SOCIAL INNOVATION IN HEALTH INITIATIVE: A CATALYST FOR THE MAMÁS DEL RÍO PROGRAMME

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TDR
For research on diseases of poverty
1. My path to build the Mothers of the River programme [Mi camino para construir el programa Mamás del Río]. Acta Herediana, Universidad Peruana Cayetano Heredia, in press.
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Social Innovation in Health

Training of CHW, TBA, health care personnel
Community sensitization
Continued Supervision

1. Reinders, Stefan; Blas, Magaly M; Lange, Isabelle L; Ronsmans, Carine; (2021) Study protocol: Evaluation of the Mamás del Río programme - a community-based, maternal and neonatal health intervention in Rural Amazonian Peru. London School of Hygiene & Tropical Medicine, London.

Area of implementation: Mamás del Río

Mamás del Río (Start of intervention: 2019)

• Rivers: Marañón, Ucayali and Amazonas
• Districts: 3
• Communities: 84
• Population: 14,474
• Total extension: 350km

1. Reinders, Stefan; Blas, Magaly M; Lange, Isabelle L; Ronsmans, Carine; (2021) Study protocol: Evaluation of the Mamás del Río programme - a community-based, maternal and neonatal health intervention in Rural Amazonian Peru. London School of Hygiene & Tropical Medicine, London.
Implementation in the border between Peru and Colombia: Mamás de la Frontera

**Phase 2: Mamás De La Frontera (Start: 2020)**

- **Rivers:** Putumayo
- **Districts:** 4 (2 Peru & 2 Colombia)
- **Communities:** 30
- **Population:** 4,126
- **Total extension:** 400km

1. Reinders, Stefan; Blas, Magaly M; Lange, Isabelle L; Ronsmans, Carine; (2021) Study protocol: Evaluation of the Mamás del Río programme - a community-based, maternal and neonatal health intervention in Rural Amazonian Peru. London School of Hygiene & Tropical Medicine, London.
A 3-year program evaluation showed improvement in almost all essential newborn care practices in home births and an increase in institutional delivery.

+1500 indigenous pregnant women and newborns who benefited
How was the Social Innovation in Health Initiative (SIHI) hub for the Latin America and Caribbean region a catalyst for Mamás del Río?
Visibility

- SIHI Award at the PAHO in Washington DC
- Mini-documentary in English
- Research - Case study
Visibility

- Presentation at International conferences
- Podcast at Global Health Matters
- Interview for BMJ

Helping to influence health policy in Peru

Dr Magaly Blas, MD, MPH, PhD is a medical epidemiologist, professor and researcher at Cayetano Heredia Peruvian University in Lima, Peru. She is also one of the authors who published her research findings in a special BMJ Innovations collection on social innovations in health. This story tells the impact the publication has had at a governmental level.
Communication to broader audiences

TV, radio, newspaper, online media

International Podcasts

Children’s book chapter
Training

- Communication and dissemination

- Design Thinking and sustainability

- Community based participatory research methodologies

Gender and SIHI

What is Design thinking and how it is related to Social Innovation in Health?

Sept 17-18, 2019

Gender in terms of specific health topics and gender as a social determinant of health

Mothers of the River Program (Peru)

Community health workers and midwives in the Loreto (Amazon region of Peru) were trained to promote healthy behaviors and practices.
Networking

- In person at Cali

- Online: Virtual Café

- Health conferences
Exchange program to visit another SIHI: The song of the Tucan in the Colombian Amazon
Mentoring by Dr. Luis Gabriel Cuervo from SIHI-LAC

- Mamás del Río advice on sustainability, and foresight
- Resource mobilization
- Podcast on global health matters
- Presentations at conferences
- Co-authoring of papers
- Networking at local, regional and global level
- Proposal for a documentary
- Advocacy and engagement
Research and Scientific evidence

Study protocol: Evaluation of the Mamás del Río programme – a community-based, maternal and neonatal health intervention in Rural Amazonian Peru

Prevalence of essential newborn care in home and facility births in the Peruvian Amazon: analysis of census data from programme evaluation in three remote districts of the Loreto region

Providing culturally competent and universal health care in the Peruvian Amazon: The role of medical authority

Home birth preference, childbirth, and newborn care practices in rural Peruvian Amazon

The Amazon Hope: A qualitative and quantitative assessment of a mobile clinic ship in the Peruvian Amazon
Unlock the capacity residing within the actors of the health system to advance social innovation.

1. Research
2. Capacity strengthening
3. Advocacy
20 initiatives in 7 countries were benefited by SIHI LAC

<table>
<thead>
<tr>
<th>Training and community empowerment</th>
<th>Health communication strategies adapted to the local context and with community participation</th>
<th>Digital health and community empowerment</th>
<th>Health services access, intercultural dialogue</th>
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- Guatemala

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