyiel Refugee Camp



” *I was worried that the app would take up too much additional time. But it actually minimizes training time. Because we are able to use videos and action cards to explain things clearly and quickly and allow the students to discuss.*



” *This training experience with the App is truly a very different experience. This way it is possible to understand things visually and how you should interact with a problem physically. It therefore is much better and easier to understand.*



# AN EDUCATIONAL TOOL IN PRE-SERVICE

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- Used as a self-directed learning and job aid, as a reference tool for the students
- Introduced for 18 teaching institutions for curriculum integration
- Piloting in five teaching institutions to integrate in the pre-service curriculum
- Simulation drills used for preparation of external exam for graduating class students
- Students use MyLearning exercises as part of self-improvement.





# CATCHMENT-BASED MENTORSHIP IN SOMALI REGION WITH UNFPA

- The App is also available in Somali language
- For the selected health facilities, tablets are provided for the onsite mentorship
- The mentorship is done by the hospital senior midwives to the selected health center, which is a catchment for the hospital
- This enables follow-up and progress very easily and sustainably as the mentors will see the change in their day-to-day tasks – as the health professionals will refer cases to the same hospital.



# MONITORING & EVALUATION



Baseline data collection was conducted before intervention of the project was started in 2019



28 midwives from 8 facilities across FaFan and Siti zones were included in the baseline.



At baseline, before the midwives received mentorship training, they completed two short surveys -their knowledge of how to handle basic obstetric and new-born complications, as well as their self-reported confidence in managing emergency situations.

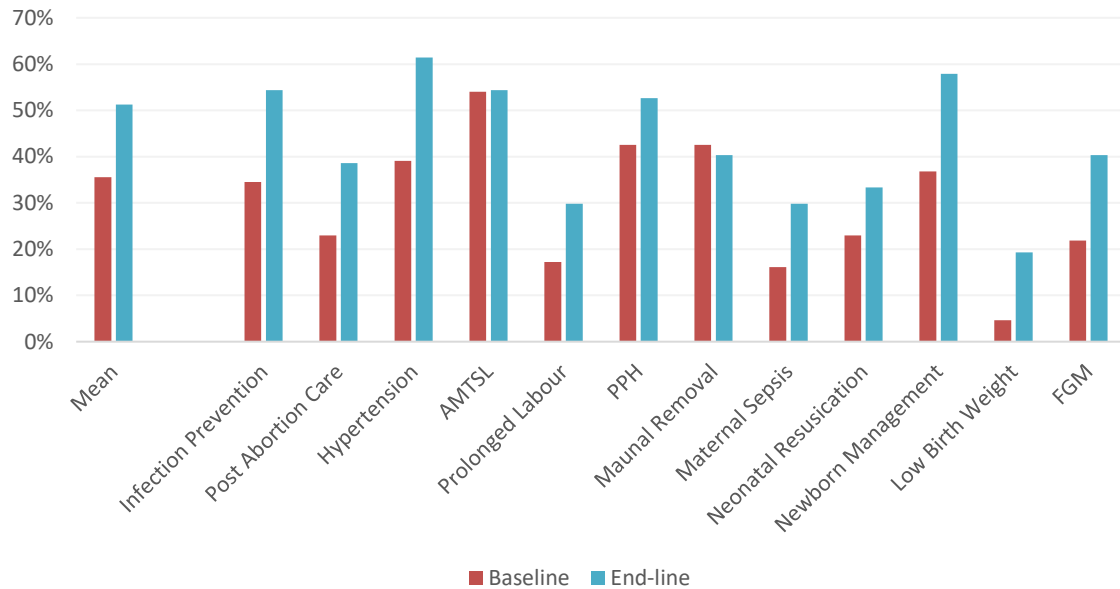


In addition, participants undertook skills assessments in nine critical procedures.



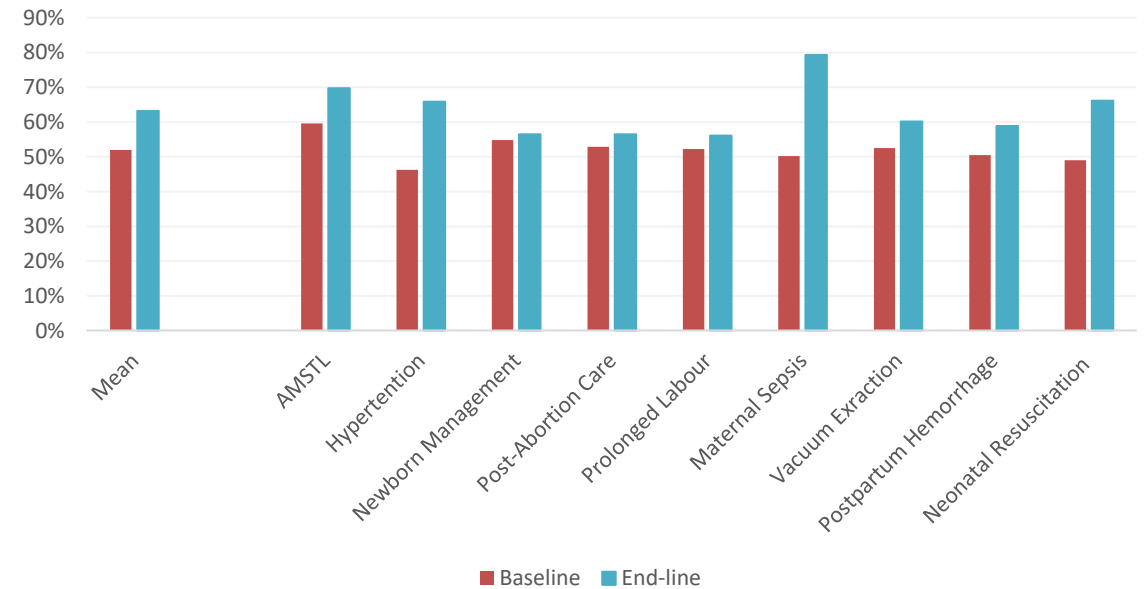
# INITIAL FINDINGS IN SOMALI REGION

## Knowledge Level



An average knowledge increase of 42% was observed

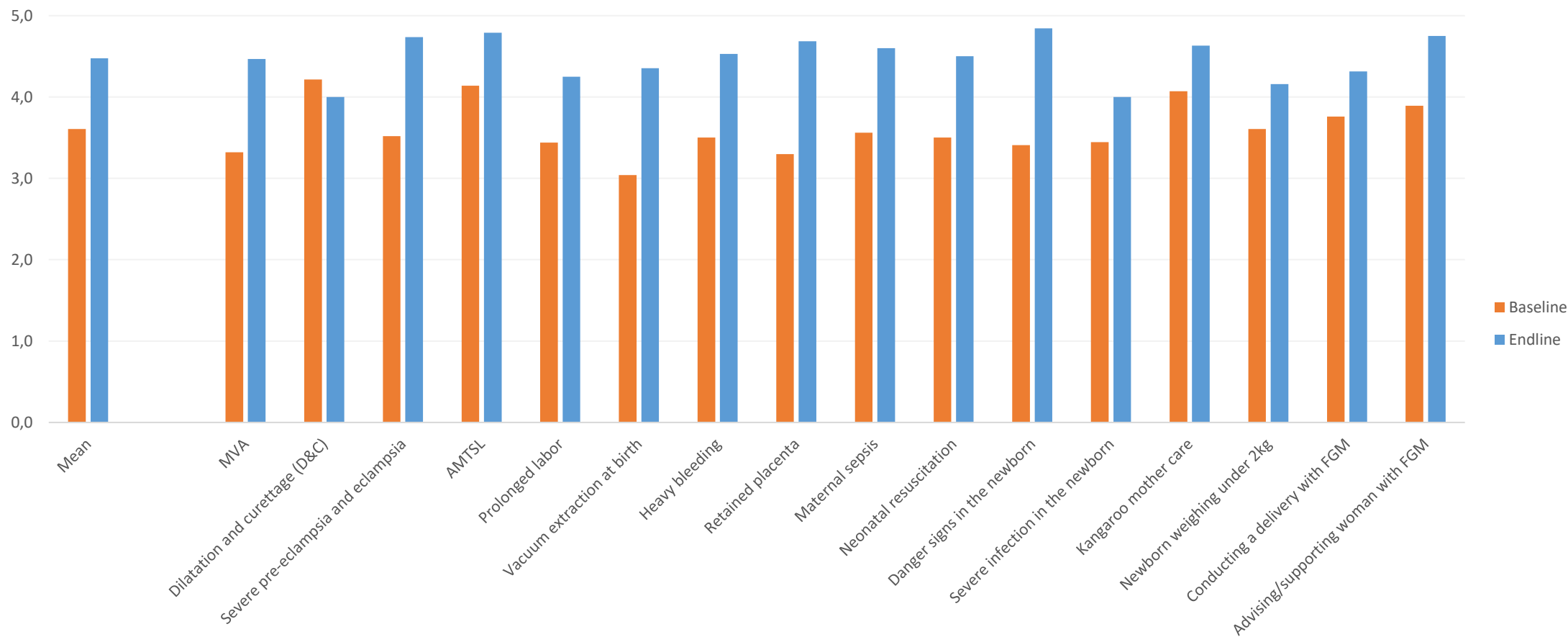
## Skills Level



An average skill increase of 21% was observed  
Group and individual mentoring works best



# SELF-REPORTED CONFIDENCE (FAFAN AND SiTi)





*It has changed me 100% in skills and knowledge. As I am a fresh graduate, I was poor in skills, and to learn from other midwives is good; there is a low case flow in this health centre. So, this mentoring with the simulation exercises was an opportunity for me to learn and grasp new skills.*

- Midwife at Erer Health center,  
Somali Region

• Respiration  
Evaluate her Level of Consciousness  
the Women's of her Side  
B Lisure  
Oxygen at  
Cover the women  
Evaluate the Women's L  
blood collection  
Catherization







*I get knowledge and experience from both my mentor and the Safe Delivery App. With my mentor I can ask lots of questions in person, but if I am not understanding some questions or situations, I can immediately go to the Safe Delivery App, search and get the information I need.*

- Midwife and Safe Delivery Champion at Awbere Health Center, Fafan Zone.







# THANK YOU!

More information on the Safe Delivery App:  
[www.safedelivery.org](http://www.safedelivery.org)



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