



2015 – Beyond the Millennium Development Goals

Every day, over 800 mothers and 8,000 infants are lost due to preventable causes related to pregnancy and childbirth. Laerdal Global Health was established to help change this situation.

Skin-to-skin Care



A wrap that helps mothers provide continuous and quality Kangaroo Mother Care.

Small Baby Care



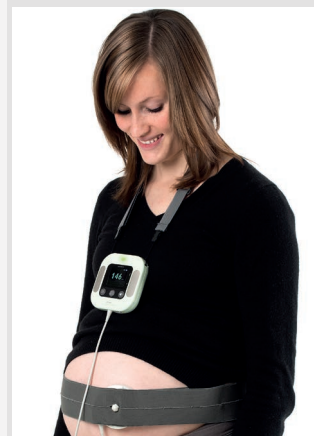
A preterm simulator for training gastric tube or cup feeding, skin-to-skin and positioning.

Feeding Support



A trainer for realistic breast-feeding and breast-milk expression, nursing and positioning.

Fetal Monitoring



A portable and easy to use monitor that quickly and reliably detects fetal heart rate.

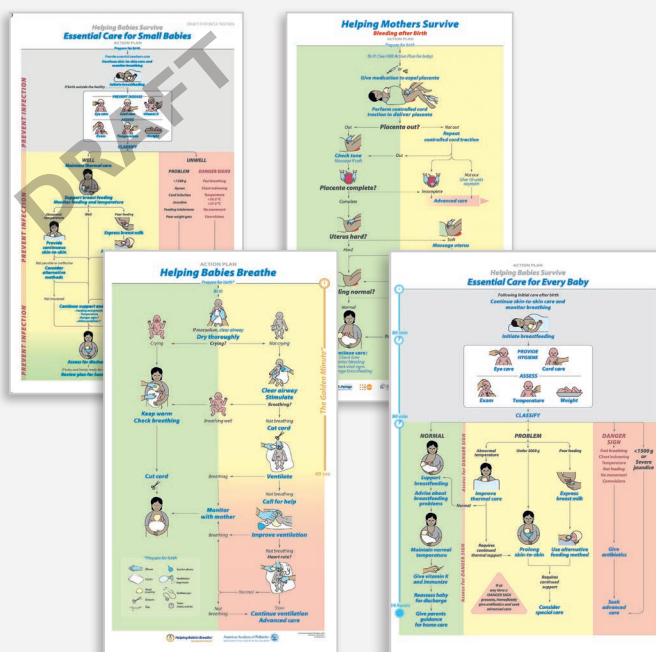
Expansion and Integration of Educational Programs

Helping Babies Breathe has now reached over 250,000 birth attendants in over 70 countries. Studies in Tanzania and Nepal show the program can reduce early newborn mortality by 50% if well implemented.

Through the Survive & Thrive alliance Laerdal supports two more newborn programs

Essential Care for Every Baby, launched Mid-2014, and **Essential Care for Small Babies**, to be launched in April 2015.

Helping Mothers Survive-Bleeding After Birth was developed by Jhpiego in collaboration with the American Academy of Pediatrics (AAP), and the world federations for obstetricians and gynecologists, midwives, and nurses (FIGO, ICM, and ICN respectively). Over 700 facilitators from 43 countries have been trained in HMS-BAB since the program debuted in 2012. A new course module, **Helping Mothers Survive-Pre-eclampsia/eclampsia**, is under development



Scale Up of Lifesaving Commodities

The growing implementation of HBB also drives the scale up of several products featured on the [UN list of Essential Lifesaving Commodities](#).

By the end of 2014, Laerdal has provided on a not-for-profit basis:

- NeoNatalie Bag Mask Resuscitators – 165,000*
- Penguin Suction Bulb – 215,000
- NeoNatalie Newborn Simulator – 65,000



*This includes both the NeoNatalie Simplified Resuscitator and the Upright Bag-Mask



Program Support

The Helping 100,000 Babies Survive & Thrive Initiative, under the [Survive & Thrive](#) private-public partnership, will target newborn mortality in India, Nigeria, and Ethiopia. This new initiative aims to save at least 100,000 newborn lives each year in partnership with Johnson & Johnson, the Government of Norway, USAID, AAP, and the Bill & Melinda Gates Foundation.

10,000 Happy Birthdays is a partnership between Laerdal, ICM and local midwifery organizations in Norway, Malawi, and Zambia. This project aims to train and equip birth attendants in Malawi and Zambia in HMS and HBB to help them save the lives of mothers and babies on the day of birth. Follow this campaign [here](#)

In the [Buy One Gift One Program](#), for every MamaNatalie purchased through Laerdal Medical for use in high-income countries, an additional MamaNatalie is being donated to roll out the Helping Mothers Survive initiative in low-resource countries. By the end of 2014, a pool of almost 2,200 MamaNatalies have been gifted to ICM, FIGO, UNFPA, AAP and Jhpiego. Most of these are already in use.



Family Planning

Mama-U, a postpartum uterus trainer, has a special focus on training for postpartum IUD insertion. It also supports learning for after birth care, such as vaginal inspection, and insertion of intra uterine balloon tamponades. Mama-U can be used individually or by placing it inside of MamaNatalie.



Growing Research Activities

Safer Births is a GLOBVAC supported R&D partnership between Laerdal, Tanzanian, Norwegian and international research institutions. Safer Births explores disruptive research and innovations for newborn resuscitation and fetal heart rate monitoring. In August 2014, the MOYO Fetal Heart Rate Monitor received *the Saving Lives Grand Challenge*. Read more [here](#).

To watch our annual video, click [here](#)