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PRESS PACK

Zero Mothers Die

Saving the lives of
pregnant women
and their newborns
worldwide



Zero Mothers Die

BUILDING THE PATH TOWARDS SAFE PREGNANCY AND CHILDBIRTH FOR ALL WOMEN

As 300,000 women die every year of pregnancy-related complications (source: WHO), Zero Mothers Die targets 100,000 pregnant women at high risk, by leveraging mobile technology solutions in order to deliver essential pre- and post-natal information and services to the right women at the right time. Zero Mothers Die also seeks to **build the capacity of healthcare workers to reduce the skills gap between developed and developing countries.**

Zero Mothers Die launches a unique mobile health application, ZMD App, to deliver critical maternal, newborn and child health information to save the lives of pregnant women, new mothers and newborns around the world, especially in isolated regions where vulnerable women lack access to care.

Zero Mothers Die is led by the Zero Mothers Die Consortium composed of the Advanced Development for Africa Foundation, Millennia2025 Women and Innovation Foundation and UniversalDoctor Project, in partnership with UNAIDS, Airtel and Global Partnerships Forum. The first preparation phase of Zero Mothers Die will be in Ghana in partnership with the Ghana Ministries of Health and Communications, Office of the First Lady, UNAIDS Ghana and other key local partners.



HISTORY OF ZERO MOTHERS DIE

May 22, 2012: conception of Zero Mothers Die in Geneva, Global Health Dynamics Roundtable

December 3, 2012: Zero Mothers Die is presented at UNESCO, Paris, at Millennia2015 International Conference

February 12, 2013: UNAIDS joins Zero Mothers Die, Geneva

September 21, 2014: ZMD is officially launched during the UN General Assembly in New York

2014 - 2016: Field missions in Ghana, Gabon and Mali for ZMD preparation phases

March 1, 2017: ZMD mobile App launch at Mobile World Congress, Barcelona

SEPTEMBER, 22ND, 2014: OFFICIAL LAUNCH OF ZERO MOTHERS DIE

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New York – United Nations General Assembly

Efforts to reduce high maternal and child mortality received a welcome boost with the launch of a new global campaign, Zero Mothers Die, at an official high-level side event held during the United Nations General Assembly in New York.

Unveiled at the 5th Women Leaders Forum on September, 22nd, the campaign seeks to ensure that all women and girls have universal access to information and services supporting maternal, newborn and child health. Zero Mothers Die intends to use information and communications technologies, including mobile technology, to deliver timely health-care information to women in need.

Participating in the launch of the campaign, UNAIDS Executive Director Michel Sidibé maintained that the initiative will focus on all pregnant women and new mothers, and will have as an aim preventing mother-to-child-transmission of HIV. He stressed that no mother would be left behind.

Yoo (Ban) Soon-taek, wife of the United Nations Secretary-General, gave the keynote address of the event, which brought together a range of global leaders, including a number of First Ladies. The new campaign contributes to the Every Women Every Child initiative launched by the United Nations Secretary-General Ban Ki-moon during the United Nations Millennium Development Goals Summit in September 2010.



Although significant progress has been made in reducing maternal mortality, it remains a critical issue. According to World Health Organization statistics, every day around 800 women die from complications related to pregnancy or childbirth and, in 2013, 289 000 women lost their lives (Source: WHO).

The event was co-hosted by the Advanced Development for Africa Foundation and the Global Partnerships Forum, in collaboration with UNAIDS, the International Telecommunication Union, the Zero Mothers Die Consortium and the Geena Davis Institute on Gender in Media.

MARCH, 1ST, 2017: ZERO MOTHERS DIE APP

A unique mobile health tool to save the lives of pregnant women and their newborns worldwide

Zero Mothers Die launches a unique mobile health application to deliver critical maternal, newborn and child health information to save the lives of pregnant women, new mothers and newborns around the world, especially in isolated regions where vulnerable women lack access to care. ZMD has undertaken the creation of mobile technology tools to bring essential pre- and post-natal information directly into the hands of pregnant women, new mothers and frontline health care workers, resulting in the recently launched Zero Mothers Die App.

As a unique mobile health application, the ZMD App **delivers crucial information for having a healthy pregnancy and taking care of newborns for both** women and their families as well as frontline health workers, to help bridge their knowledge and skills gap as well as reduce maternal and newborn mortality across the globe.

For pregnant women and new mothers, the application features important information, advice and tips organized according to the stage of pregnancy and age of newborn to help ensure both mother and baby are safe and healthy.

"With the ZMD App, caring for my newborn and tracking her development became easier for me and my mom, who especially gained good knowledge with constant use of the App and cares for my newborn more efficiently when I am at work. It is a really good tool to reduce maternal newborn and child mortality rate globally. Every mother, every family, every health worker needs to get access to this life saving ZMD App. Thank you Zero Mothers Die for this amazing App : " explains Chinomso

Traffina Ibe, new mother and user of ZMD App.



For health care workers, such as midwives and frontline health workers, the app offers access to a mix of instructional training videos, online courses, patient education materials and other multimedia resources to help improve their capacity to deliver effective maternal, newborn and child health care to their communities.

The ZMD App has been launched for Android devices in English and French, with the support of donations from Diplomatic Council, Natecia, Millennia2025 Foundation and UniversalDoctor, and will be available soon in Spanish and launched in the Apple App Store for iPhones as well.



REACHING 3 MILLION
women in **10 YEARS**



TWO LIVES SAVED
with ONE mobile



6 COUNTRY
implementations



10 PARTNERS SUPPORTING ZMD



30 € contribution
includes one mobile
phone and 30 minutes
of free airtime per
month

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