

# Newborn Health @JSI



Improving newborn health and reducing neonatal mortality by supporting effective, low-cost interventions to improve newborn care in homes, communities, and health facilities continues to be a core focus of JSI's work. For JSI, essential newborn care encompasses a range of basic measures and services that span prevention, promotion, and treatment.

Reducing newborn  
mortality in more than  
**20 COUNTRIES**  
for **20 YEARS**

## PREVENTION

- Umbilical cord & eye infection prevention & care
- Skilled birth attendance at birth
- Immunization
- Prevention of mother-to-child transmission of HIV

## PROMOTION

- Immediate and exclusive breastfeeding
- Kangaroo care for low birth weight babies
- Family recognition of danger signs & prompt care seeking

## TREATMENT

- Temperature maintenance
- Access to newborn resuscitation & treatment for infections
- Delivery of life-saving drugs, commodities, and equipment
- Management & referral of birth complications

## PROJECT HIGHLIGHTS

In Madagascar, JSI's MAHEFA project introduced chlorhexidine to prevent newborn sepsis. Through an extensive community health volunteer network, JSI provided chlorhexidine and training on umbilical cord care to 69% of the 46,000 pregnant women in the pilot districts. Of the mothers who received chlorhexidine, 95% applied chlorhexidine on the day of birth, far exceeding the 2019 target of 80%.

The most exciting achievement of the CHX and misoprostol for postpartum hemorrhage prevention (PPHP) initiative is the fact that, largely due to the success of MAHEFA's pilot implementation in two districts, the Government of Madagascar started scale-up of this initiative throughout Madagascar.



## Evidence to Action

Through programmatic innovations, JSI technical support has ensured quality of services at all levels, from operations research to nationwide program expansion, to create critical bridges between families, community leaders and volunteers, health facilities, and referral levels.

### RESEARCH & PROGRAMMATIC INNOVATIONS

JSI has been working with Concern Worldwide to find and test ambitious new ideas to address barriers in accessing maternal, newborn and child health (MNCH) services. After releasing a call for ideas and receiving thousands of promising interventions, the project team selected a series of innovations to implement in Ghana, Kenya, and Sierra Leone. Interventions include:

- Designing a mobile health platform to increase motivation among remotely deployed health workers
- Creating a collaborative network among bioengineers in a national hospital and local hackers and tinkerers to design low cost solutions to improving the supply of essential MNCH medical equipment

### PILOT PROGRAMS & TECHNICAL ASSISTANCE

JSI's pilot programs in Nepal implemented several innovative initiatives and assisted the Ministry of Health and Population in bringing the innovations into mainstream programs. Innovations include:

- Application of Chlorhexidine to the umbilical cord to prevent infection and neonatal death
- Integration of birth preparedness programs at the community level
- Community-based distribution of misoprostol and chlorhexidine.
- Use of gentamicin in the UNIJECT device in remote areas where families cannot access health facility-based care

### NATIONWIDE PROGRAM EXPANSION

JSI's USAID-funded projects have worked together to reach more than 45 million people in supporting Ethiopia's community-based approach to improving health. JSI has been instrumental in developing Ethiopia's health supply chain and has provided support to improve the availability of essential medicines, diagnostics, contraceptives, and vaccines, and has improved the supply of all public health commodities. JSI continues to support the Federal Ministry of Health through both rural and urban programs, extending its efforts to analyze, develop, and manage systems addressing a wide range of health issues including child survival, HIV prevention, immunization, obstetric, maternal, and neonatal care.

With over two decades of experience in 23 countries across three continents, JSI has demonstrated expertise in implementing effective newborn health programs at country level. This experience includes policy formulation, planning, material development, training, and behavior change communication, as well as monitoring at the facility and community levels, logistics and supply chain management, program evaluation, and information dissemination.

For more information regarding JSI's newborn health programs and expertise, please contact [mnch@jsi.com](mailto:mnch@jsi.com)



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