



Motherhood Collective
Impact Programme

Motherhood Collective Impact Programme

2018 report

Message from the Programme Director

2018 marked the most important milestone of our program to date, the launch of the Maternal Health Synapse. We believe that the Maternal Health Synapse has the potential to be game-changing in the field of maternal and neonatal health. An approach that has already shown huge success with the Patient Focused Medicines Development initiative, Synapse maps and categorises maternal health initiatives, actors, organisations and knowledge on a global level within one platform.

Joining the Maternal Health Synapse will help make your initiative visible to others, and will also enable you to find the right partner, organisation, initiative or resource, and showcase achievements and best practices. Currently in beta, Synapse is the culmination of several years of work including on other health issues, and with your feedback will continue to be improved and developed in the coming months.

This year was also an opportunity for the Alliance for Maternal Health Equality members to take a step back and refocus the program strategy. Through a task force, working sessions and with the support of experts, we defined a joint Policy Ask which we also opened for public consultation. The Policy Ask for the Alliance is: free antenatal care for all women in Europe on the basis of the 2016 World Health Organization (“WHO”) Recommendations on Antenatal Care for a Positive Pregnancy Experience.

Safe Motherhood Week 2018 was the biggest yet with a launch at the World Convergences Forum in Paris. We continued our #MakeMotherhoodCount campaign to collect stories from real women and their families on their motherhood experience, with a special focus on Romania. Our campaign reached over half a million people globally and next year we seek to make an even greater impact by collaborating with more organisations via Synapse.

Looking ahead to 2019, we will begin an important collaboration as part of the Innovative Medicines Initiative (IMI) project ConcePTION, to provide improved tools and methods to generate more valuable, reliable and timely information to HCPs and pregnant and lactating women about medication use during and after pregnancy. We look forward to bringing our expertise in building collective partnerships for collective impact to this important topic.

Helena Harnik,
Programmes Director

Achievements

Creation and Launch of the Maternal Health Synapse

Launched during Safe Motherhood Week 2018 and built in partnership with the Sanofi Espoir Foundation, Maternal Health Synapse maps and categorises maternal health initiatives, actors, innovators and problem-solvers on a global level within one platform.



This allows the creation of an interactive and rich directory of people and projects that will facilitate exciting new collaborations and reduce duplication of effort. Ultimately it will become a crowdsourced, global, actionable community on maternal health. Currently in beta, we will continue to make improvements, including the addition of a “marketplace” feature matching urgent maternal health needs with resources. Since launch, more than 150 maternal health leaders have joined from more than 95 organisations, sharing 38 initiatives and 87 resources.

Alliance for Maternal Health Equality joint Policy Ask and Public Consultation

The Alliance agreed a joint Policy Ask and potential legal mechanisms to achieve it.

The Policy Ask of the Alliance for Maternal Health Equality is: free antenatal care for all women in Europe on the basis of the 2016 World Health Organization (“WHO”) Recommendations on Antenatal Care for a Positive Pregnancy Experience.



This was developed through several working meetings of a taskforce and feedback from the members of the Alliance for Maternal Health Equality. It was supported by expert guidance and feedback from UzoMadu and Thomas Tindemans from Hill & Knowlton, and Irina Trichkovska and Pierre Pecheux from White & Case.

A public consultation campaign launched during Safe Motherhood Week to seek feedback on the Policy Ask gathered positive endorsements. Following the conclusion of the public consultation, a strategy building meeting will take place with the members of the Alliance and experts to define concrete next steps to achieve this Ask.

Biggest Ever Edition of Safe Motherhood Week

2018 marked the third and biggest ever edition of Safe Motherhood Week.

The week featured the launch of the Maternal Health Synapse at the World Convergences Forum in Paris (3-4 October) with the support of the Sanofi Foundation Espoir and the launch of a public consultation campaign to influence the legal framework in Europe to create a better environment for mothers. We brought the #MakeMotherhoodCount campaign to collect real stories about women, their families and their motherhood experience to Romania with over 30 personal stories from mothers focusing on “Commonalities in Motherhood”.

This was complemented by over 90 blog posts contributed by influencers, advocates and mothers. The #SafeMotherhoodWeek campaign reached over 569,554 people with more than 5,000 engagements across all channels, with media reaching 9.3 million people in the Europe and US.



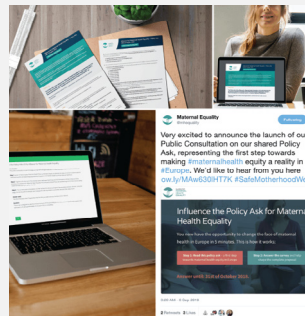
Successful launch of the Maternal Health Synapse in Paris, at the World Convergences Forum (3-4 September) with **25+ organisations joining the platform**



Implemented a comprehensive editorial plan to support the advocacy and awareness efforts with over **90** blogs contributed by influencers, advocates and mothers



Digital campaign in Eastern Europe with **over 30 personal stories** from mothers focusing on “Commonalities in Motherhood” as an overarching theme #MakeMotherhoodCount



Launched a **Public Consultation campaign** to influence the legal framework in Europe to create a better environment for mothers

✔ #SafeMotherhoodWeek campaign reached over **569.554** people with more than **5.000** engagements across all channels

✔ Media outreach (press release distribution) to over **9.3 million** people (Europe & US) and **269** interactions

✔ Over **13.136** views of the Sanofi Foundation video across SMW channels



2019 Approach

Until now, our energy has been focused on building a strong program foundation together with our partners. We have also started to make important progress in bringing together different actors in maternal health to speed up problem solving and avoid duplication.

In 2019 - 2021, we will take a more conscious focus on increasing demand and creating better conditions for high quality maternal health, including through activities to increase awareness of the gaps and issues that still exist today and which cut across all geographies and cultures.

We will expand Safe Motherhood Week globally and will build a more diverse partnership base using connections made through the Maternal Health Synapse to co-create and connect different stakeholder activities. Through the Alliance for Maternal Health Equality, we will translate the shared Policy Ask into a policy strategy that aims to put the issue of universal access to maternal care high on the European policy agenda and influence the legal framework in Europe to create a better environment for mothers.

We will also continue to populate and develop the Maternal Health Synapse to identify and characterise the maternal health stakeholder ecosystem, helping to reduce fragmentation within this active field. Tools to be developed will include a “marketplace” feature to match urgent maternal health needs with resources. We also plan to host a competition and award for the best maternal health initiative on Synapse to identify best practices and interventions that could be scaled up and applied to other settings and geographies.

From 2019, will have an important role to play in the IMI project ConcePTION, where our contribution will be focused on stakeholder engagement, sustainability and outreach to provide improved tools, information and methods to HCPs and women on medication use during pregnancy and breastfeeding.

The Motherhood Collective Impact Team

Board members and MCIP team

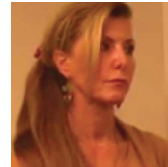
The Motherhood Collective Impact Advisory Board consists of:



Bernadette Hendrickx
Scientific Advisor



Lode Dewulf
Consultant,
Permanent Guest



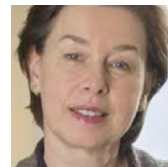
Roumyana Petrova-Benedict
IOM Senior Regional
Migration Health
Manager For Europe
And Central Asia



Neil Datta
Executive Director
At EPF



Irene Donadio
Advocacy Officer
At IPPF



Dr France Donnay
Consultant,
Women's Health,
Bill & Melinda Gates
Foundation

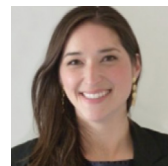
The Motherhood Collective Impact Team consists of:



Nicholas Brooke
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EURORDIS



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Project
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Helena Harnik
Programmes
Director



Gulwish Ahmed
Communications
Assistant



Danielle Barron
Chief Editor,
Motherhood
Projects



Roxana Radu
Communications
Manager



Lise Brooke
Growth Hacker



Diana Zaharia
Communications
Manager

Our partners

They made all this possible

A total of **13 partners** have decided to join forces to support and push forward our initiatives. This represents a major change in philosophy that has already started generating significant output on all projects.



2018



Overall Impact

Introduction

We believe collective action is the most untapped source of progress on societal issues. We believe in mutual collaboration and community, in joining forces and in building synergies to deliver on the challenges we face.

Investing in collaboration and collective action today means succeeding tomorrow. Maintaining a fragmented approach will continue to deliver a fragmented, inefficient or suboptimal impact.

2018 has been another important milestone in combining new skills, experiences, methodologies and tools. Neverbefore have we had such a well-balanced ecosystem for tackling complex societal issues. At the Synergist, we have developed Synapse - a mapping and collaborative suite dedicated to empowering collective platforms and their ecosystem. It is a key asset that, combined with offline collaborative best practices, blurs traditional boundaries and creates new opportunities.

We are still learning, we are still building capacity, and in 2019 we will continue this journey. However, armed with our combined experience, a growing team, and the power to develop tools together with 71 partners, we have never been so close to a scalable model that could be quickly applied to any societal issue.

We, The Synergist team and all involved partners, contributors, individuals and organizations, are working to make it happen.

The Synergist Team

Chi, Roxana, Eric, Jean-Christophe, Helena, Leticia, Danielle, Gulwish, Daniela, Laila, Geoffroy, Loic, Bernadette, France, Anne-Marie, Danielle, Gary, Marie-Neith, Lise and Nicholas

Context

Since its inception, The Synergist has aimed to achieve maximum impact for all its initiatives, delivering benefits to as many stakeholder groups and individuals as possible.

This can be seen in The Synergist's choice of focus areas and in the high-impact co-creation methods used. Yet, assessing the results of (new) methods and the outputs of (eco)system-wide initiatives is not an easy task. We have therefore decided to apply the Social Return on Investment (SROI) methodology to our projects, in order to create a strong foundation for any impact-related analysis or result we achieve.

Not sure what The Synergist is all about?

Check out www.thesynergist.org/about for more information.



Methodology

The SROI methodology has a strong track record and is increasingly being applied to all activities and businesses that want to accurately monitor and improve their social impact.

In short, it aims to measure impact at the level of the people whose lives are changed by the activity to be monitored, and to assess the extent to which resources correctly used to generate their maximum positive impact. The powerful effect of this methodology is that it fosters an iterative process: from the beginning of an initiative to its end, impact has to be measured and resources have to be (re-)allocated to improve positive impact.

At the Synergist, we have started applying this methodology to all our projects. Its iterative pattern matches our agile structure very well and guides our decision-making.

From Theory To Reality

The Synergist's Impact

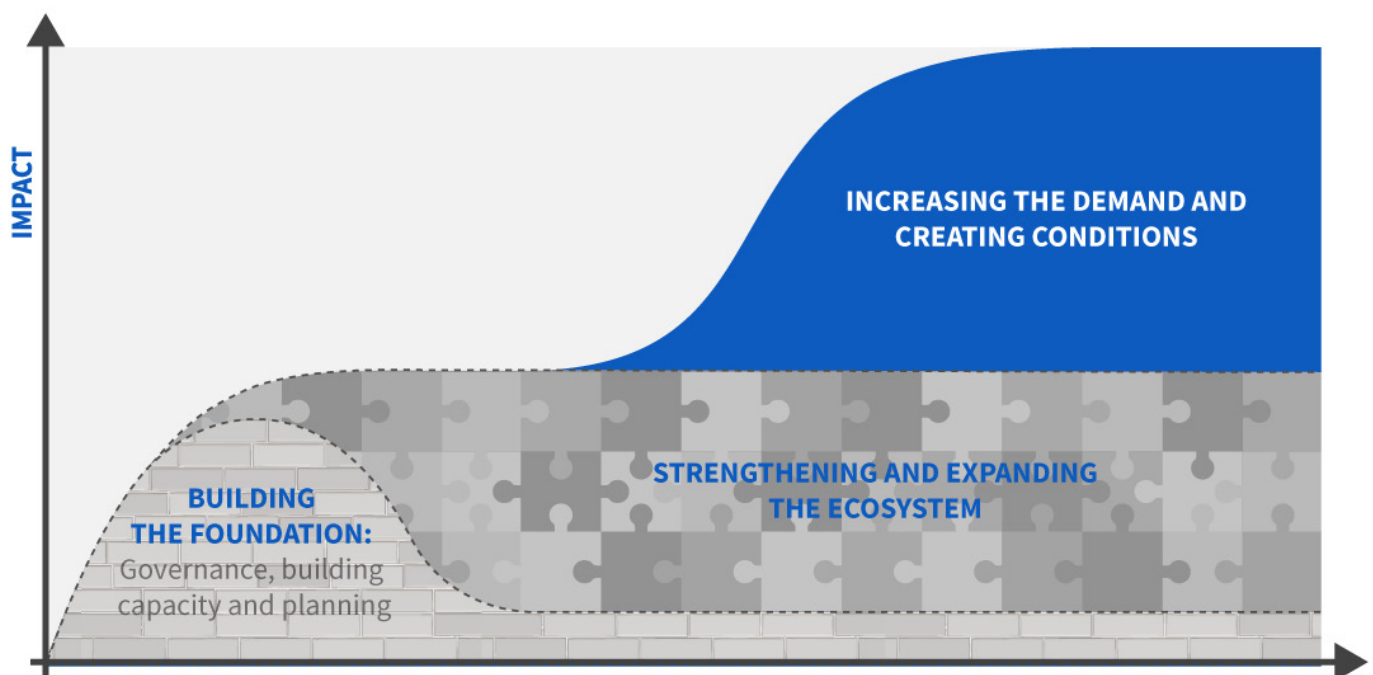
We have streamlined the above project structure across all our projects. The first step is to establish the backbone of the project, including the tools, processes and governance the project team will use.

Once this initial phase has been completed, ongoing project activities embed impact measurement making sure day-to-day activities and overall strategy remain aligned, while generating maximum impact.

On top of this, we strive to synergise other initiatives, filling the gaps coming from a fragmented approach, and delivering impact and outputs far beyond what any isolated initiative could reach.

In 2018, we have initiated impact measurement surveys for new initiatives for Break Dengue and PFMD. We have created a structure to encompass feedback from end-users/beneficiaries into our pilot projects as a commitment to deliver maximum positive impact. In the PFMD project we have started measuring the amazing powerful impact that synergizing with other stakeholders' initiatives can generate.

We are proud that PFMD has been acknowledged as one of the major Patient Engagement initiatives globally, enabling the program to advance the global patient engagement ecosystem. This convergence of various initiatives and efforts, leadership and energy generates very powerful results. The change is happening!



Highlights

Meaningful numbers

2 new projects	7 new partners, bringing us to a total of 71	43 total partners (owned projects)
1.252 experts in patient engagement ecosystem	1.206 experts in dengue ecosystem	154 experts in maternal health ecosystem
706.601 total visits on our project websites	2.725.560 social media reach (total)	239.574 social media engagement (total)
5 new team members	22 team members in total	

Financial Report

	Project Turnover (€)	Project Expenses (€)	In-kind hours	In-kind contribution (€)
Break Dengue	150.000	233.642	700	45.500
Motherhood Collective Impact Programme (MCIP)	145.000	126.332	50	3.250
PatientFocused Medicines Development (PFMD)	995.000	934.301	1.229	79.885
PARADIGM	181.276	150.909		
Share4Rare	80.750	101.588		
European Projects	262.026	252.497		

Partners

They made all this possible

A total of **71 partners** have decided to join forces to support and push forward our initiatives. This represents a major change in philosophy that has already started generating significant output on all projects.



www.MotherhoodCollectiveImpact.org