

CanWaCH

Canadian Partnership for  
Women and Children's Health



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Partenariat canadien pour  
la santé des femmes et des enfants

BEYOND  
2020:

An Agenda for Canadian  
Leadership in Women and  
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APRÈS-  
2020:

un programme pour le  
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# Innovations and Private Sector Partnerships



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APRIL 18-19 AVRIL, 2018

# Panelists

- **Jocelyn Mackie**, Vice President, Operations (Grand Challenges Canada)
- **Leaat Gellis**, Investment Manager (Grand Challenges Canada)
- **Renuka Gadde**, Vice President Global Health (BD Medical Technology)
- **Gorgui Sene Diallo**, Country Director (Africare Senegal)
- **Margaret MacDonald**, Associate Professor, York University



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**Jocelyn Mackie**

Vice President, Operations  
Grand Challenges Canada



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**Leeat Gellis**

Investment Manager  
Grand Challenges Canada



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 Jana Care  
**SIEMENS**

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# Renuka Gadde

Vice President, Global Health  
BD Medical Technology



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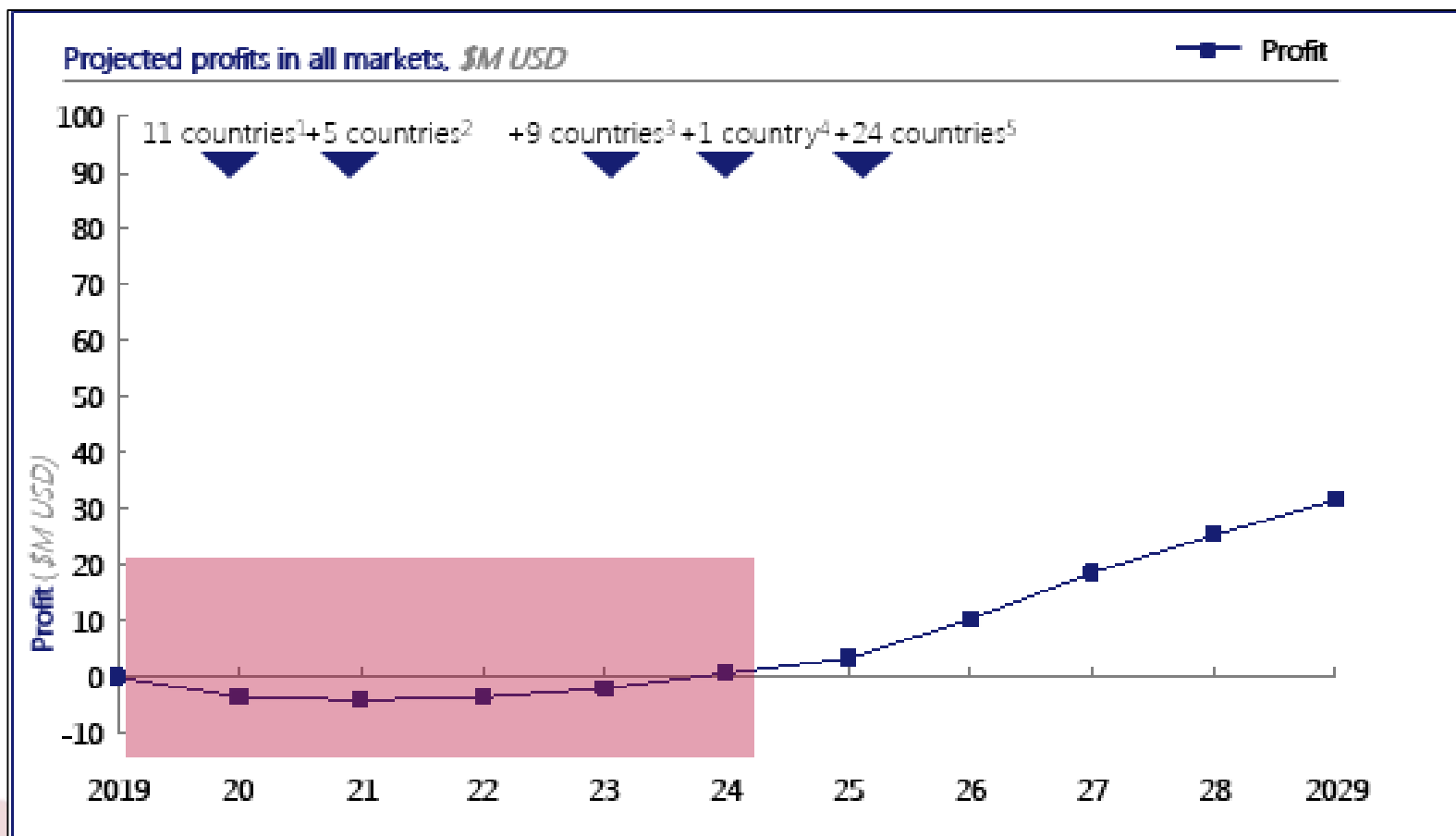
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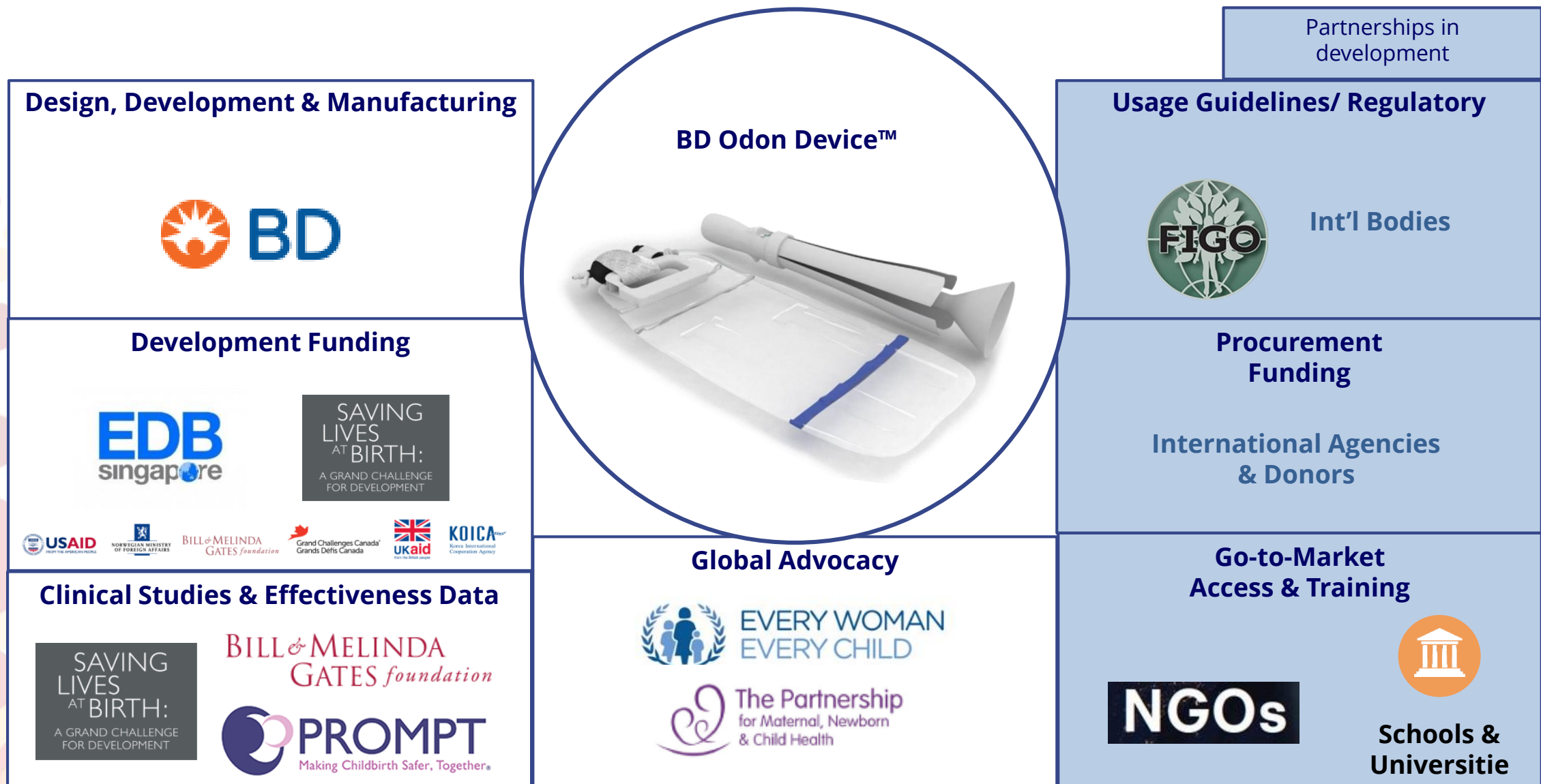
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# Overcoming the High Cost, Low Volume Trap





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**Africare**  
Sénégal

# Saving Lives at Birth in Senegal:

## *Part 1: an mHealth Intervention called CommCare*



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# Aar Leen – Why?

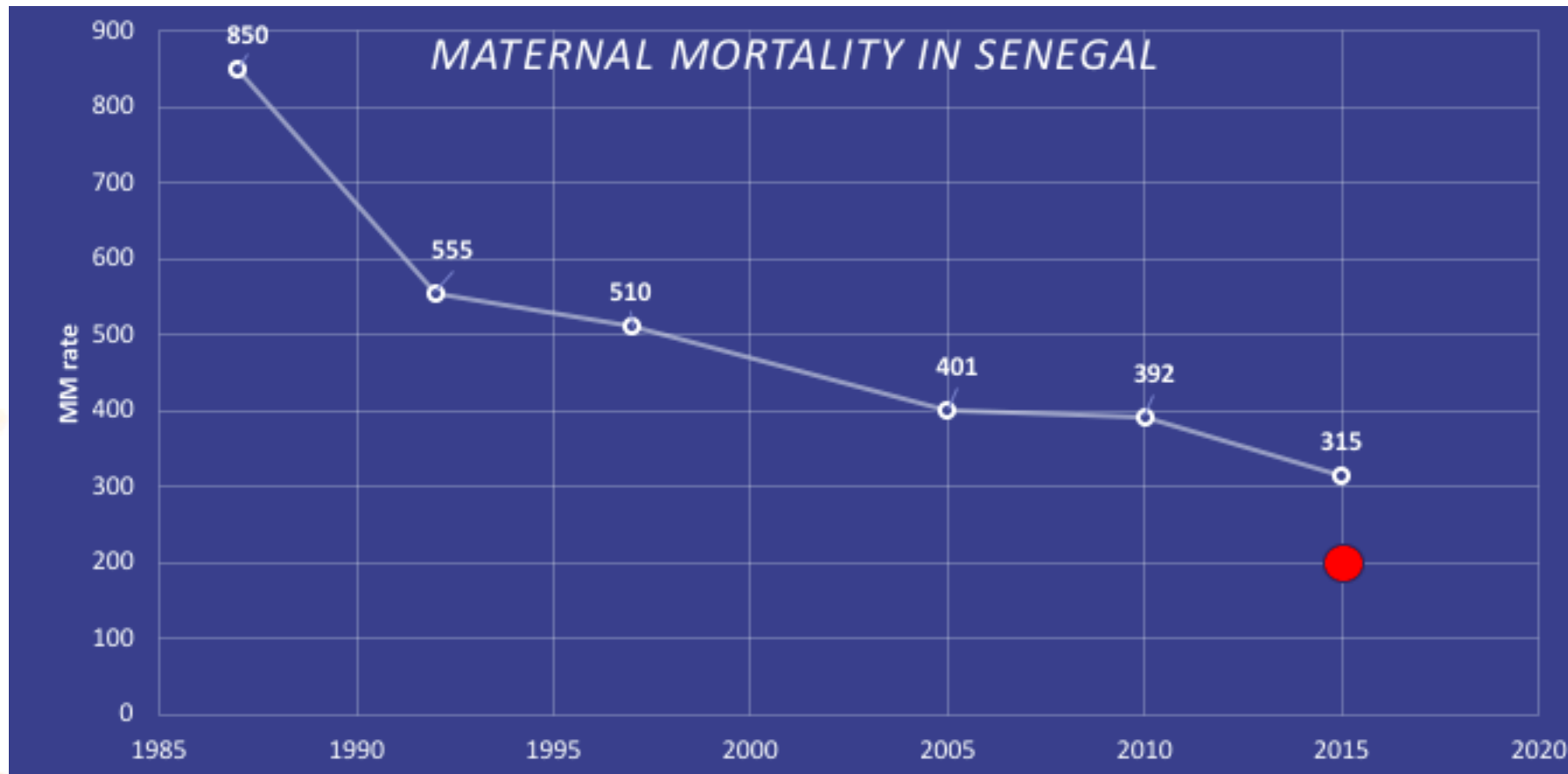


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# Aar Leen – Why?

## Maternal mortality still high in Senegal (315/100,000 live births);

- Socio-cultural barriers;
- Low decision-making power for women;
- Geographic and financial inaccessibility;
- Inadequate referral/counter referral system;
- HS deficiencies: staff, logistics, etc.



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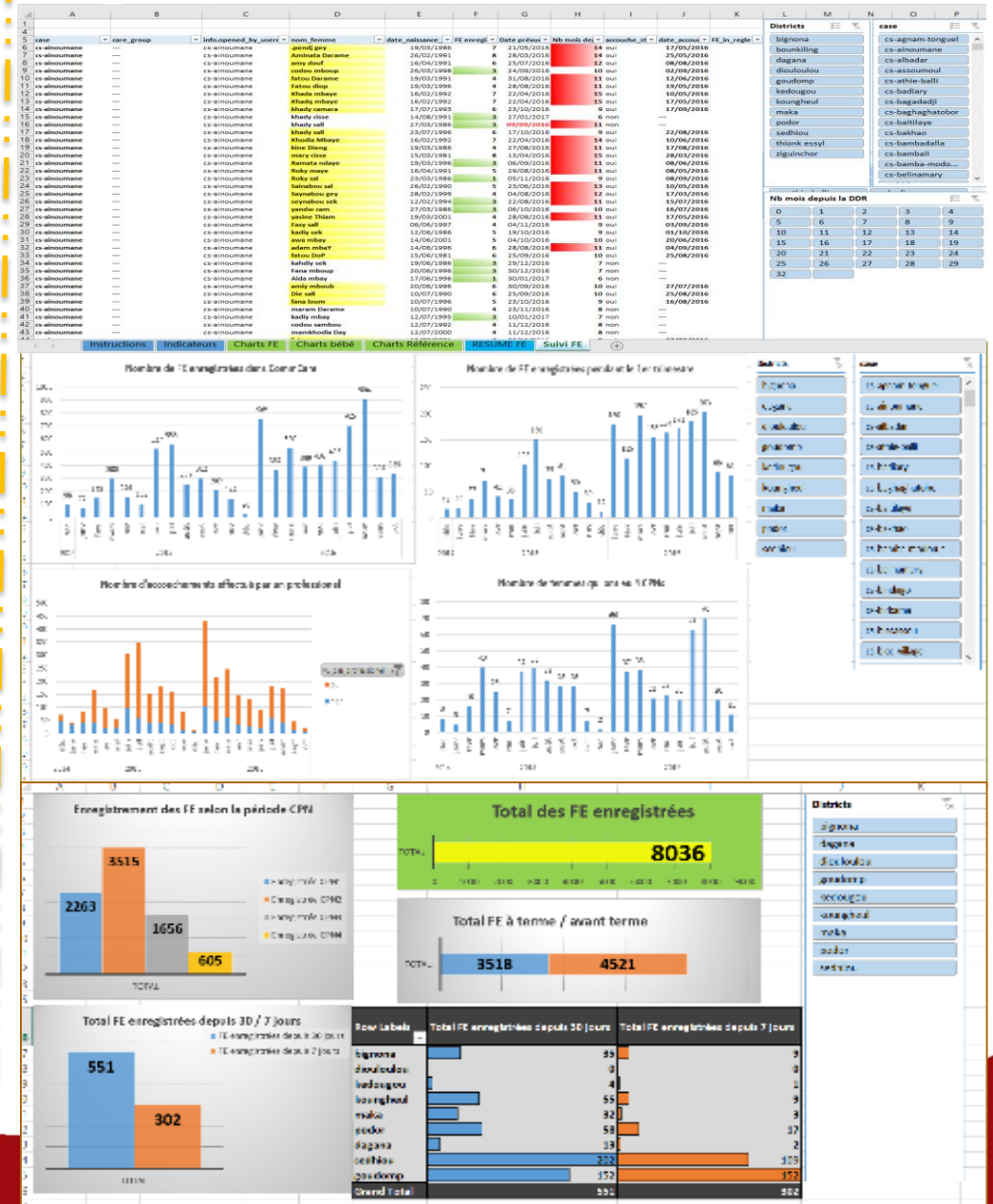
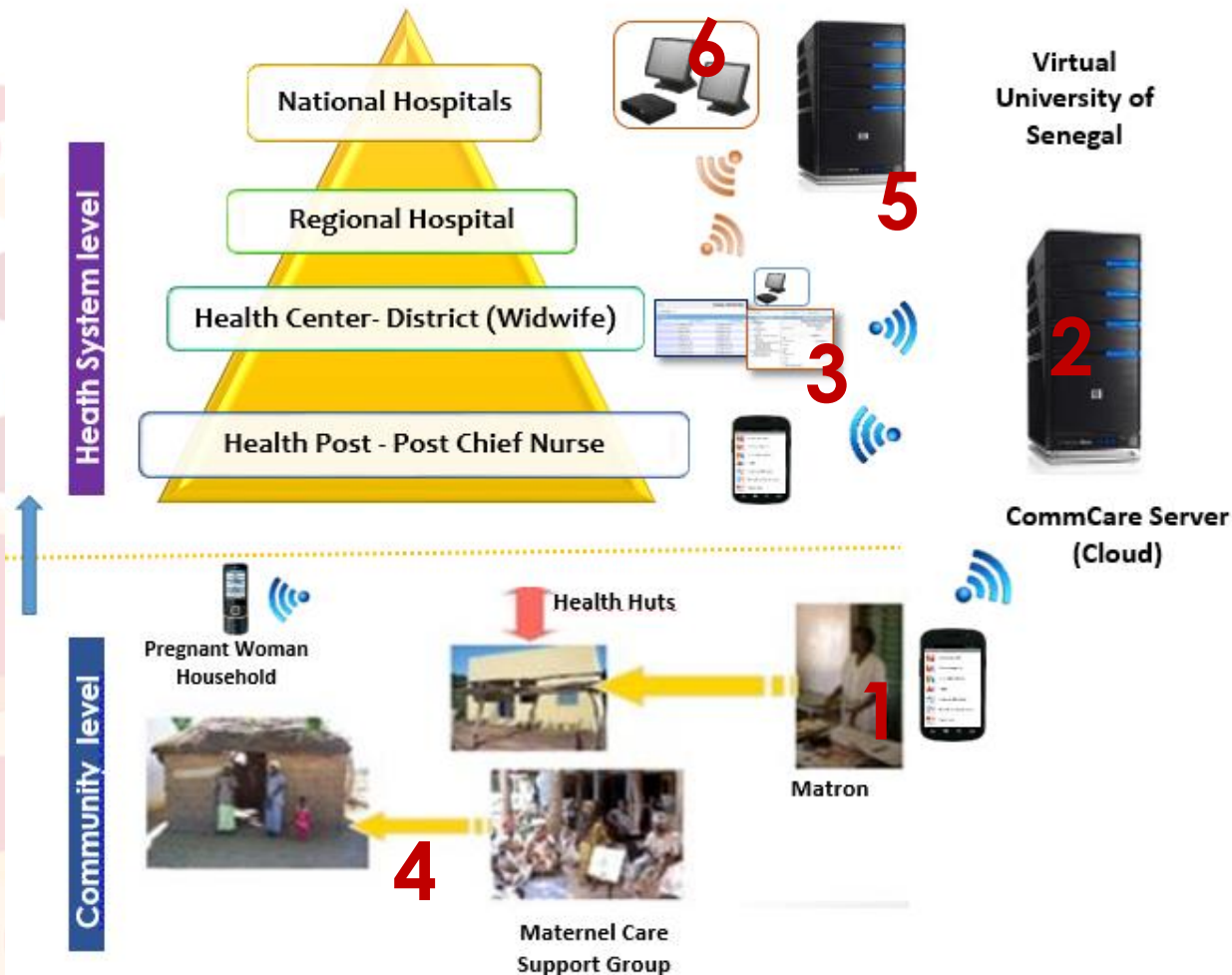
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# Aar Leen – How?



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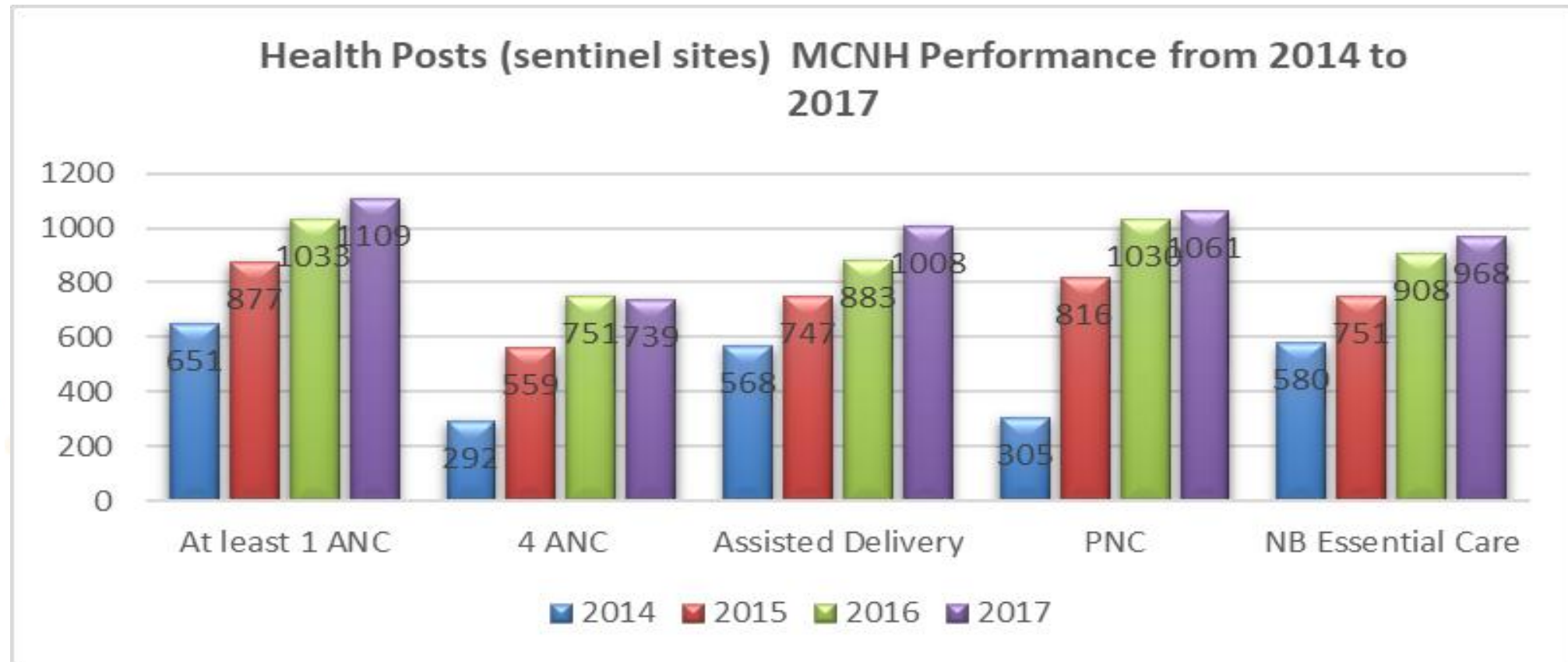


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## Aar Leen – QQ Results!



Items	Outputs
Number of Care Groups	<b>1,096</b> CG
CommCare Platform Training	<b>200</b> providers
Commcare Community Officer (CO) Training	<b>1,979</b> COs trained in MCNH <b>450</b> COs trained in Commcare
Smartphones	<b>726</b> mobile phones
Recorded	<b>40,000</b> PW



# Aar Leen – Challenges – Importance of Private Sector

- **New need to add functionalities to mHealth application;**
- **Increase network coverage** - insufficient in 25% of cases (45% to 25%) – Contract with ORANGE – service package (data and channels) US \$5 per month;
- **Improve (technology) the system for identifying pregnant women** – (e.g.: Simprint);
- **Increase the availability of electrical energy sources for recharging phones** - PS;
- **Deployment of MT** – lighter solution - SP; and
- **Strengthen the process for identifying PW** in their first trimester (*insufficient*).





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# Saving Lives at Birth in Senegal: Part 2: An anthropological perspective on Africare's CommCare



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# Context Matters

*Qualitative  
research should be  
part of the  
evidentiary mix in  
global health*



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# CommCare is a Social Technology



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**CommCare  
technology can  
help fill the  
“caring gap”  
in maternity care**



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