HELPMUM AFRICA

IMPACT REPORT 2023

FOREWORD

In the dynamic landscape of global health, the challenges facing developing nations are immense, and Nigeria is no exception. The need for effective vaccination programs and accessible healthcare services has never been more critical, especially in rural communities where resources are scarce, data management systems are inadequate, and accurate information is a rare commodity.

As we reflect on the past year, HelpMum is proud to present our Impact Report for 2023, a testament to our commitment to overcoming these challenges and making a lasting difference in the lives of mothers and children across Nigeria. Our journey has been marked by innovative solutions and a dedication to bridging gaps in healthcare delivery.

One of our proudest achievements is the launch of the HelpMum Chat Bot, which has rapidly grown to serve over 15,947 users. This digital tool serves as a reliable source of information and support for mothers seeking guidance on maternal and child health, offering a personalized touchpoint for advice on maternal and child health, vaccination schedules, assisting nursing mothers in locating the nearest healthcare centers closest to them where they can take their children for their immunization, and so much more.

Recognizing the crucial role of frontline health workers in rural communities, HelpMum embarked on an initiative to empower Community Birth Attendants with free e-learning mobile tablets through our HelpMum e-learning platform. This empowerment not only enhances their knowledge and skills but also strengthens the foundation of healthcare services in underserved areas.

Our impact extends beyond education to direct intervention through the distribution of HelpMum Clean Birth Kits to pregnant women in rural areas. These kits are more than material possessions; they represent the tangible expression of our commitment to safe and hygienic childbirth, a fundamental right for every woman.

However, our commitment to improving healthcare doesn't stop there. In response to the challenges faced by vaccination programs, we continued to deploy and integrate two of our groundbreaking tools, the HelpMum Vaccination Tracker and the HelpMum AI ADVISER, into the healthcare system in some states in Nigeria.
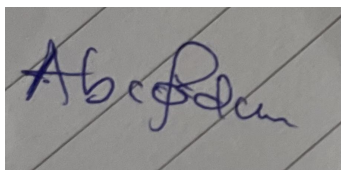
The HelpMum Vaccination Tracker is a digital platform designed to revolutionize the vaccination process. By providing healthcare professionals with real-time data management, individualized patient profiles, automated reminders, and efficient vaccine supply management, this tool ensures that no child misses out on essential vaccinations. Our HelpMum vaccination tracker boasts over 133,000 users, reflecting the widespread adoption and positive impact of our platform in promoting vaccination awareness and ensuring the well-being of children in our communities.

Meanwhile, HelpMum ADVISER, our AI-driven Vaccination Intervention Optimizer, is a testament to the power of innovation in overcoming resource constraints. Developed by AI experts from Vanderbilt University, Google Research, and HelpMum, this framework integrates data-driven decision-making with grassroots-level mobilization. It identifies barriers to immunization and personalizes interventions, optimizing outcomes in resource-constrained settings. The HelpMum ADVISER is already deployed in Oyo state, yielding great and tangible results.

As we delve into the specifics of our impact in this report, we hope that the stories and data presented will not only showcase our progress but also inspire continued collaboration, innovation, and commitment to the health and well-being of mothers and children in Nigeria.

Together, we can build a healthier, more resilient future for all. Thank you for joining us on this journey.

Dr. Abiodun Adereni,

Founder and CEO,

HelpMum.

HELPMUM

Vision

To become Africa's leading mobile maternal and infant healthcare (mHealth) service provider before the year 2027.

To see a world free of maternal and infant death.
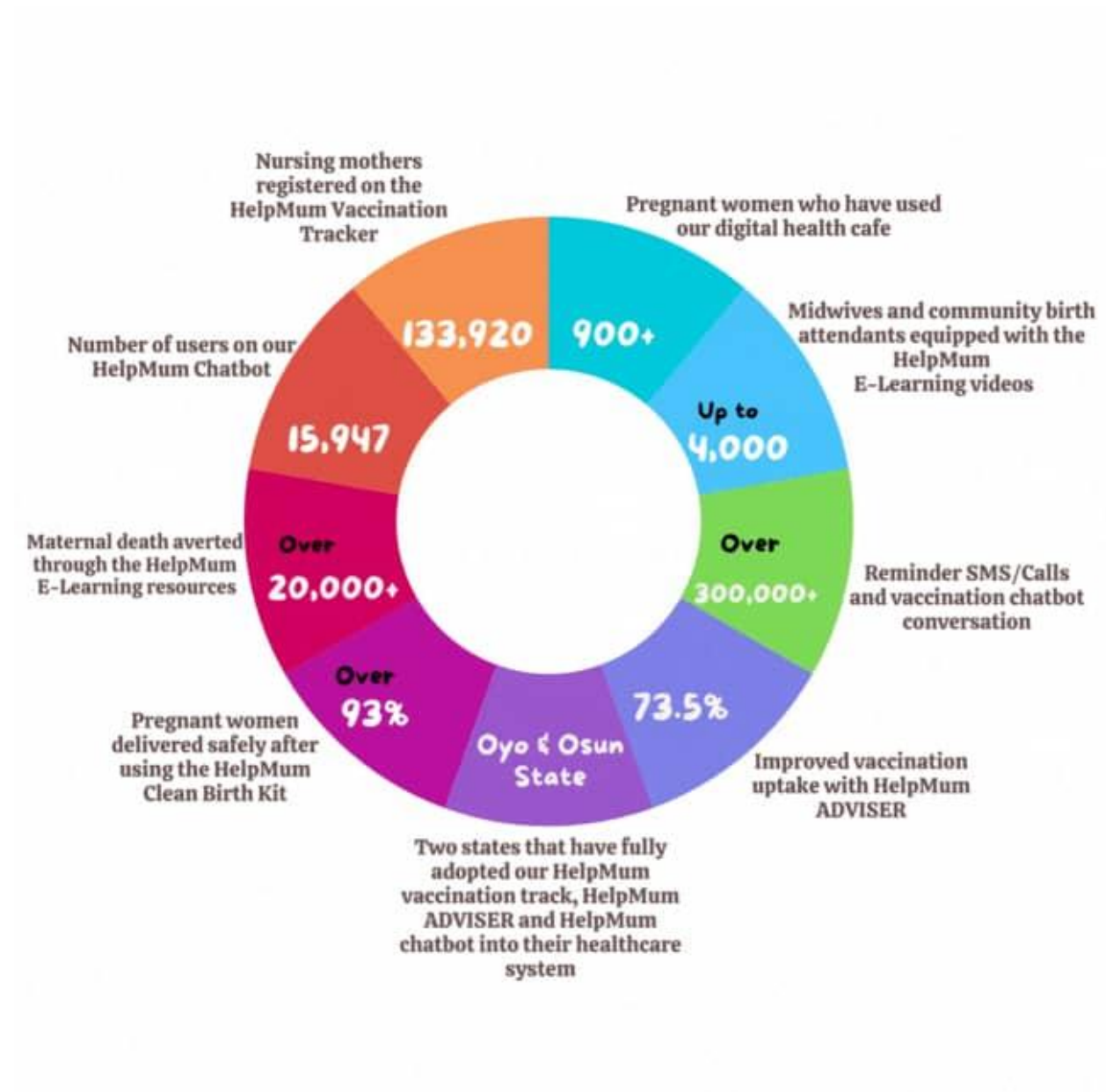
Mission

Our mission is to eradicate infant and maternal mortality in Africa through innovation, research, policymaking, and technology.

Be the change you wish to see in the world

Mahatma Gandhi.

HELPMUM 2023 IMPACT AT A GLANCE

Nursing mothers registered on the HelpMum Vaccination Tracker
133,920

Pregnant women who have used our digital health cafe
900+

Number of users on our HelpMum Chatbot
15,947

Midwives and community birth attendants equipped with the HelpMum E-Learning videos
Up to 4,000

Maternal death averted through the HelpMum E-Learning resources
Over 20,000+

Reminder SMS/Calls and vaccination chatbot conversation
Over 300,000+

Pregnant women delivered safely after using the HelpMum Clean Birth Kit
Over 93%

Two states that have fully adopted our HelpMum vaccination track, HelpMum ADVISER and HelpMum chatbot into their healthcare system
Oyo & Osun State

Improved vaccination uptake with HelpMum ADVISER
73.5%

Our Challenge in Nigeria

Nigeria has the second-highest estimated maternal deaths globally and accounts for one of the highest neonatal mortality rates in Africa. The WHO estimates the maternal mortality ratio (MMR) to be over 800 maternal deaths per 100,000 live births, with a neonatal mortality rate of 33 per 1000 live births-in 2019. As of 2023, the mortality rate of infants aged under one year old in Nigeria was measured at 55.17. This means that there were about 55 deaths of children under the age of one year per 1,000 live births.

Several interconnected factors contribute to the pervasive issue of maternal and neonatal mortality in Nigeria. Limited access to quality maternal healthcare, socio-economic disparities, infectious diseases, limited education, inadequate infrastructure and health facilities, cultural and traditional beliefs and practices all play a significant role in the preventable death of mothers and children.

Despite efforts at the national and sub-national levels to reduce these deaths, Nigeria's maternal and neonatal mortality rates persist at alarming levels, which underscores the need for a comprehensive and sustained approach.

HELPMUM is a social enterprise with the primary aim of improving the health of mothers and children in Nigeria. Our mission is to improve maternal and child health and reduce maternal and infant death rates across Nigeria.

In an effort to diminish maternal and child mortality rates in Nigeria, our multifaceted approach encompasses the following initiatives:

1. The HelpMum Chatbot, This is a digital innovation that serves as an efficient tool for delivering crucial information on early childhood immunization, sending vaccination reminders, and provides a location-based service to help users find the nearest primary health center where they can get their child's essential vaccinations.

2. The HelpMum AI-driven Vaccination Immunization Optimizer is an innovative AI solution that tackles maternal and child health

challenges through the targeted interventions incorporated into the ADVISER framework, such as vaccination drives, phone calls/ reminder SMS, travel vouchers, and bus pickup and drop-off. By analyzing demographic and geographic data, it identifies areas with low vaccination coverage, ensuring precise resource allocation to reach nursing mothers in need. This approach maximizes the impact of vaccination outreach, addressing critical health needs for children's well-being.

3. Provision of affordable HelpMum clean birth kits to expectant mothers residing in rural or underserved communities. This initiative is geared towards ensuring the safest and most hygienic conditions for childbirth.

4. Registration of infants and their mothers on the HelpMum Vaccination Tracker, a system designed to enhance immunization outcomes across Nigeria.

5. Dissemination of vaccination reminders and pertinent health information to nursing mothers in their native languages, fostering awareness and encouraging timely presentation of their children for immunization.

6. Training of Community Birth Attendants and Midwives in optimal maternal health practices through the HelpMum E-learning platform. This training equips them to handle medical emergencies and identify complications related to pregnancy and childbirth.

7. Renovation of maternity homes under the HelpMum Digital Health Café initiative, contributing to improved healthcare infrastructure for maternal and child well-being.

8. Empowerment of nursing mothers to elevate their status and provide them with access to high-quality healthcare services.

9. The HelpMum Research, a groundbreaking initiative utilizing a data-driven approach and artificial intelligence to develop innovations focused on enhancing maternal and infant healthcare, with a particular emphasis on vaccination outcomes. This initiative extends its impact not only in Nigeria but also across the African continent.

1. HELPMUM CLEAN BIRTH KIT

An estimated 303,000 women die during pregnancy, childbirth or within 42 days of giving birth each year, and approximately 2.62 million babies die within 28 days of being born. Almost all of these deaths take place in low- and middle-income countries (LMICs), and most are preventable.

Infection is a leading cause of maternal and newborn morbidity and mortality,6–10 responsible for an estimated 10.7% of all maternal and 44% of all newborn deaths globally each year. In rural communities in Nigeria, over half of all deliveries occur without the assistance of skilled birth attendants. This is attributed to the limited resources available to certain women, preventing them from obtaining necessary delivery items or accessing medical health facilities. Additionally, some rural areas lack essential equipment and qualified healthcare professionals, posing challenges to ensuring a safe and hygienic delivery process. In these communities, neonatal and maternal infections are 3–20 times higher.
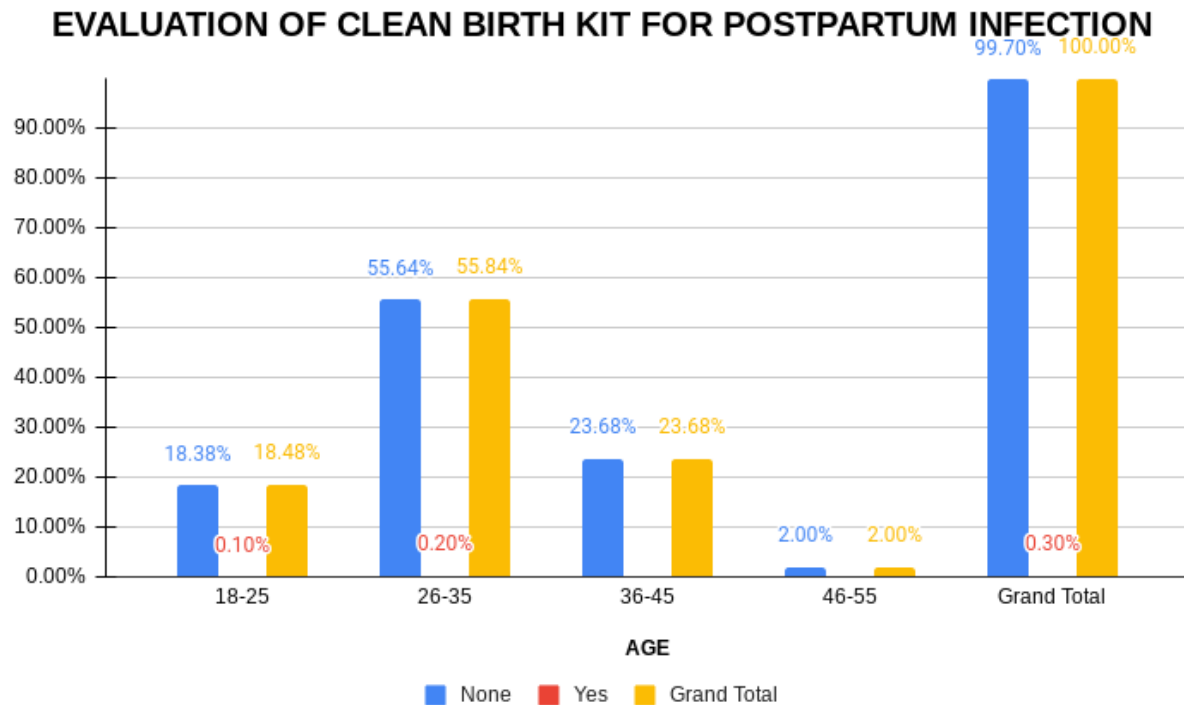
The SDG3 was established to 'ensure healthy lives and promote well-being for all at all ages' and specifically includes targets for the improvement of maternal and newborn health. To achieve these targets in low-resource communities, there is a critical need for appropriate, low-cost, effective, evidence-based interventions like the HelpMum Clean Birth Kit at and around the time of childbirth.

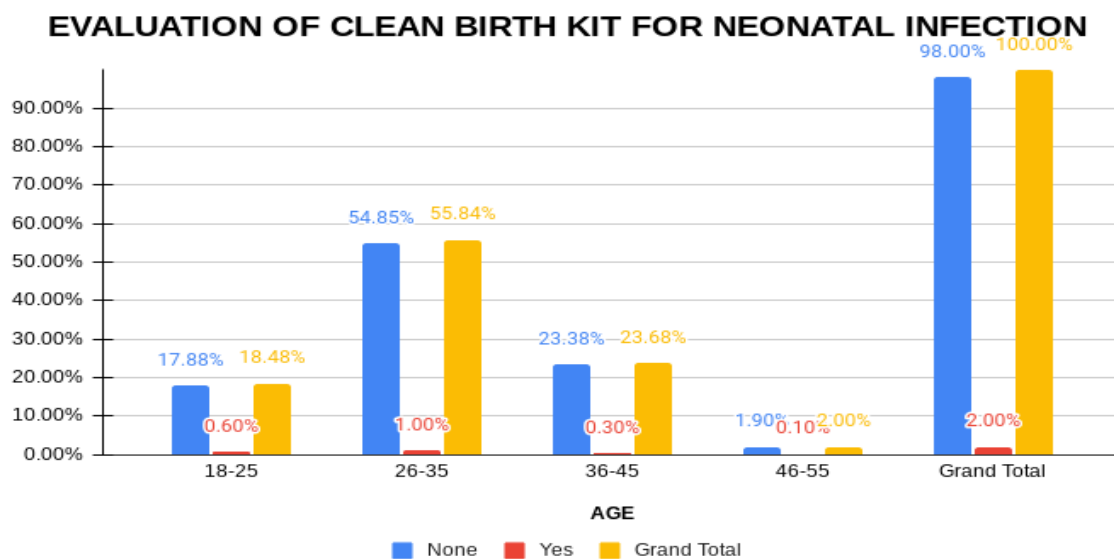## How does HelpMum Birth Kit solve this problem?

The HelpMum clean birth kit contains 11 essential items for a safe and hygienic delivery. The HelpMum clean birth kit was designed around the principle of the "six cleans." These include ensuring clean hands, a clean perineum, a hygienic delivery surface, sterilized cord-cutting tools, sanitized cord-tying methods, and meticulous cord care. These items ensure that healthcare providers can perform safe and hygienic deliveries even in low-resource settings, reducing the risk of infections and complications during childbirth.

Our birth kits provide women, particularly in rural and underserved communities, with access to clean and sterile delivery materials. This helps to minimize the risk of infections and the development of sepsis. These kits play a crucial role in ensuring every woman experiences a safe delivery, contributing to every child's well-being and healthy growth.

Impact Evaluation of Clean Birth Kits

EVALUATION OF CLEAN BIRTH KIT FOR POSTPARTUM INFECTION

The above graphical diagram shows that over 99% of beneficiaries of our clean birth kit between the ages of 18-25, 26-35, 36-45, and 46-55 had no infection after their delivery, while less than 1% had an infection, which really shows a positive impact of our clean birth kit on pregnant women. The metric used in measuring the impact of our clean birth kit is the number of pregnant women who had no infection after delivery.

EVALUATION OF CLEAN BIRTH KIT FOR NEONATAL INFECTION

The above graphical representation depicts that 98% of mothers within the age range of 18 and 55 did not lose their child to infection after childbirth, while just 2% of the babies of pregnant women got infected after childbirth. The metric used in measuring this impact is the number of pregnant women whose babies did not get infected during and after delivery.

A group picture of our Clean Birth Kit beneficiaries in rural communities

A group picture of our Clean Birth Kit beneficiaries in rural communities

Beneficiaries of our HelpMum Clean Birth Kit

Some recipients of the sponsored birth kits distributed in a rural community in Oyo state

A team member taking down a pregnant woman's details to get registered on our vaccination tracker

Explaining the usefulness of content of the HelpMum clean birth kit to our beneficiaries

Some responses /feedback from the beneficiaries of the clean birth kits

- **Mrs. Akinyemi Abike**

  Mrs. Abike shared her past childbirth experience with us, where medical assistance was available, but unfortunately, the necessary items needed for a safe and hygienic delivery were unavailable due to the lack of resources to get the necessary items. This led to a life-threatening infection in her baby. She shared that having access to the HelpMum clean birth kit will help to prevent complications during her current pregnancy.

- **Mrs. Kareem Blessing**

  She emphasized how useful the kit will be during the delivery of her baby. She also shared that the HelpMum Clean Birth kit has saved her the inconvenience of having to go out to purchase the items individually due to financial constraints.

- **Mrs. Aminat Bassey**

  She mentioned that the kit was beneficial as it included all the necessary items for her delivery. She also said that her delivery proceeded smoothly without any complications.

- **Mrs. Ajuwon Stella**- She mentioned that the birth kit came in at a very crucial moment, as she was close to her delivery date and could not afford to acquire all the delivery items needed for delivery.

- **Mrs. Raji Morufa**-She testified to how the kit ensured the safe and hygienic delivery of her son, who is now 4 months old.

IMPACT OF THE HELPMUM CLEAN BIRTH KITS FROM BENEFICIARIES

Beneficiaries of the clean birth kits tell us about their usefulness during the delivery of their children. Click on the links below to watch.

Impact story from Mrs. Idowu Adeyewa

Impact story from Mrs. Raji Morufa

Impact story from Mrs. Yekeen

2. HELPMUM VACCINATION TRACKER

In developing countries, vaccine-preventable diseases, such as tuberculosis, measles, and pneumonia, claim the lives of many children under the age of five every year. Annually, about 31 million children under five suffer from these diseases, and a significant number die from them. Pneumonia alone causes over 800,000 deaths yearly. Adequate vaccine coverage could prevent these deaths. However, the statistics are alarming, as almost 10 million children in low-income countries have not received essential vaccines like diphtheria, tetanus, and pertussis-containing vaccines. These zero-dose children account for nearly half of all vaccine-preventable deaths worldwide.

We created the HelpMum Vaccination Tracker, a digital tool where nursing mothers can record their children's vaccination information and this tool helps to provide nursing mothers with reminders whenever their child is due for his/her next vaccination. It also helps nursing mothers identify missed vaccines so that a catch-up appointment can be scheduled as necessary. Features of the Vaccination Tracker include a vaccine date generator, vaccine appointment reminders, vaccine information, and a progress bar to track all vaccines that have been received and those that were missed.

What we have achieved so far with the HelpMum Vaccination Tracker in partnership with the Oyo and Osun state Ministry of Health

So far, we have been able to register over 133,920 nursing mothers on our vaccination tracking system. We have also integrated our HelpMum vaccination tracking system into two states in Nigeria, which are Oyo and Osun. We now have our HelpMum vaccination tracker banners in 186 Primary Health Centers in Oyo state and 50 Primary Health Centers in Osun state, which contain a bar code that nursing mothers can scan using their phone to download the HelpMum vaccination tracker.

Group picture with team members and nurses during the integration of our HelpMum vaccination tracker into primary health centers in Oyo state.

Group picture with team members and nurses during the integration of our HelpMum vaccination tracker into primary health centers in Oyo state.

A team member taking down the details of a nursing mother

A team member explaining the uses of the HelpMum Vaccination Tracker to nursing mothers present at the primary health center

A team member explaining the uses of the HelpMum Vaccination Tracker to a nurse at the primary health center.

A team member explaining the uses of the HelpMum Vaccination Tracker to a nurse at the primary health center.

A team member explaining to a nursing mother on how to register her child on the vaccination tracker.

A staff and a health worker during the integration of our vaccination tracker into primary health centers in Oyo state

A member of our staff introducing the HelpMum vaccination tracker to a nursing mother

Integrating our HelpMum vaccination tracker into a primary health center in Oyo state

3. HELPMUM ADVISER

Immunization is one of the most successful and cost-effective public health interventions for reducing infant and child morbidity and mortality globally. Although the World Health Organization estimated that immunizations saved approximately 2.5 million lives in 2006, an estimated 1.4 million children died from vaccine-preventable diseases (measles, Haemophilus influenzae type b, pertussis, tetanus, yellow fever, and poliomyelitis) during the same year because they were not fully vaccinated. Despite the increase in routine vaccination coverage during the past three decades, the percentage of children completing the recommended vaccination schedule remains below expected targets in many low and middle-income countries.

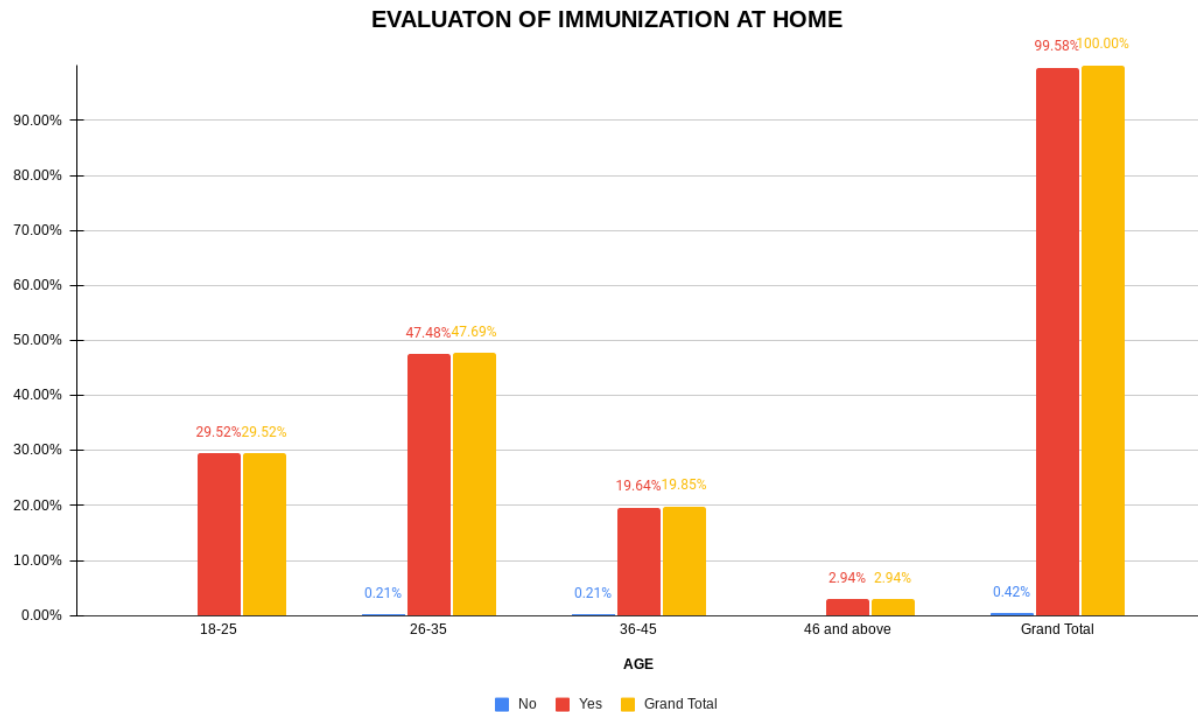### How does HelpMum ADVISER solve this problem?

At HelpMum, we discovered that nursing mothers face certain challenges that prevent them from getting their children immunized, which include a lack of access to health facilities offering immunization services, misinformation and myths, financial constraints, the long distance to the health care center, lack of awareness, and the busy schedules of some nursing mothers. To solve this issue, we created the HelpMum AI-driven vaccine intervention optimizer.

The HelpMum ADVISER is an innovative artificial intelligence solution integrated into our HelpMum Vaccination Tracker that is aimed at tackling the diverse challenges encountered by nursing mothers. Its primary goal is to efficiently allocate the targeted interventions incorporated into the HelpMum ADVISER (Vaccination drive (vaccination at home), phone calls/ reminder SMS, travel voucher, and bus pickup and drop-off) to nursing mothers registered on our HelpMum Vaccination Tracker. The allocation is informed by the data obtained from our HelpMum Vaccination Tracker, ensuring a strategic and personalized approach to address the specific needs of nursing mothers.

Vaccination drive (vaccination at home)

This is one of the targeted interventions integrated into ADVISER; this intervention involves visiting nursing mothers who have been matched with this intervention by the ADVISER in collaboration with qualified health workers, vaccinating their children who have not received their necessary

vaccination shots. We have been able to vaccinate children in over 200 communities.

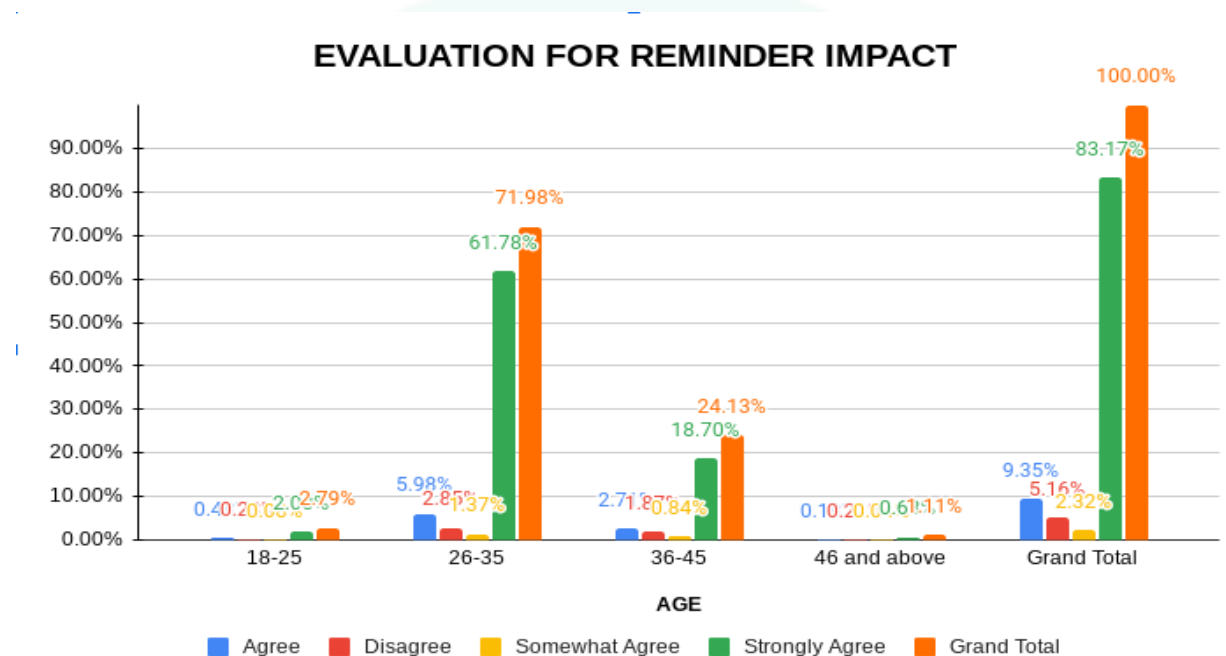**EVALUATON OF IMMUNIZATION AT HOME**

The above graphical representation shows that more than 99% of nursing mothers within the age range of 18 and 46 above were able to get their children vaccinated, while less than 1% could not get the exact vaccine for their children. With this intervention, we are certain that the children are vaccinated. The metric used for this evaluation is the number of nursing mothers who were able to get their children vaccinated and also given the exact vaccination.

Phone calls /reminder SMS

This intervention provides nursing mothers with regular calls and SMS reminders to remind them of their child's immunization before the actual immunization date. We have been able to send over 300,000 reminders via SMS/Calls and vaccination chatbot reminders to nursing mothers to remind them about their child's immunization before their child's immunization date.

Impact Evaluation of Phone call/SMS reminder
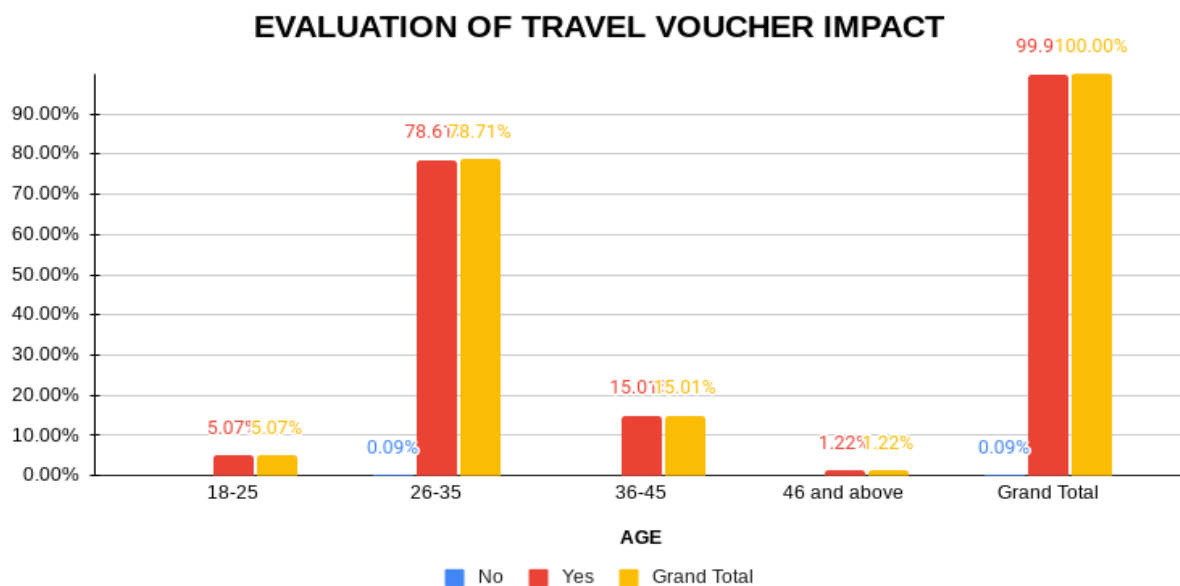

EVALUATION FOR REMINDER IMPACT

The above graphical diagram shows that more than 94% agreed that HelpMum reminders made it possible for their child to be vaccinated, while less than 6% disagreed with the claim but had also taken their child for vaccination. The metric used to evaluate this impact is the number of nursing mothers whose children got vaccinated due to the HelpMum reminders.

Travel voucher

This is another targeted intervention that helps select nursing mothers who need financial aid to get to their health facilities to get their children vaccinated. So, nursing mothers are provided with a stipend to take their child for immunization, and so far, we have sent travel vouchers to nursing mothers in 200 communities.

Impact Evaluation of Travel Voucher

EVALUATION OF TRAVEL VOUCHER IMPACT

The above graphical diagram shows that more than 99% of nursing mothers were able to get their children vaccinated after receiving the travel voucher, while less than 1% didn't go to the health center to get their children vaccinated. The metric used to measure this impact is the number of nursing mothers whose children have been vaccinated.
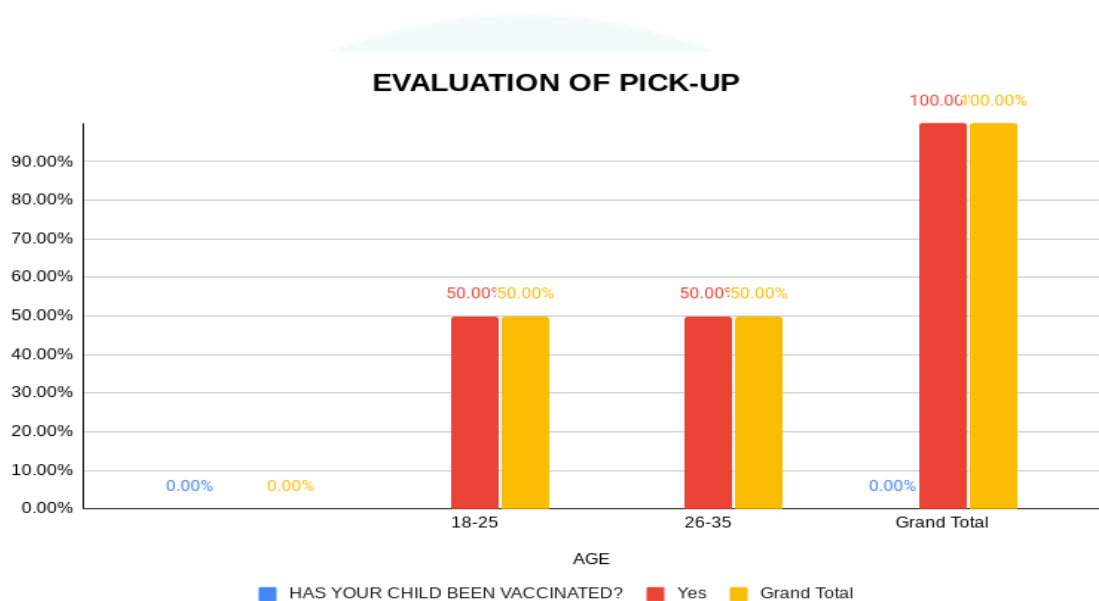
Bus drop-off and pick-up

This intervention helps to identify nursing mothers who are in need of transportation aids to get their children immunized, so we provide nursing mothers with free transportation services to ensure that their children receive the necessary vaccines.

Under this intervention, nursing mothers are picked up from their respective pick-up locations and transported to the nearest healthcare center for their children's vaccination. After the vaccination, the mothers are then taken back to their respective drop-off locations. This ensures that

the children receive the necessary vaccines, and mothers do not have to worry about the high cost of transportation.

Impact Evaluation of Pick-Up

The above graphical representation shows that all of the beneficiaries of this intervention were able to get their children vaccinated. Just as with the vaccination drive (immunization at-home intervention), we are certain the children are vaccinated. The metric used for measuring this impact is the number of nursing mothers who were able to get their children vaccinated.

By analyzing demographic and geographic data, the HelpMum ADVISER identifies areas with low vaccination coverage and tailors its efforts to ensure children get the vaccines they need to thrive. This precision ensures that the right resources are allocated to nursing mothers, maximizing the impact of our vaccination outreach.

A group photo of the immunization team

A group photo of the immunization team

Action photos on the field

Some beneficiaries of the bus pick up and drop off targeted intervention

Action photos on the field

Action photos on the field (vaccination drive)

Action photos on the field

A team member taking down a nursing mothers details to be registered on our vaccination tracker

A team member taking down a nursing mother's details to be registered on our vaccination tracker

A picture of some HelpMum staff and some beneficiaries of the bus pick-up and drop-off intervention

Some beneficiaries of our travel voucher/reminder phone calls and SMS intervention

Some responses/feedback from the beneficiaries of the clean birth kits

- **Mrs. Oladokun Mariam**

She shared how our reminders, SMS, and calls are always timely, and as a busy mom, it is very easy for her to forget about her child's vaccination appointment. Mrs. Oladokun shares her sincere gratitude to HelpMum for always reminding her to take her child to the health center to get vaccinated.

- **Mrs. Ajayi Florence**

Mrs. Ajayi Florence who was at our headquarters to share with the HelpMum team how the incentive sent to her was very beneficial in taking her child for his vaccination appointment.

- **Mrs. Obisesan Abiodun**

Mrs. Obisesan shared how HelpMum bringing the necessary vaccine her child needs to her community has really helped to ensure her child's safety from vaccine-preventable diseases.

- **Mrs. Ogundipe Kehinde**

Mrs. Ogundipe expressed her since gratitude to HelpMum for providing a bus that came to pick her up from her house and took her to the primary health center to get her child vaccinated and also took her back to her residence.

IMPACT OF THE HELPMUM ADVISER FROM BENEFICIARIES

Watch these beneficiaries talk about the impact of the interventions incorporated into the HelpMum ADVISER. Click on the links below to watch.

Impact stories from beneficiaries in Beyeroka community

Impact story from Mrs. Olaide

Impact story from Mrs. Abdulwahab

4. HELPMUM CHATBOT

Childhood vaccination stands as a crucial element in public health, providing vital defense against various vaccine-preventable diseases. Yet, numerous nursing mothers encounter challenges in accessing accurate immunization information, receiving guidance on vaccination, and locating the nearest healthcare center or hospital. The integration of mobile technology has ushered in a transformative era, particularly in the crucial domain of child immunization. Mobile technology, with its widespread accessibility and innovative capabilities, is proving to be a powerful tool in addressing challenges related to vaccination coverage and ensuring that children receive timely and complete immunizations in Africa.
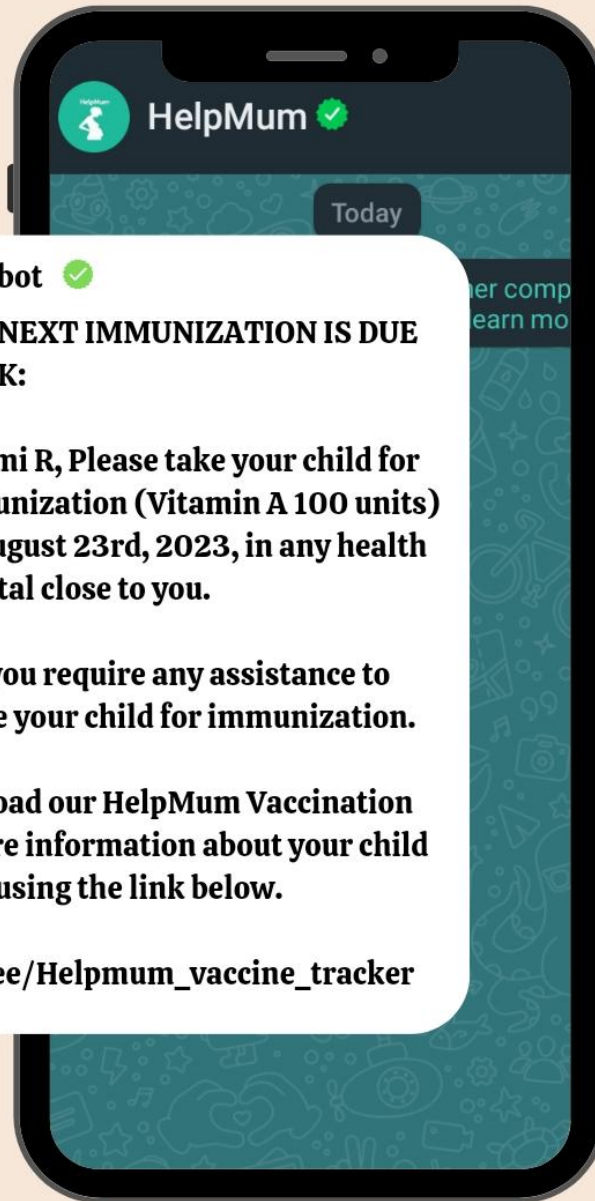
With the assistance of Meta, turn.io, and agency funding, we successfully developed an automated chatbot using the turn.io platform. This chatbot serves as an efficient tool for delivering crucial information on early childhood immunization, sending vaccination reminders, and provides a location-based service to help users find the nearest primary health center where they can get their child's essential vaccinations. Users from countries such as Kenya, Nigeria, Tanzania, and Ghana actively utilize this service to locate the nearest healthcare centers or hospitals to take their children for immunization to guarantee that their children receive timely vaccinations, irrespective of their geographical location.

What we have achieved so far with the HelpMum Chatbot.

Currently, we have over 15,947 users on our HelpMum Chatbot, with over 100,000 facilitated conversations. We've sent out a total of 61,855 messages, with 50,449 successfully delivered and 42,345 messages read by our users. These numbers reflect the significant impact our chatbot has made in providing support and information to those who rely on our services.

Our Helpmum chatbot interface

HelpMum Chatbot ✓

YOUR CHILD'S NEXT IMMUNIZATION IS DUE FOR THIS WEEK:

Hello Oluwakemi R, Please take your child for 6 months immunization (Vitamin A 100 units) this week on August 23rd, 2023, in any health center or hospital close to you.

Let us know if you require any assistance to ensure you take your child for immunization.

You can download our HelpMum Vaccination tracker for more information about your child immunization using the link below.

https://linktr.ee/Helpmum_vaccine_tracker

Reminder messages integrated into our HelpMum chatbot

5. HELPMUM E-LEARNING PLATFORM

Childbirth is a momentous event in a woman's life, and it is crucial that it is handled with the utmost care and attention. In 2015, Nigeria's estimated maternal mortality ratio was over 800 maternal deaths per 100,000 live births, with approximately 58,000 maternal deaths during that year. One of the most significant factors that caused this was the lack of skilled birth attendants. These trained professionals play a vital role in supporting women during labor and delivery, providing critical medical care and emotional support that can help prevent complications and ensure a positive birth experience for both the mother and the baby.

How does the HELPMUM E-LEARNING PLATFORM solve this problem?

Equipping frontline health workers (community health workers, nurses, and midwives) with the necessary knowledge to provide skilled birth care to pregnant women in rural communities has been identified as a crucial strategy for saving the lives of pregnant women and serves as an important indicator of progress in reducing maternal and infant mortality. At HelpMum, we recognize the significance of empowering these frontline workers, which is why we have provided quality resources on our free E-learning tablets that help community birth attendants deliver quality care to pregnant women and their infants.

The HelpMum Free E-learning mobile tablet is an innovation that provides community health workers, nurses, and midwives with the resources needed to improve their knowledge about different safe and hygienic child delivery methods. With this innovative device, community health workers, nurses, and midwives can access a wide range of educational materials, including interactive modules, instructional videos, and informative articles. These resources cover essential topics such as prenatal care, labor management, newborn care, infection prevention, and emergency procedures. This aims to improve their skills and competency in handling a normal birth, identifying diagnoses, and managing complications during childbirth. We believe that by having access to this valuable knowledge, community health workers, nurses, and midwives can stay informed about best practices, evidence-based guidelines, and the latest advancements in maternal and neonatal healthcare.

What HelpMum has achieved so far with the HELPMUM E-LEARNING PLATFORM?
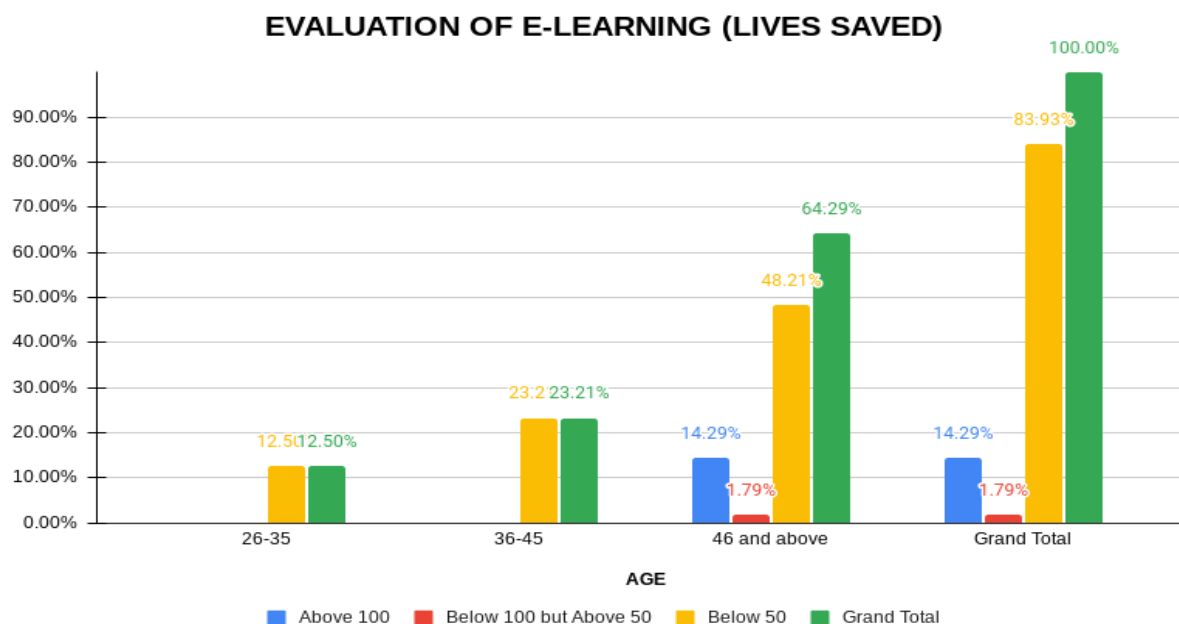
On the 15th of September 2023, we trained our first set of frontline health workers, which comprised of 15 community health workers, nurses, and midwives from Osun state, to whom we gave our free HelpMum e-learning tablets to. We also gave out and trained another set of 13 community health workers, nurses, and midwives from Oyo state on the 13th of October, 2023. The community health workers, nurses, and midwives received the HelpMum e-learning tablets for the following purposes:

- Facilitating easy registration of nursing mothers on our Vaccination Tracking System, ensuring effective monitoring of their babies' vaccination status.
- They can always enhance their knowledge of optimal maternal and infant health practices through pre-recorded videos present on the tablet.
- Empowering them to educate fellow community health workers and midwives by utilizing pre-recorded videos accessible on the mobile tablets.
- Identifying nursing mothers facing financial challenges in immunizing their babies and referring them to us for necessary assistance and intervention.
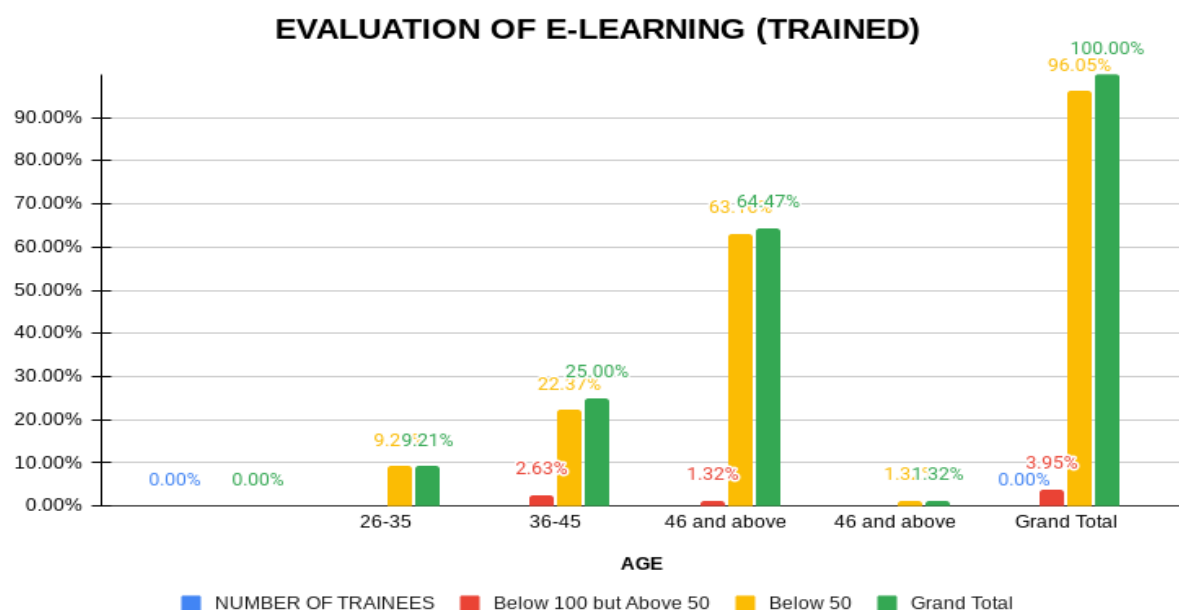
Recipients of the HelpMum Mobile Tablets are entrusted with the responsibility of training other community health workers, nurses and midwives using the pre-recorded videos present on the tablet. This initiative expands the reach of skilled maternal healthcare providers in rural areas.

We envisage that these empowered community health workers, nurses, and midwives will make use of the resources available on these tablets to train over 4,000 other community health workers, nurses, and midwives within their respective communities. We envisage that they will use the training they have received to save 100,000 lives in the next few years.

Impact Evaluation of the E-learning program

EVALUATION OF E-LEARNING (LIVES SAVED)

The above graphical diagram shows that with the use of our E-learning mobile tablet, over 80% of our trained health workers have been able to save the lives of both pregnant women and their children below 50 in numbers; less than 15% have been able to save lives that are above 100 in numbers; and less than 2% claimed to save lives above 50 in numbers but not up to 100.

EVALUATION OF E-LEARNING (TRAINED)

The above graphical diagram shows that over 95% of our trained health workers have been able to train other health workers below 50 in numbers, while less than 4% have been able to train other health workers above 50 in numbers but not up to 100.
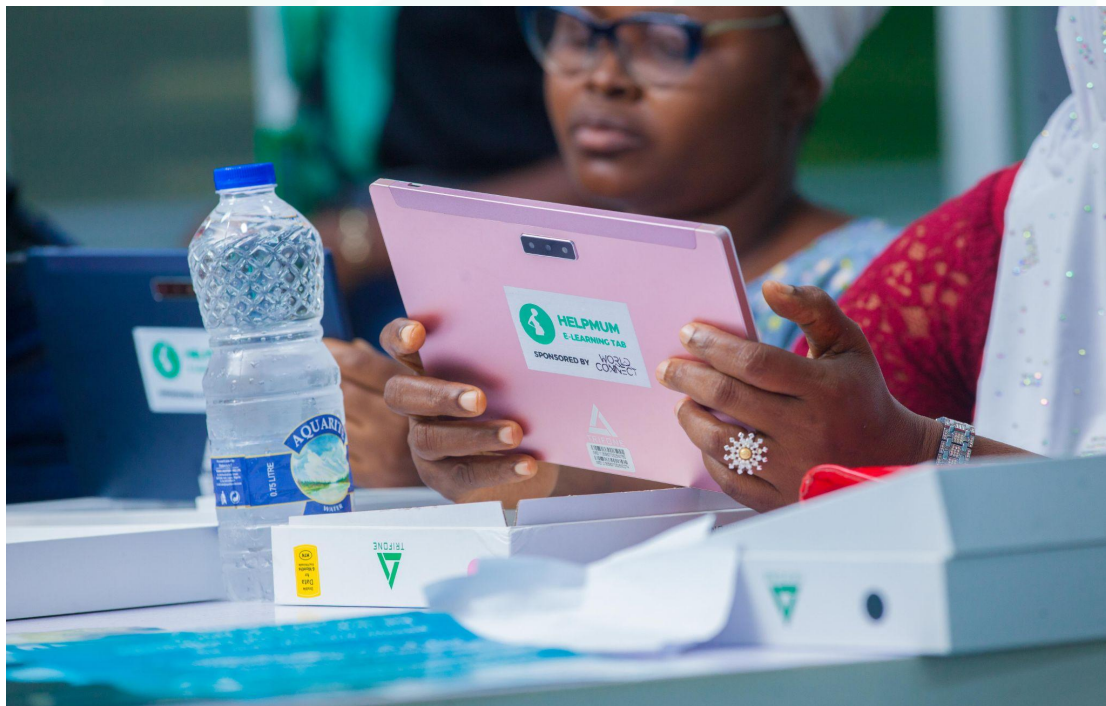

Group photo of HelpMum staff and the e-learning mobile tablet beneficiaries from Osun state

Group photo of HelpMum staff and the e-learning mobile tablet beneficiaries from Oyo state

Our medical doctor training the community health workers, nurses, and midwives

The HelpMum e-learning mobile tablet

Community health workers, nurses, and midwives during the training

A member of our staff helping a beneficiary navigate how to use the mobile tablet

A beneficiary of the HelpMum e-learning mobile tablet

Community health workers, nurses and midwives present during our E-learning training

A member of our staff introducing the HelpMum vaccination tracker to the community health workers and midwives

Community health workers, nurses and midwives present during our E-learning training

Some responses /feedback from the beneficiaries of the HelpMum E-learning Mobile Tablet

- **Mrs. Amola Taiwo**

  Since she got the tablet and has been watching the resources on the mobile tablet, she has not lost any child or mother during child delivery. She expressed her gratitude to HelpMum for this great opportunity

- **Mrs. Adesiyan Dorcas**

  She shared that the HelpMum vaccination tracker has helped her register and track children's immunizations at the primary health center where she works. She said it has made her work easier as she knows the right vaccines to give and that the mothers of these children will get a regular reminder about their child's immunization appointment at the primary health facility.

- **Mrs. Folashade Adeyemi**

  She has been able to use the resources on the mobile tablet to train 32 community health workers in her community.

- **Mrs. Oladejo Titilope**

  The training and videos on the mobile tablet have been very helpful. It has helped to provide quality healthcare services to nursing mothers and

  children. Thank you, HelpMum.

- **Mrs. Atoyebi Agnes**

  She shared that she has been able to successfully conduct informative sessions on prenatal and postnatal care, leading to improved health outcomes for both mothers and infants in her community, using the resources on the mobile tablet.

6. WOMEN EMPOWERMENT

 HelpMum is dedicated to building a transformative system that fosters recognition, empowerment, and appreciation for women. We have over 40 community birth attendants who play a vital role in distributing our clean birth kits to pregnant women within their communities. These kits are designed to ensure safe and hygienic birthing conditions and are not only instrumental in promoting maternal health but also serve as a source of income for the birth attendants.

In our pursuit of promoting maternal well-being, HelpMum has strategically partnered with these community birth attendants. They serve as frontline advocates, making our clean birth kits accessible to pregnant women who can afford them. Each birth attendant operates as an entrepreneur, retailing these essential kits and, in turn, receiving a generous commission for every sale made. This commission serves as a lifeline for these dedicated individuals, enabling them to afford their basic needs and those of their families.

The impact of our commission-based system extends beyond financial remuneration; it serves as a catalyst for economic empowerment. By affording the birth attendants the opportunity to earn a livelihood, we contribute to their financial independence, breaking down barriers that may have hindered their economic progress in the past. In doing so, HelpMum not only enhances the well-being of pregnant women but also uplifts the socio-economic status of the community birth attendants, fostering a cycle of empowerment and resilience.

HelpMum recognizes that empowering women involves more than just providing resources; it entails creating avenues for them to actively participate in initiatives that directly impact their lives and the lives of those around them.

Some of our clean birth kit retailers at our headquarters

IMPACT STORIES FROM OUR CLEAN BIRTH KIT RETAILERS

Watch some of our retailers talk about the impact of the birth kits they sell and the commission they receive.

Impact stories from Mrs. Adeyemi and Mrs. Balikis

7. THE HELPMUM RESEARCH INSTITUTE

HelpMum Research achieved tremendous success this year.

i.) We are delighted to announce that our research paper from the deployment of HelpMum AI Innovation -ADVISER, titled "Deploying HelpMum ADVISER: Impact and Lessons from using Artificial Intelligence for Child Vaccination Uptake in Nigeria" (Paper ID: 11669), has been accepted at the prestigious AI for Social Impact (AISI) special track of the 38th Association for the Advancement of Artificial Intelligence (AAAI Conference) on Artificial Intelligence (AAAI-2024).

This year, the AI for Social Impact (AISI) special track of the 38th AAAI Conference on Artificial Intelligence (AAAI-2024) witnessed an unprecedented number of submissions, totaling 322 papers. Following a meticulous review process, we are proud to inform you that only 78 papers, including ours, were selected for acceptance, representing an impressive 24.2% acceptance rate. This achievement underscores the exceptional quality of your work and its substantial contribution to the field of AI for social good.

ii.) HelpMum, in collaboration with Meta, Turn.io, and Agency Fund, has developed an innovative chatbot. This globally accessible tool is designed to support nursing mothers by providing essential information on child immunization. It not only addresses queries related to immunization but also offers assistance and answers to any questions mothers might have regarding their children's immunization needs

iii.) HelpMum has crafted a comprehensive policy document to guide the implementation of the Clean Birth Kit at both sub-national and national levels across African countries. This pivotal document functions as a strategic playbook for government institutions aiming to integrate free clean birth kits into their healthcare services. Its core objective is to ensure that pregnant women in various communities and countries can experience safe childbirth without infection. This policy document will be released in Q1 2024.

8. THE HELPMUM DIGITAL HEALTH CAFÉ INITIATIVE

On the 28th of November 2020, HelpMum launched the first ever Digital Health Café in Africa. This innovation stemmed from the research carried out by our team, which revealed the highly unhygienic and deteriorated state of community birth attendant homes in Oyo State.

Thanks to the prize money awarded as the Facebook 2020 Winner for Sub Sahara, HelpMum intervened by renovating one of such homes, the Hallelujah Faith Home, Atenda Community Ibadan. The following were carried out:

 Complete renovation includes roofing, flooring, plastering, fencing, and painting.

 Provision of modern bathroom and toilet facilities.

 Provision of hospital equipment and infrastructure, such as hospital beds,

baby cots, and delivery beds.

 Provision of an inverter to ensure an uninterrupted power supply.

 To ensure that the birth attendant can connect remotely with a medical doctor in case of emergencies, we provided her with a one-year free internet subscription.

This Digital Health Cafe is where community birth attendants can train other birth attendants using our E-learning platform. They would also be able to carry out successful deliveries for the women in the community and beyond.

Longer term, the aim is to provide a safe place for pregnant women to access quality support and adequate information provided by a skilled birth attendant. They can also meet with other women from their community, listen to and share their stories, and have access to clean birth kits and other amenities and services that would ensure safe and hygienic delivery.

HelpMum Digital Health Café is doing amazingly well in the rural community. So far, we've recorded interesting new developments since its launch. Several health activities have taken place in the community that the HelpMum Digital Health Café has hosted.

Among these is the Covid-19 vaccination for the Atenda Community and its environment. People in the neighbourhood all came to register and get the Covid-19 vaccine.

Childhood immunizations are also administered to children in the community at the health café.

HelpMum Digital Health Café hosted the Sayana Press Family Planning enlightenment and administration activity for women in the neighborhood. This activity was carried out to enlighten women about family planning to promote proper timing and spacing of pregnancies.

We are excited about the Health Care Café's impact on the community.

This year, at the Digital Health Café, HelpMum recorded over 45 deliveries without any mortality, and over 50 community birth attendants were trained.

Director of the HelpMum digital health café, Mrs. Olalere

IMPACT OF THE DIGITAL HEALTH CAFÉ ON THE COMMUNITY

Watch the director of the health café talk about its impact on the community.

Mrs Olalere tells us how fantastic the health café has been in the rural community.

SPECIAL THANKS TO ALL OUR PARTNERS AND FUNDERS