

# Zero Mothers Die

Saving the Lives of  
Pregnant Women  
and their Newborns  
Worldwide



# 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 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 was founded by Advanced Development for Africa, Millennia2025 Women and Innovation Foundation and UniversalDoctor, with private and public partners. Zero Mothers Die launched a unique mobile health application called the ZMD App to deliver localized critical maternal, newborn and child health information, especially in isolated regions where vulnerable women lack access to care. The ZMD App has been localized in **9 different languages and dialects** so far for communities in Africa, Americas and Europe, and incorporated by health institutions and ministries.

**ZMD App 2.0**, the second version of the tool, was launched on International Women's Day in 2021, as a cross-platform application rebuilt from the ground up to take advantage of the latest technology and user experience best practices, offering new content personalization features and a whole new user-friendly design, putting critical healthy pregnancy and newborn information truly at anyone's fingertips. Zero Mothers Die works with local organizations in each country of implementation to ensure the App content is localized and adapted for contextual, healthcare and sociocultural norms, ensuring uptake in local communities through training and support



## 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:** Zero Mothers Die officially launched at the UN General Assembly, New York

**2014 - 2022:** Deployment of ZMD App in Nigeria, Ethiopia, Congo DR and Brazil.

**March 1, 2017:** ZMD App launched at Mobile World Congress, Barcelona

**October 16, 2019:** BBC Selects Zero Mothers Die Co-Founder as BBC's 100 Women of 2019, London

**March 8, 2021:** Launch of Zero Mothers Die 2.0 App to Celebrate International Women's Day

**2022:** Zero Mothers Die is a partner of UhDa, Universal Health Digital Access with novel approach to health innovation.



## SEPTEMBER, 22<sup>ND</sup> 2014: OFFICIAL LAUNCH OF ZERO MOTHERS DIE

### 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 22 September, 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.

# 2021, ZERO MOTHERS DIE APP 2.0: LAUNCHED ON INTERNATIONAL WOMEN’S DAY

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

**Zero Mothers Die mobile application (ZMD App)** is 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. Since 2021, ZMD App 2.0 offers cross-platform access on iOS and Android, new content personalization features and a whole new user-friendly design putting critical maternal and newborn healthcare information truly at fingertips.

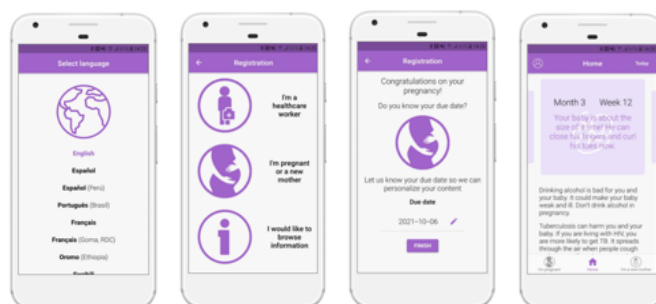
For pregnant women and new mothers, the application features important information, advice and tips organized according to the stage and week of pregnancy and age of newborn to help ensure both mother and baby are safe and healthy.

*“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 Chinomnso 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.

**ZMD App is made available for free in 7 languages, with 9 sets of country-specific localized content.**



# STORIES FROM OUR LOCAL PARTNERS

## Nigeria, Traffina Foundation, Abuja

«It's been an amazing experience using Zero Mothers Die App from time of pregnancy through out caring for my baby who has turned 6years already. Zero Mothers Die App is one of the best gifts made available to save lives of women and children» **Chinomso Ibe, a nurse and midwife, and founder of Traffina Foundation for Community Health, Zero Mothers Die country partner in Nigeria who used the ZMD App during her own pregnancy**

«With Zero Mothers Die App, I didn't have to keep asking my neighbors on what to do during pregnancy and childbirth. My husband and I was happy learning about how to have a healthy pregnancy and help my newborn» **Janet Emmanuel, new mother who used the ZMD App during her pregnancy and first year of child's life.**



## Ethiopia, Hospital of Gambo

«I am very happy. Now, people trust me. Before, I didn't feel good working because I was scared, I didn't know how to follow up pregnant women and their newborns. I didn't know how to advise them, and the people didn't come to visit me because they didn't trust me. Now everything has changed, I am very happy, the health of the women is in my hands and I can take care of them, I like my job. Now people trust me, now the health center is full. I feel happy. This is thanks to what I have learned thanks to Dr Iñaki Alegria and the Zero Mothers Die app. I am happy to be able to help my community, and save lives. I use the ZMD app to plan health education in the communication with all pregnant women about the pregnancy follow up and their newborns» **Mulu Robdu, a midwife working at the rural community health center with the Zero Mothers Die App**



## Brazil, Fiocruz Foundation, Rio de Janeiro, Manaus

«Zero Mothers Die has a great potential to help vulnerable pregnant and mothers of young children in Brazil. Fiocruz made the transcultural adaptation and tested the app in various territories with the public healthcare system, SUS. We prospect to help poor communities in Portuguese Speaking countries, especially Africa and add some features of digital health to improve the app, like a chatbot, for example» **Angélica Baptista Silva, public health researcher at Oswaldo Cruz Foundation (Fiocruz), attached to the Brazilian Ministry of Health. Rio de Janeiro, Brazil**



# ZERO MOTHERS DIE AND THE ROTARY

Since 2019, the Rotary Club of Saint Raphael (France), provides support to Zero Mothers Die. Four presentations to the members of the district 1730, as well as members of contact clubs in Ludi (Italy), Leipzig (Germany) and City & Shoreditch (UK), have raised significant interest for the coming years.

Also, together with PolioPlus campaign to eradicate Polio virus in the world, Zero Mothers Die App is expected to serve as a channel of information and education of women in underdeserved communities.

Publications in the Rotary Magazine and PolioPlus Newsletter are available in french.

**Zero Mothers Die**  
L'innovation au service de la santé de la mère et de l'enfant

Par  
**Veronique Ines THOUVENOT**

22 Avril 2021, 19:00 h

**Rotary**  
Club de SAINT RAPHAËL

<https://www.facebook.com/Rotary1730>

**DISTRICT 1730 | SAINT-RAPHAËL**

## VEILLER À LA SANTÉ DES JEUNES MAMANS

Le Rotary club Saint-Raphaël facilite la diffusion d'informations destinées à des femmes enceintes, notamment des migrantes arrivées en France.

Le club a déjà participé à l'impression d'une brochure d'information en français, distribuée à des professionnels de santé à Tunis. Cette brochure sera prochainement utilisée en Île-de-France auprès des mamans migrantes. Grâce à ces distributions, l'application mobile Zero Mothers Die est mieux connue et les retours qualitatifs sont positifs. Faire connaître l'application auprès des professionnels de la santé et des mamans reste la priorité de cette action. L'application est gratuite, personnalisable, disponible en huit langues et se charge en une seule fois pour les zones à faible connexion.

<http://www.zeromothersdie.org/francais.html>

**PolioPlus et Zero Mothers Die, ensemble pour la santé de la mère et de l'enfant !**  
Veronique Inès THOUVENOT – RC St Raphaël – D1730

Des brochures en anglais, français et portugais sont disponibles pour être distribuées sur les sites de vaccination, les centres de santé maternelle, les cliniques et hôpitaux, par les agents de santé.

“ Ensemble PolioPlus et Zero Mothers Die offrent aux mamans un accès innovant à l'information de santé maternelle et infantile partout où c'est nécessaire ! ”

Zero Mothers Die a reçu l'appui du Rotary Club de Saint Raphaël

**Rotary**  
Club de SAINT RAPHAËL

<http://www.zeromothersdie.org/francais.html>

Zero Mothers Die

END POLIO NOW

Zero Mothers Die

ZMD à Gamba en Ethiopie

ZMD à Rio, Brésil

English • Français • Español • Português

Senegal • Congo • Arabie Saoudite • France (Senegal, DRC)



# CONTACTS

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