



2014 - The Year of the Newborn

3 of the 7 million children dying before the fifth birthday die in the the first four weeks of life.

Laerdal Global Health will support the initiative to make 2014 The Year of the Newborn with product launches in these areas

Feeding Support



A breast trainer for realistic simulation of milk expression, attachment and positioning - including KMC

Kangaroo Mother Care (KMC)



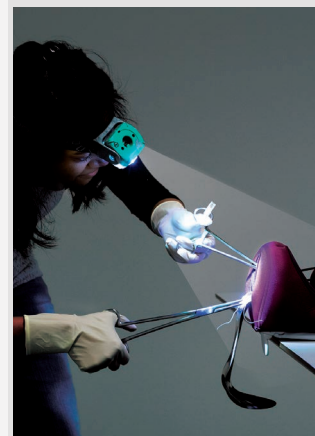
A preterm simulator for training in KMC, positioning, and gastric tube feeding

Easier Bag Mask Ventilation

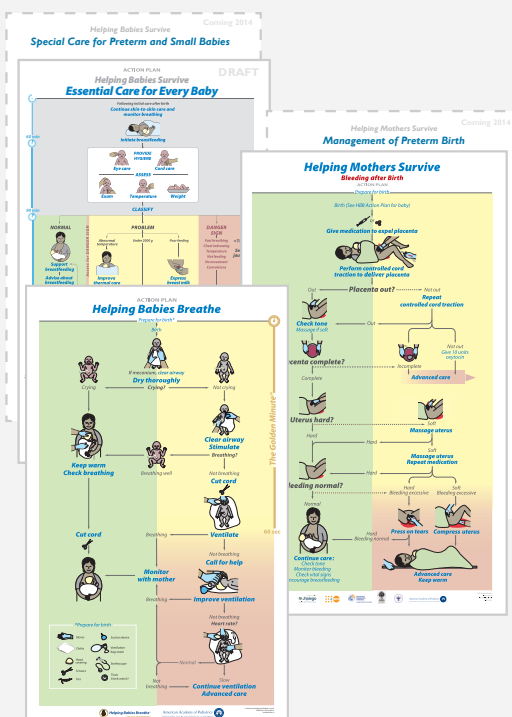


The Upright Bag Mask makes it easier to obtain a good mask seal and to clean the device between uses.

Birth Attendant Light



A versatile and robust light that can be used both as a focused task light and as an efficient ambient light.



Expansion and Integration of Educational Programs

Helping Babies Breathe (HBB)

Now introduced in 60 countries, with over 150,000 birth attendants trained. A national study in Tanzania showed 47% reduction in early newborn mortality post HBB training. HBB was also featured as one of 10 "Breakthrough innovations that can help save mothers and children now" to the UN General Assembly in September 2013. See [HBB Annual Report](#)

Helping Mothers Survive (HMS)

Developed with Jhpiego and endorsed by UNFPA, the American Academy of Pediatrics (AAP) and the world federations for obstetricians and gynecologists, midwives and nurses (FIGO, ICM and ICN respectively). Launched at the "Women Deliver" conference in May 2013. Already over 300 facilitators from 40 countries have been trained. [Ref HMS website.](#)

New Educational Programs Under Development

Through the [Survive & Thrive Alliance](#), Laerdal is supporting the development of additional educational programs for introduction in 2014: "Essential Care for Every Baby", "Special Care for Preterm and Small Babies", and "Management of Preterm Birth".

Scale Up of Lifesaving Commodities

Growing HBB implementation also drives scale up of several items included on the UN list of Essential Lifesaving Commodities. By end 2013 Laerdal has provided on a not-for-profit basis:

- Neonatal Bag Mask Resuscitators 135,000
- Reusable bulb suction 150,000
- NeoNatalie Newborn simulators 50,000





Gifted Birthing Simulators

The [Buy One Gift One Program](#) has by end 2013 raised a pool of almost 2,000 MamaNatalie Birthing Simulators. These units are being gifted to the organizations that are actively taking part in the roll out of the Helping Mothers Survive Program: ICM, FIGO, UNFPA, AAP and Jhpiego.

For the above mentioned products Laerdal was last August presented with the [Index Award 2013](#).



Family Planning

[Mama-U](#) is a new training model for insertion of postpartum IUDs. A Grand Challenges Saving Lives at Birth grant in 2012 is based on the use of this trainer in Pakistan. Mama-U was used in several workshops at the recent family planning summit in Addis Ababa, and presented at the WHO Second Forum on Medical Devices in Nov 2013.

The model can also be used for other postpartum interventions, e.g. insertion of intra-uterine balloon tamponade



Growing Research Activities

Laerdal Global Health has initiated the [Safer Births](#) research program at the Haydom and Muhimbili hospitals in Tanzania to help reduce perinatal mortality through new knowledge and new innovative products for birth attendants. The program covers prevention of and better management of birth asphyxia, and engages six PhD fellows, of whom three are from Tanzania. Partial funding is provided by NORAD/Globvac and the [Laerdal Foundation](#).



Team Expansion

To strengthen cultural empathy and closeness to users, our team has recently been expanded with a development team in Pune, India, employing three product developers coming from the Stanford India program (picture). We have also recruited an implementation advisor for the Africa region, based in Tanzania.

We are continuing our [Day of Birth Alliance](#) with Jhpiego and the Center for Bioengineering Innovation and Design (CBID) at Johns Hopkins University, Baltimore. Our team in Stavanger Norway includes three graduates from the CBID program.