For a world where all mothers experience childbirth safely and with respect, and all newborns get a safe start in life.
OUR GROWTH: IMPROVING QUALITY OF CARE FOR MORE MOTHERS AND BABIES EACH YEAR

2020
135,000 deliveries (projection)

2019
210 hospitals conducting 87,000 deliveries

2018
50 hospitals conducting 60,000 deliveries

2017
15 hospitals conducting 17,000 deliveries

2016
8 hospitals conducting 8,000 deliveries

2015
3 hospitals conducting 3,000 deliveries
THE CHALLENGE

In Kenya, over 80% of facility-based maternal deaths and a significant proportion of neonatal deaths can be prevented through better quality care.¹

- **33%** of the maternal deaths caused by delays in seeking care: mothers are not empowered to seek care at the right time and place.²
- **55%** of preventable deaths are caused by delays in action or inadequate support from healthcare providers.³ Half of providers fail to achieve passing scores on knowledge and skill tests.

County health system managers are keen to solve these challenges, but are limited by the availability of low cost, evidence-based tools that can be integrated within hospitals to improve the quality of care.

COVID-19 will only exacerbate these challenges for mothers and babies. As cases increase across Kenya, Jacaranda is accelerating the expansion of our core programs rapidly to ensure that mothers continue to receive the life-saving care they need.

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2 Ibid
3 Ibid
OUR SOLUTIONS

Jacaranda Health delivers low-cost and sustainable solutions in partnership with government hospitals to improve the quality of care for mothers and newborns across Kenya.

Our core solutions have been deployed as a package in 71 government hospitals in 5 Counties, serving 180,000 mothers and babies annually.

We empower mothers to seek care at the right time and place, and ensure that they receive the best possible care from well-trained government healthcare providers.

County health system managers are empowered with real-time data, dashboards, and insights to improve decision-making related to facility service delivery.

Our goal is to reach 1.5M mothers and babies across Kenya in the next 3 years, with our solutions adopted as the national standard of care in maternal and newborn health.
COVERING KENYA'S MOST DENSELY POPULATED COUNTIES

We are active in 5 Counties, including 4 of Kenya’s 5 largest, and have recently signed agreements with 2 additional Counties. By 2022 we will be working in the 10 most densely populated Kenyan Counties that account for more than 40% of the births in Kenya.
PROMPTS IS EMPOWERING MOTHERS TO SEEK CARE AT THE RIGHT TIME AND PLACE

PROMPTS is a free, two-way digital health platform which empowers new and expectant mothers to seek care at the right time and place. Women using PROMPTS receive a sequence of rigorously-tested nudge text messages and can text in their questions to a clinically-trained help desk service.

In 2019, we optimized our machine learning tools to triage women’s incoming messages for urgency. This improvement allows us to respond to urgent questions within 1 hour. Mothers who report danger signs are called by one of our clinical help desk agents, and 83% of mums who are flagged for an urgent issue seek care.

In 2019-2020, 185,000 pregnant women and new mothers enrolled onto PROMPTS, at more than 250 public facilities.
We have a growing demand from PROMPTS, with more counties signing on for the service each year. We have experienced 10X growth in our user base since mid-2019. This rapid growth has been achieved by using different enrollment methods, including Facebook and radio. These women are increasingly engaging with the platform as well - our help desk now receives more than 800 questions every day.

I have learnt a lot about danger signs. I asked questions even when I was in labour and I got responses. I gave birth safely.”

PROMPTS User from Murang’a County

185,068 mothers enrolled on PROMPTS

20% increase in women completing 4 ANC visits

83% mothers flagged with a danger sign who sought care

2X more likely to take up postpartum family planning
Expanding PROMPTS through our government partnerships ensures that pregnant women and new mothers anywhere in the country can enroll in the service. Women across the country will have free access to pregnancy and newborn information, to our AI-assisted helpdesk for support and referrals, and to resources for COVID-19 in pregnancy. Through this expansion, we anticipate reaching 350,000 additional mothers in the next 12 months.

In limited resource settings, telemedicine can offer additional, personalized support and advice to ensure continuity of care. We have rapidly built, tested and launched a “teletriage” to support mothers with remote, ‘virtual’ ANC appointments, in response to the COVID-19 outbreak and decrease in care-seeking. Our clinically-trained help desk is taking in digital patient files from an SMS flow and responding to patients with follow-up calls to ensure they are receiving the information or care that they need, despite access challenges during the pandemic.
MENTORSHIP IS BUILDING THE LIFE-SAVING OBSTETRIC AND NEWBORN CARE SKILLS OF FRONTLINE PROVIDERS

Through the Emergency Obstetric and Newborn Care (EmONC) mentorship program, our team of Jacaranda Lead Mentors train and support a cohort of selected government nurse midwives to become maternal and newborn health quality of care champions in their own facilities.

- These “In-Facility Mentors” conduct peer coaching that affordably increases and sustains provider EmONC skills.
- The program uses an evidence-based, standardized toolkit and curriculum for EmONC and a data-driven approach to bedside coaching for context-specific skills improvement.

Over the last 12 months, this team has built a network of 120 government In-Facility Mentors across 71 mid- and high-volume facilities, in 5 Counties.
Recently we had a mother who delivered an asphyxiated baby... but our team was up to the task. We all chipped in, the teamwork was excellent, and we were able to help this baby... The mother was so happy, she couldn’t even hold [back] her tears of joy as she held her baby. And these have been the stories, every day, because of the skills we have gained from the program.”

_in-facility mentor, Kiambu County_
MENTORSHIP DATA COLLECTED ON A ROUTINE BASIS SHOWS:

90% of the essential clinical delivery steps are consistently performed

80% of providers are passing the neonatal resuscitation skills tests

122 EmONC mentors trained

2,215 healthcare providers who have received mentorship

71 facilities with mentors
BUILDING THE NEXT GENERATION OF EMONC MENTORS IN KENYA

In 2019 we opened our first Nurse Mentor Training Centre with the goal of becoming a regional hub for mentorship training. Although the nurse mentorship program takes place in the public hospitals themselves, the Training Centre acts as a dedicated space to build the capacity of the Jacaranda Lead Mentors themselves.

We have learned how to prepare for simulations and have run some of them ourselves. It’s been fun and during the last drills we were excited and ready.”

Janet Achieng, EmONC Mentor

CRITICAL INFORMATION AT A PROVIDER’S FINGERSTIPS

We have launched a self-guided learning platform to offer in-facility mentors and healthcare providers more opportunities to improve their skills and engage with learning content, called DELTA (Digital EmONC Learning Trainer & Assistant). Currently mentors are tracking test scores before and after the learning modules to validate the platform. The vision for DELTA is to offer digital CMEs which will offer NCK licensing points for providers.
Counties have taken the lead on using data from the programs to respond to challenges in the health system. For example, facility managers are using ‘Client Experience Scorecards’ from PROMPTS surveys to address concerns of mothers at facilities. County Reproductive Health Coordinators review a tracker map to see where issues are arising in their county facilities, so that they can respond rapidly to emerging concerns.

By empowering our County partners with data, we are closing a feedback loop within the government health system and bringing administrators closer to their clients.

We have also seen a dramatic increase in County partners’ willingness to spend their own budgets on program expansions. **In 2019, counties covered 40% of the operating costs of our mentorship program.**
The SMS program has enabled us to [get] feedback from the clients on their satisfaction with the services and we have been able to act [on] some of the clients’ complaints especially during this Covid-19 pandemic.”

Christine, Unit Head - Reproductive, Maternal and Newborn Health, Makueni County

We recognize that the impact and sustainability of our solutions will be increased when deployed in a supportive environment that places quality of care at the centre of health service delivery. With support from USAID, Jacaranda Health launched its Urban Maternal, Newborn and Child Health Project, otherwise called Kuboresha Afya Mitaani, in 2019.

Recognizing the complexities of informal settlements, Jacaranda Health is partnering with The Population Council, Nairobi City County, Sanergy, and Berkeley Air Monitoring Group to focus on understanding and improving outcomes in two informal settlements in Nairobi City County. The project will integrate siloed actors in the quality of care space – such as women and families, communities, health facilities, health regulators, and actors in sanitation and air pollution – to build a ‘Quality Ecosystem’ in Kawangware and Mathare North.
The 3-year implementation research project will contribute to better maternal, newborn, and child health outcomes for 60,000 of Nairobi’s most vulnerable women and children. It will examine the drivers of poor health, while testing innovative solutions that will catalyze political interest to scale.

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2019 - 2020
JACARANDA HEALTH TEAM
NEW FACES AT JACARANDA HEALTH

The team has grown in nearly every department over the last year, adding to our programmatic, operational, clinical and communications capacity. Here are a few of our key new team members:

Cynthia Kahumbura
Director of Operations

Sieglinder Mghenyi
Program Manager, PROMPTS

Liz McNeil
Communications & External Relations Manager

Deborah Sambu
Research Manager

Risper Ouso
Finance Coordinator

Peter Aminga
HR Coordinator

Lucy Ngugi
Clinical Helpdesk Agent
VISION

We are working towards scaling our solutions so they reach all mothers and babies across Kenya. Our goal is to reach 1.5M mothers and babies in the next 3 years, and for our solutions to be adopted as the national standard of care for Maternal and Newborn Health in Kenya.

Projected cumulative reach of mums and babies