

MERCK FOR MOTHERS IN KENYA

It all starts with a mother—she’s the beginning of a much bigger story. A healthy pregnancy and childbirth leads to a lifetime of benefits, both for her own health and prosperity, as well as that of her children, family, community, and nation—for generations to come. We call this the “Mom Effect.” Working with partners across sectors, we’re making the Mom Effect a reality for communities across the globe.

Maternal Health in Kenya

Although maternal mortality has declined by nearly half globally, the ratio has been almost stagnant in Kenya. The Government of Kenya is developing policies and financing schemes that ensure women have access to quality and affordable maternal health care services. Recently, the government also recognized the need for better quality care as a key solution for improving maternal health outcomes.

Innovation is at the center of Kenya’s development strategy. The widespread availability and utilization of digital technology, paired with a strong national health insurance program, make Kenya an ideal testing ground for innovative solutions that can reduce maternal mortality in Kenya and beyond.

What We’re Doing

Merck for Mothers is working in close collaboration with multi-sectoral partners, including social entrepreneurs, non-profit organizations, government, and academia, to ensure women have access to two of the most powerful ways to prevent maternal mortality: quality maternity care and access to modern contraception. We are investing in innovations that:

- **Empower women** with the information, choice, and voice needed to access the health care they want
- **Equip health providers** with innovative products and platforms to offer better quality care
- **Strengthen health systems** with new models to better financing and deliver quality care

EMPOWERING WOMEN



Nivi

We are working with social entrepreneurs to develop and deploy **Nivi**—a simple, mobile phone-based service that uses SMS and other communications platforms like WhatsApp and Facebook Messenger to help women learn about their family planning options, identify the method(s) they want, and find local providers who offer quality services and have their preferred options available. Over 50,000 users have engaged on the Nivi platform and used it to answer questions about reproductive health and contraception.

EQUIPPING HEALTH PROVIDERS



Project iDeliver

With support from *Merck for Mothers*, **Vecna Cares**, **M4ID**, and Johns Hopkins University are designing, developing, and implementing **Project iDeliver**—a digital tool that helps maternity providers consistently offer quality care. The solution captures routine data from admissions to discharge which health care providers can use to inform quality improvement efforts.



Post-Pregnancy Family Planning (PPFP) Choices

In collaboration with the **Bill & Melinda Gates Foundation** we are working with **Jhpiego** to gather evidence from public and private providers on best practices for implementing the revised **WHO Family Planning Medical Eligibility Criteria**, which expand the family planning methods available to postpartum women.



Project CHAMPION

We have forged a unique collaboration with **World Health Organization** and **Ferring Pharmaceuticals** to advance a heat-stable drug, carbetocin, that has lifesaving potential to prevent women from hemorrhaging after childbirth. Project CHAMPION's 30,000-women clinical trial took place across 10 countries, including Kenya.

STRENGTHENING HEALTH SYSTEMS



M-TIBA

In partnership with the **PharmAccess Foundation**, we are expanding M-TIBA to include maternal health services — designing a care pathway for pregnant women to access quality care. **M-TIBA** is a mobile phone-based solution that efficiently and transparently links patients, providers, and payers to improve the financing and delivery of care.



Global Financing Facility (GFF)

In 2017, we became the first private sector partner in the **Global Financing Facility (GFF)**. As part of the GFF partnership, we are exploring catalytic investments and private sector engagement opportunities that align with our commitment to reducing maternal mortality.



SDG Partnership Platform

We are also a member of the **SDG Partnership Platform**, which aims to strengthen primary healthcare and accelerate progress towards achieving universal health coverage in Kenya. The Platform brings together leaders from the public and private sector to address gaps in human resources, healthcare financing, access to medicines, and technology. Partners include **Philips**, the **Government of Kenya**, and the **United Nations**. *Merck for Mothers'* contributions to the platform includes our partnership with **Jhpiego** and the **Kenya Red Cross Society**, the **G-Amini Project**, that bolsters innovative contraceptive service delivery models for adolescents.