

# SAVING NEWBORN LIVES: BENDING THE CURVE

## Accelerating Progress in Newborn Survival and Health

### Background:

Globally, 2.7 million newborns die each year. Among all the neonatal deaths, more than a million die on the first day of life, making the birth day the most dangerous day for babies in nearly every country. In Bangladesh, 73,000 newborns died in 2015 alone, which accounted for 61% of all under-five child deaths. (BDHS 2014)

Save the Children's Saving Newborn Lives (SNL) program sought to reduce global and national neonatal mortality by facilitating the development of effective, evidence-based newborn care innovation packages and implementing them at scale.

To accomplish this goal, SNL generated evidence and advocated for increased availability and access to routine and emergency newborn care services and supplies, improved quality of newborn care services, and increased knowledge about and demand for newborn care.

SNL has been working since 2001 to improve newborn survival and wellbeing. Currently, the focus is with ensuring equitable and effective coverage of high impact newborn services and practices to be institutionalized and brought to scale.

### Program Goal and Objectives

**Goal:** Newborn survival and health improved through equitable and effective coverage of high impact newborn services and practices institutionalized at scale.

#### Five Objectives

**Objective 1:** Advocate for and mobilize commitment, resources, and integration for accelerated implementation of newborn health programs

**Objective 2:** Identify, promote, and support the generation of evidence essential to improve newborn survival and health at scale

**Objective 3:** Provide state-of-the-art technical assistance and catalytic resources to integrate evidence-based newborn care into health systems and programs

**Objective 4:** Monitor implementation and outcomes of newborn health programs to promote accountability and action

**Objective 5:** Manage knowledge to improve global and country level newborn policies and practices

**Partner:** Ministry of Health and Family Welfare and its directorates (DGHS, DGFP), Professional Societies (Bangladesh Pediatric Association, Bangladesh Neonatal Forum, Obstetric and Gynecological Society of Bangladesh, Bangladesh Perinatal Society), Research Institutes (NIPORT, icddr,b), UN Agencies (WHO, UNICEF, UNFPA), Academic Institutes (BSMMU, BICH, MCHTI, BIRDEM, MFSTC etc.); Large Health Projects (UPHCSDP, NHSDP) and NGOs (BRAC, Marie Stopes Bangladesh)

**Program duration:** January 2013 – December 2017 (SNL 3); Since 2001 SNL is working (SNL 1 & SNL2)

**Funded by:** Bill and Melinda Gates Foundation (BMGF)

## Target Groups

#### Advocacy Targets

To mobilize commitment, resources for accelerated implementation of newborn health programs

- Ministry of Health and Family Welfare and its Directorates
- UN Agencies
- Health Professionals Associations and Societies
- Academic and Research institutes
- Donor Agencies
- Civil societies and media

#### Beneficiary Targets

To improve healthy maternal and newborn health behavior and quality newborn care services

- Service providers and promoters
- Doctors
- Nurses
- Paramedics
- Community Health Workers
- Service recipients & SBCC targets
- Family and Community
- Mothers and Newborn

## Major Achievements:

- Successful advocacy and technical support resulting policy formulation, guideline and strategy development based on evidences to address newborn survival and wellbeing;
- Provided technical & catalytic support for translating the policy into program, and ensured national scale-up preparedness of four new newborn health interventions i.e. 7.1% Chlorhexidine use in newborn cord; Kangaroo Mother Care (KMC); Antenatal Corticosteroids use in threatened preterm labour to prevent newborn complications; Management of sick babies (0-59 days) with simplified antibiotic in outpatient settings when referral is not possible;
- Jointly with MOH&FW developed & demonstrated a scalable newborn care package for MOH&FW (Comprehensive Newborn Care Package - CNCP) with all training materials, job aids, monitoring tools; different NGOs incorporated CNCP in their projects and MOH&FW is planning to scale-up through fourth HNP sector program;
- Jointly with MOH&FW developed newborn SBCC message and materials including television commercial on essential newborn care and newborn danger signs for national use;
- Successful advocacy and technical assistance to revise different HMIS tools to incorporate standard newborn indicators;
- Support establishing KMC services for the first time in the public health facility and in private facility of Bangladesh; established KMC district model under CNCP; support in establishing center of excellence for KMC services in four national institutes;
- Mobilizing urban implementers and donors for scaling up of newborn health interventions through existing and future projects and programs.

## Major Challenges:

- Expectation of government and other partners for continued technical assistance from the SNL team for scaling up of newborn health interventions

## Future Direction:

- Technical support to the MOH&FW and other implementing partners to scale-up CNCP to improve newborn survival
- Documentation of SNL3 program learnings including CNCP implementation and sharing the learning with the national stakeholders



“I am happy because I am now capable to give KMC service. Earlier we could not save lives in such cases. All babies here who have received KMC have remained well and healthy.”



- Senior Staff Nurse, Upazilla Health Complex, Khoksha, Kushtia

