

# Moving Innovations from Idea to Impact

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- NeoNatalie Newborn Simulator
- Penguin Suction Device
- Upright Bag Mask Device

# Barriers from Idea to Impact

It's mostly about Implementation

Needs  
assessment

Conceptual  
idea

Iterative  
prototypes  
& pilot testing

Efficiency of  
manufacturing

Implementation

Impact

Intergrated solutions

Cultural sensitivity

Extreme affordability

Simplicity

Durability/sustainability

Ease of use and reuse

Efficiency of use

Local ownership

Scale up possibilities

Training and retraining

Policy

Advocacy

Champions

Funding

Standards & guidelines

# The Opportunity of strong implementation alliances

Status report April 2013

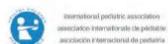
## Helping Babies Breathe®

A Global Public-Private Alliance



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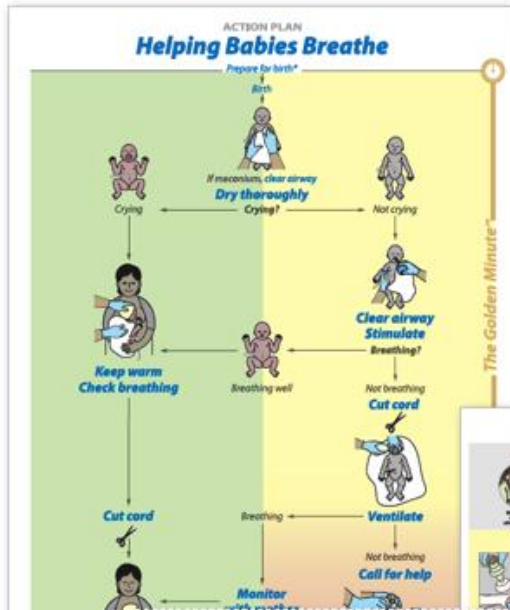


# Helping Babies Breathe – status April 2013

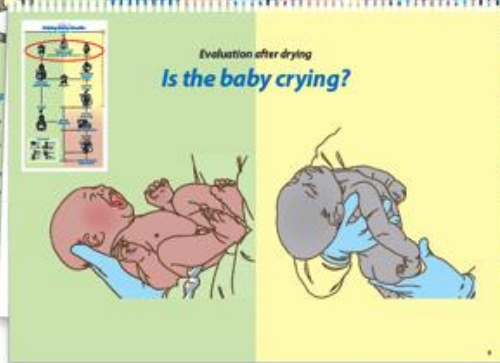


- Introduced in 54 countries; 16 with MoH coordinated programs
- Over 100,000 birth attendants trained and equipped
- Tanzania study shows 47% reduced mortality from asphyxia mortality

# Why successful ?



- Focused on essential lifesaving steps
- Engaging - hands-on, scenario based training
- Affordable
- Cascade implementation model , facilitating dissemination and peer based refresher training
- Locally owned
- Supported by strong Public Private Partnership
- Driving scale up of three of the *UN Essential Life-Saving Commodities*



# Device Innovation - Suction



## Previous solutions

- single patient-use
- cannot be cleaned



## «Penguin» suction

- openable for cleaning
- boilable for disinfection
- Easily checked for readiness
- highly affordable and durable



# Device Innovation – Bag Mask Resuscitator



## Issues with current Bag masks

- Mask seal
- Many parts = difficult disassembly and cleaning
- Skill retention among infrequent users



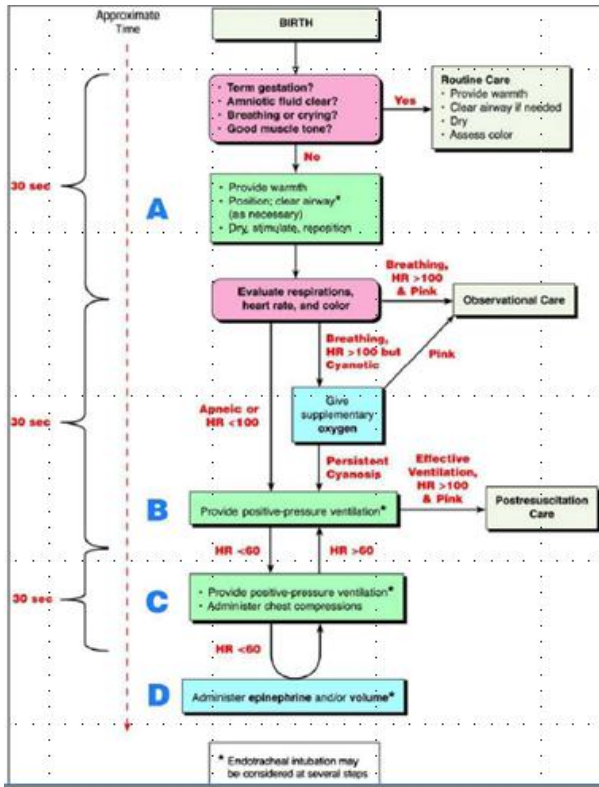
## The Upright Bag

- Better seal
- Fewer parts - Easier cleaning
- Lower cost

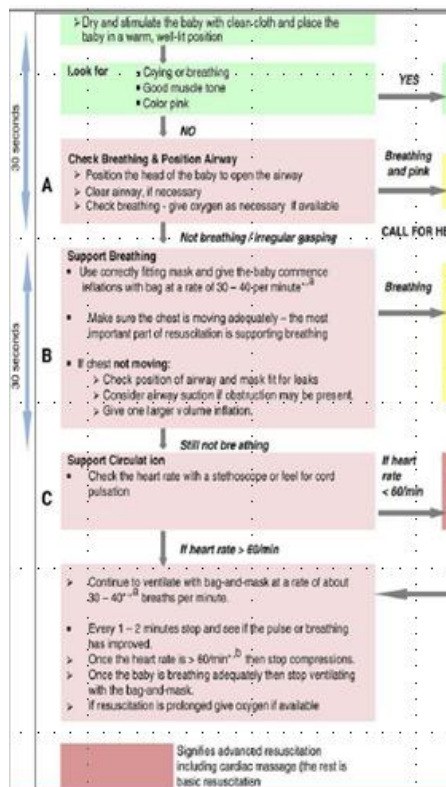
# Make it simple to learn - and remember

## ILCOR

## WHO

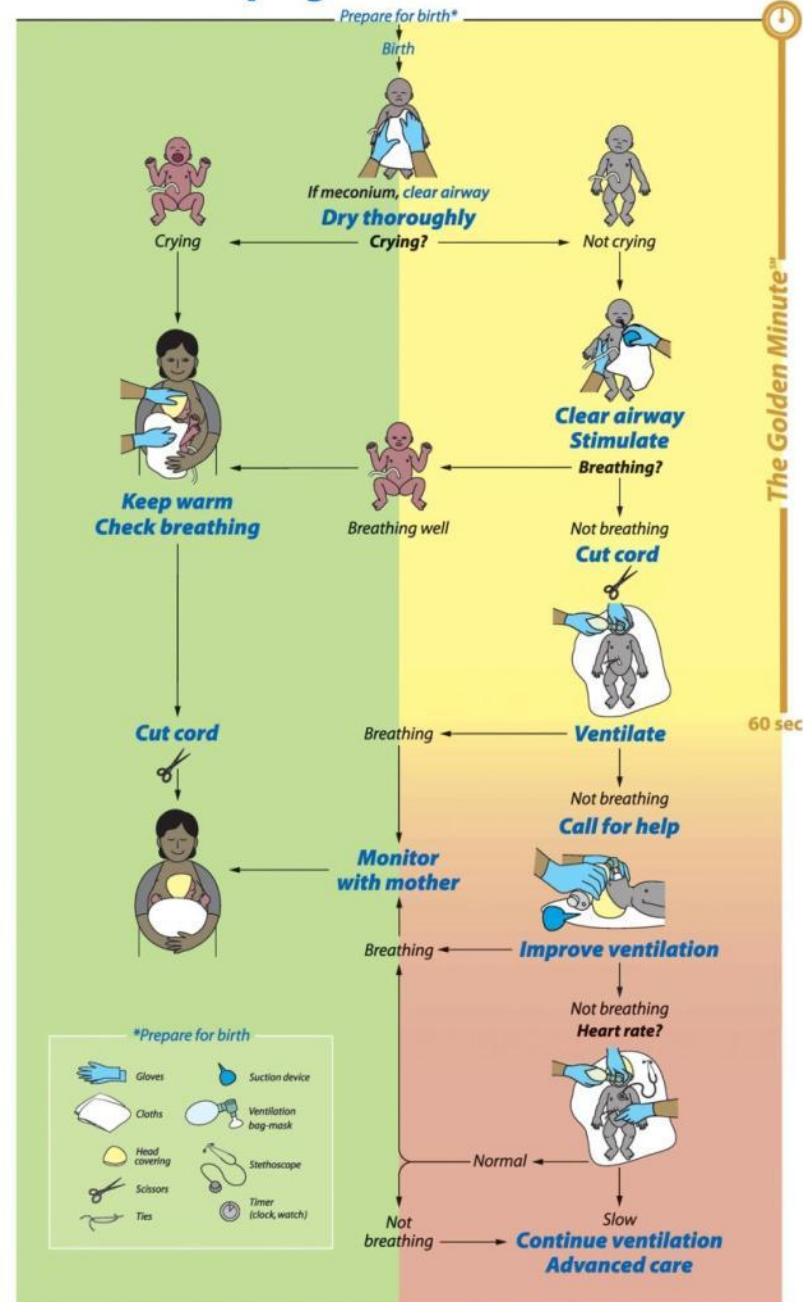


A + B + C + D



A + B + C

## ACTION PLAN Helping Babies Breathe





# Moving Innovations from Idea to Impact

## Three key messages

- 1) Innovation should be measured by impact only
- 2) The greatest innovation potential relate to better implementation of what we already know works
- 3) New ideas may best be moved to impact if they can help improve implementation of locally owned MNCH programs