



PACIFIC HEALTH SUMMIT
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*Maternal and
Newborn Health:
The Crux of a
Decent Humanity*

The Business Case

When a health issue becomes the focus of global attention from civil society, international leaders, and the business community, progress is accelerated, more lives are saved, and programmatic impact grows exponentially.

The year 2010 represents a critical tipping point for maternal and newborn health (MNH). Astounding recent strides in reducing maternal and child deaths shows that success is happening, more progress is within our reach, and now is the perfect time to be bolder and more ambitious.

- The universal experience surrounding birth should be one of celebration, not loss. Simply put, “success” means wanted pregnancies, safe births, and the survival of mothers and newborns. What does it take? Essentially this: basic equipment and medicines, a safe environment, and the right person to help the mother and baby during birth and in the critical days that follow. For the business sector, the unprecedented attention directed toward MNH in 2010 highlights an exciting, growing market for appropriate and much-needed products, processes, and services.
- Few markets are as highly motivated and attuned to innovative commodities, technologies, and messaging as expectant mothers and fathers. All cultures worldwide celebrate when both mother and baby survive and are healthy. Yet each year 60 million births take place at home, and very few of these involve a skilled attendant. The business sector, with its power to innovate, has a unique capacity to help close the service gap for mothers and babies and meet demand for skilled caregivers, as well as provide appropriate tools and technologies, even in the most remote areas.
- The corporate sector’s ability to create sustainable models for constructing, deploying, and delivering products and services places it in a unique position to make an impact. Business expertise and commercial infrastructure, if effectively harnessed and directed, could be the key to addressing MNH challenges.
- By investing in activities, products, and processes that impact MNH, companies develop a new market for their own commodities and services, build societal support for their operations, enhance government and community relationships, create a positive community footprint, and improve their reputation—both locally and on a global scale.

Why and how should the business sector engage?

Most companies have a vested interest in addressing the health and well-being of the communities in which they work and recognize that doing so is a critical component of any strategy for sustained success. These investments can enhance visibility and relationships with national governments while boosting reputations with consumers. But engagement does not only have to come from corporate social responsibility (CSR). As companies have explored how the products and services of their core business models can engage and profoundly impact communities, many have discovered unforeseen entry points into new markets and built added value for their employees and customers.

As business leaders, you hold tremendous power to advance change and influence policy. Executives can promote healthy behaviors and appropriate use of health services. You can also facilitate employee-based social responsibility campaigns. Such leadership inspires public health leaders to be open to, and seek out, partnerships with business.

Opportunities to make an impact are limitless. As MNH is intertwined with almost every other global health and development issue, becoming more engaged in MNH does not have to occur at the exclusion of other types of support:



- Addressing other diseases (for example, HIV/AIDS, TB, or malaria) often has a direct impact on the most vulnerable demographic: pregnant women and newborns.
- Information and communications technology infrastructure is good for business and trade and enhances the reach of primary health systems.
- Roads and other infrastructure improve business while also helping to connect women and newborns with skilled caregivers and safe, equipped institutions.
- Education increases awareness and promotes healthy behaviors. Educated women are more likely to seek out care for themselves and their children.
- Agricultural development and housing sustains and creates a more stable environment for families and communities.
- Microfinance empowers women and helps them support their families.

Stories of engagement

Strengthening a brand while providing technology and training for front-line workers

Laerdal Medical

Since the beginning of modern resuscitation, Laerdal Medical, a family-owned multinational company, has matched a mission of helping save lives with commercially successful products that address the needs of trauma and cardiac arrest victims in the developed world. Laerdal recently extended its mission to help meet the pressing needs of the developing world through products directed specifically toward care at birth to reduce neonatal and maternal deaths. Investments in R&D have yielded innovative, simplified neonatal resuscitation equipment. Laerdal made an initial donation of 5,000 instructor kits for the American Academy of Pediatrics Helping Babies Breathe (HBB) initiative and has committed to supplying HBB materials at cost to developing countries through 2015.

“Developing countries represent most of the need relative to our global mission. If we can do a good job supporting Helping Babies Breathe and MDG 5, this will strengthen both our brand and the motivation of our employees.”

– **Tore Laerdal**, Chairman, Laerdal Medical

Leveraging brand awareness to help eliminate deaths from tetanus

Procter & Gamble

In 2006, Pampers teamed up with UNICEF to launch the “One Pack = One Vaccine” Campaign. This initiative supports UNICEF’s goal of eliminating maternal and newborn tetanus by providing life-saving vaccines to women of childbearing age in less industrialized countries. Since the start of the campaign, Pampers has funded over 200 million tetanus vaccines and inspired countless employees, consumers, and customers in over 50 countries across four continents.

“We have been able to use the global reach of our brand to drive broad awareness of the need to eliminate the threat of tetanus for mothers and babies. Our brand can do the most good – have a real impact on the health of babies around the world – when we partner with others.”

– **Martin Riant**, Group President, Global Baby Care, Procter & Gamble

Discovering a viable market for innovative, durable medical devices that save lives

Freeplay Energy and Powerfree Education and Technology

The Doppler Fetal Heart Rate Monitor (FHRM) helps reduce stillbirths and neonatal deaths from labor complications. Awarded the INDEX global design award in 2009, this ruggedized device was developed through collaboration between the commercial company Freeplay Energy and the non-profit Powerfree Education and Technology. FHRM’s menu of power choices include wind-up, foot pump, and solar technologies. Although manufacture of the FHRM has begun in South Africa, distribution requires wider partnerships, especially to reach low and middle income countries.

“The midwives we’ve given [the device] to don’t want to give it back... How can anyone say there isn’t a viable market or clear need?”

– **John Hutchinson**, Chief Technical Officer, Freeplay Energy

Taking pride in providing access to a needed vaccine

Sanofi Pasteur

In the absence of a specific treatment for dengue fever, Sanofi Pasteur responded to the call from policymakers by investing heavily over the past two decades by developing a dengue vaccine. Dengue affects more than 200 million people annually and is particularly dangerous for mothers and babies. Access to dengue vaccine is a public health and economic priority for affected countries, primarily in Asia and Latin America. Working in partnership with the public sector, the company aims to make this vaccine available to the most impacted countries as quickly as possible.

“It is a tremendous source of pride for us to know that our labors may soon contribute to the incredible record vaccination has in addressing global health problems.”

– **Michael Watson**, Vice President, Global Immunization Policy, Sanofi Pasteur

Strengthening mission through partnerships for malaria prevention in employee communities

ExxonMobil

Through partnerships with Jhpiego and the governments of Nigeria and Angola, ExxonMobil is working to curb the effects of malaria on women and babies. The company supports and funds the design and implementation of pioneering malaria-in-pregnancy programs that expand prenatal clinic coverage of malaria prevention to local communities while linking them with HIV/AIDS prevention programs. The results of these pilots are powerful drivers in attracting partners to help bring interventions to scale. This partnership is part of the ExxonMobil Malaria Initiative, which supports advocacy, R&D, and field disease control programs focused on malaria through grants and collaborations with local institutions, international NGOs, and governments.

“Malaria-in-pregnancy programs are one of the ‘best buys’ in global MNH. Lives of mothers and infants are saved and this is a natural build on existing community and facility-based maternal services, so it supports our collective health systems strengthening mission.”

– **Steven Phillips**, Medical Director, Global Issues and Projects, ExxonMobil Corporation

“Public-private alliances are vital to the achievement of transformational development goals... Alliances that have the greatest impact are the ones connected to the core business mission of the private company.”

– Lily Kak, Senior Maternal and Newborn Health Advisor, USAID

Targeted public-private alliances around newborn health

USAID and Unilever

USAID's Global Development Alliances (GDA) link U.S. foreign assistance with the resources, expertise, innovation, and creativity of private sector partners and NGOs. These alliances have redefined the way USAID does business, shifting from the traditional client-vendor relationship to welcoming the private sector as a full and equal partner in development. New GDAs have been formed to address newborn mortality. Evidence indicates that hand washing with soap by birth attendants, new mothers, health providers, and caretakers can significantly reduce newborn deaths due to infection. In response, USAID and Unilever are launching a joint effort to improve hand washing practices for newborn survival. USAID has also launched a GDA with Laerdal Medical and other partners on infant resuscitation.

Using vaccination and screening together

Merck & Co., Inc. and QIAGEN N.V.

Merck & Co., Inc. and QIAGEN N.V. are collaborating to increase access to HPV vaccination and HPV DNA testing in some of the most resource-poor settings of the world. This initiative represents the first time a vaccine manufacturer and a molecular diagnostics company are working together to address the burden of cervical cancer, using a comprehensive approach. Their complementary tools demonstrate the unique impact that collaborations between pharmaceutical and diagnostic companies can have on global public health. The companies are seeking public and private partners to design and implement national cervical cancer programs; provide treatment; and support improvements in laboratory and vaccine delivery infrastructure, training of healthcare workers, education, and advocacy. The partnership originated at the 2009 Summit, where leaders from the companies met in person for the first time.

Where does an interested company start?

Begin internally

- How can you support the mothers in your workforce?
- How can you support the families of men in your workforce?
- How can you promote the dissemination of accessible, understandable health information within your workforce?

Assess opportunities in your core business

- Can you integrate MNH across the span of your company's communications and advocacy, information and communications technology, equipment and drug R&D, and logistics and supply chain management?
- What are you already doing that could make an impact on MNH?

Consider 2010 Summit Calls for Collaboration as entry points

- A group of 2010 Summit participants have submitted Calls for Collaboration, each of which offers a specific, tangible,

and immediate opportunity for business to become engaged in MNH.

- These Calls provide entry points for interested companies to the people and on-the-ground organizations who have made MNH their life's work and are open to creative forms of engagement with new partners.

Become a part of the movement

- Engage with leading international NGOs and multilateral institutions active in MNH to explore creative business opportunities.
- Stay informed. Numerous organizations exist purely to provide information about these issues. The organizations gathered at the 2010 Pacific Health Summit represent fantastic entry points for engaging in this field.