

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

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CEO and Founder Mamás del Río

46th Session of the TDR Joint  
Coordinating Board

14–15 June 2023

UNICEF/UNDP/World Bank/WHO Special Programme  
for Research and Training in Tropical Diseases







# SIHI

SOCIAL  
INNOVATION  
IN HEALTH  
INITIATIVE



1. Mortalidad Neonatal en el Perú y sus departamentos 2011 – 2012. Ministerio de Salud del Perú





1. Del Mastro N I, Tejada-Llacsa PJ, Reinders S, Pérez R, Solís Y, Alva I, Blas MM. PLoS One. 2021 May 4;16(5)
2. Reinders, S., Blas, M. M., Neuman, M., Huicho, L., & Ronsmans, C. (2023). The Lancet Regional Health - Americas, 18, 100404.







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.





# Social Innovation in Health



Image source: oleorevista.com







# Community health worker program strengthened with an app for tablets to improve maternal and newborn health outcomes

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.
2. Castro-Arroyave, D. & Bautista, M. 2020. WHO & UNICEF/UNDP/World Bank/ WHO Special Programme for Research and Training in Tropical Diseases



# Area of implementation: Mamás del Río



## Mamás del Río (Start of intervention: 2019)

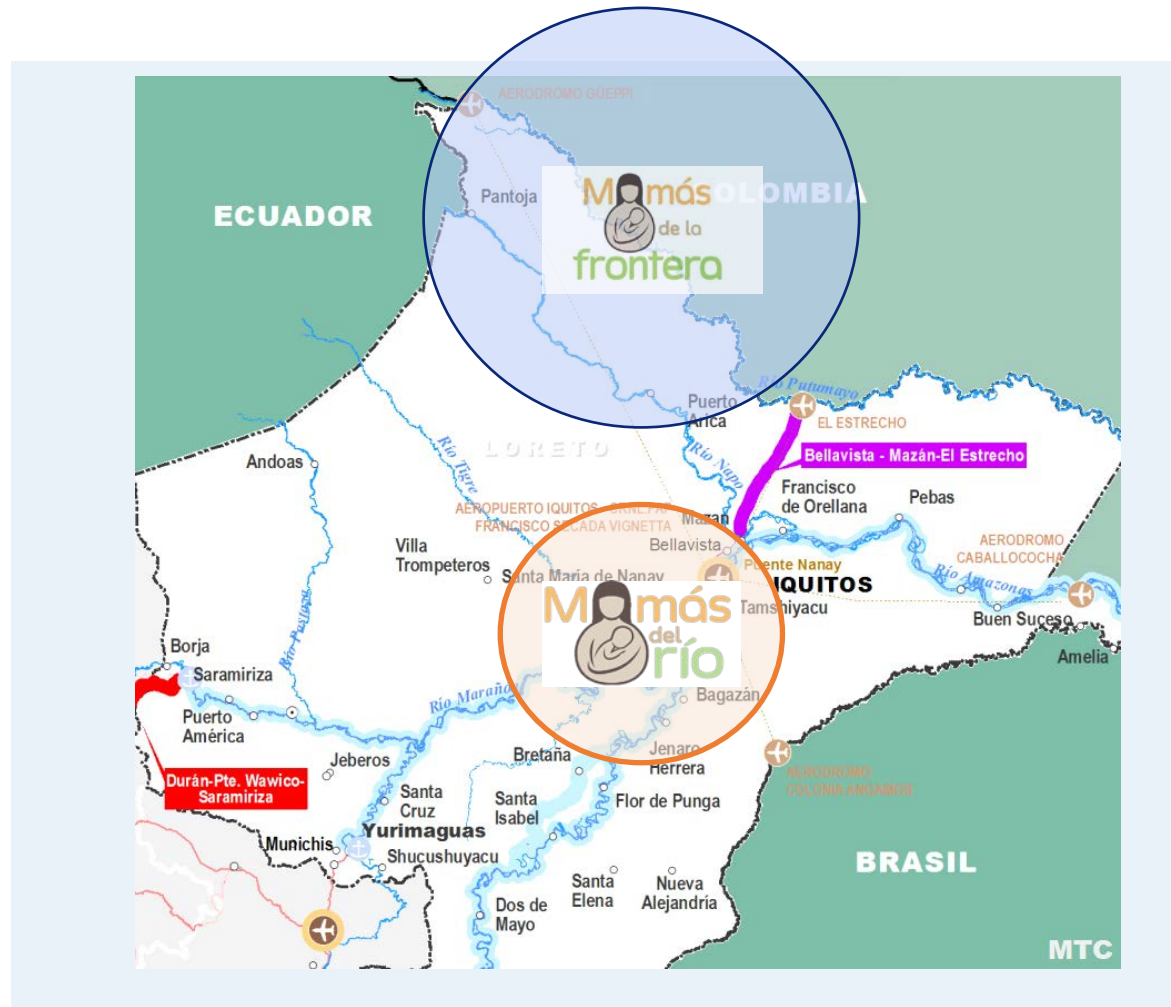
- Rivers: Marañón, Ucayali and Amazonas
- Districts: 3
- Communities: 84
- Population: 14,474
- Total extension: 350km

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.
2. Reinders, S., Blas, M.M., Neuman, M., Huicho, L., Ronsmans, C. (2023). The Lancet Regional Health – Americas, 18, 100404.





# Implementation in the border between Peru and Colombia: Mamás de la Frontera

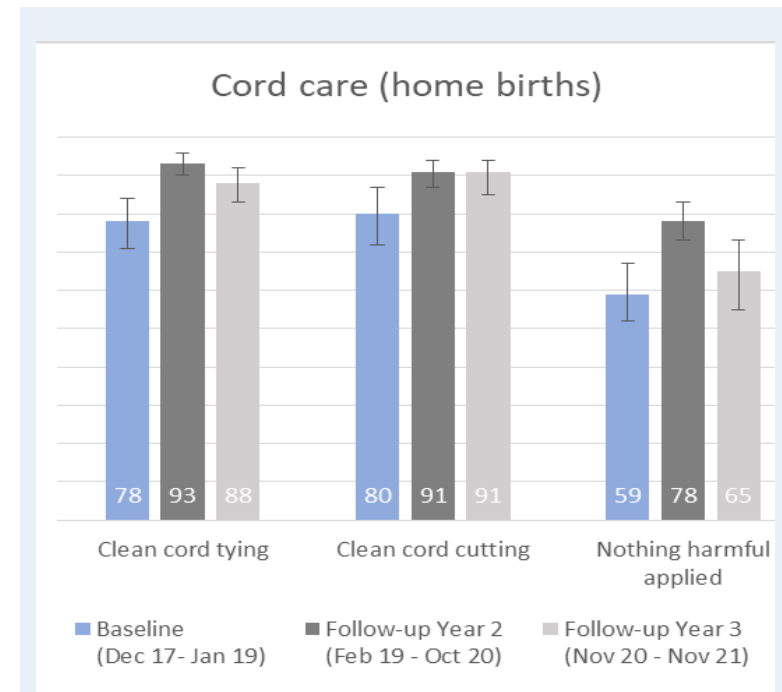
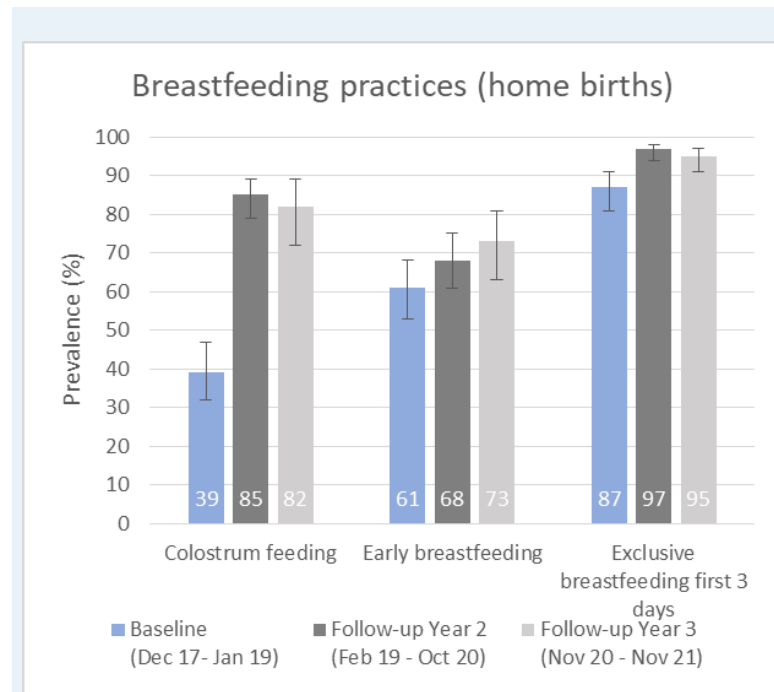
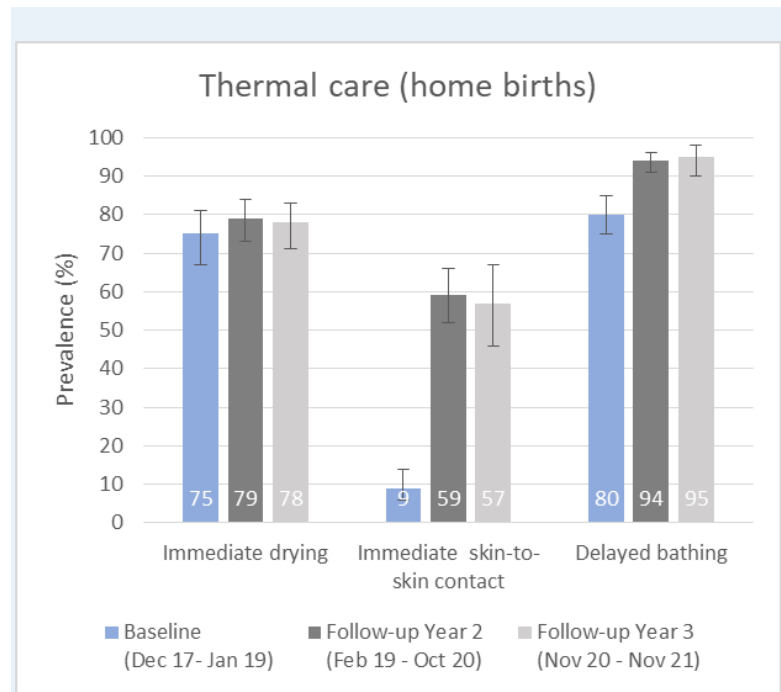


## Phase 2: Mamás De La Frontera (Start: 2020)

- 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.
2. Reinders, S., Blas, M.M., Neuman, M., Huicho, L., Ronsmans, C. (2023). The Lancet Regional Health – Americas, 18, 100404.

# 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**



# SIHI



How was the Social Innovation in Health Initiative (SIHI) hub for the Latin America and Caribbean region a catalyst for Mamás del Río?



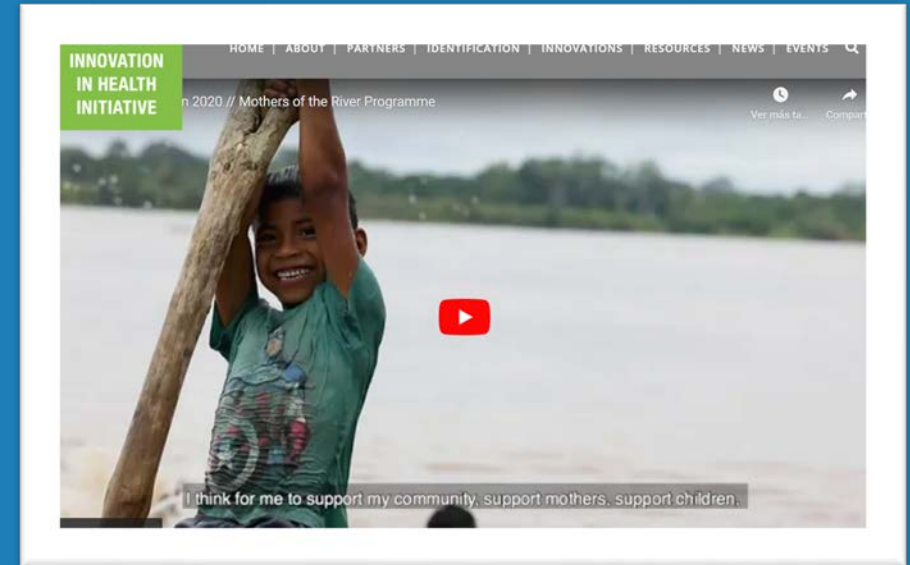
# Visibility



- SIHI Award at the PAHO in Washington DC



- Research - Case study



- Mini-documentary in English

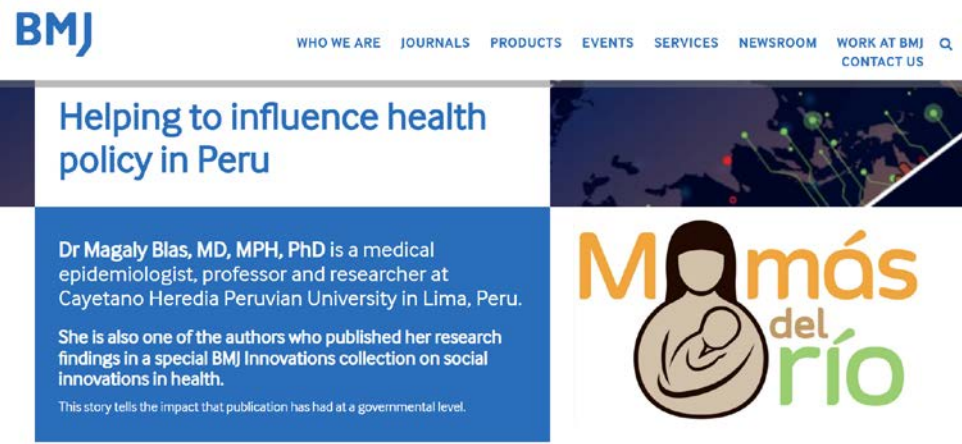


# Visibility

- Podcast at Global Health Matters



- Presentation at International conferences



- Interview for BMJ

# Communication to broader audiences

TV, radio, newspaper,  
online media

International Podcasts

Children's book chapter



duolingo podcast

Fascinating stories in easy-to-understand Spanish

## Episode 62: Las mamás del río Amazonas (Mothers of the Amazon River)

By Duolingo on Thu 23 Jul 2020





# Training

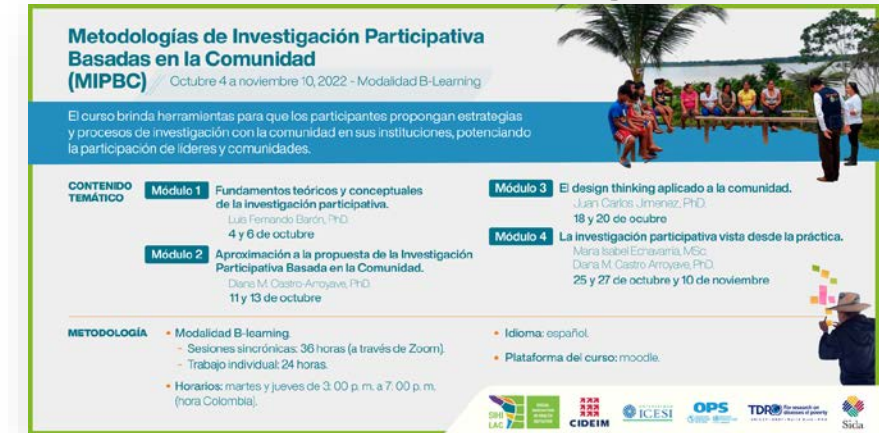
- Communication and dissemination



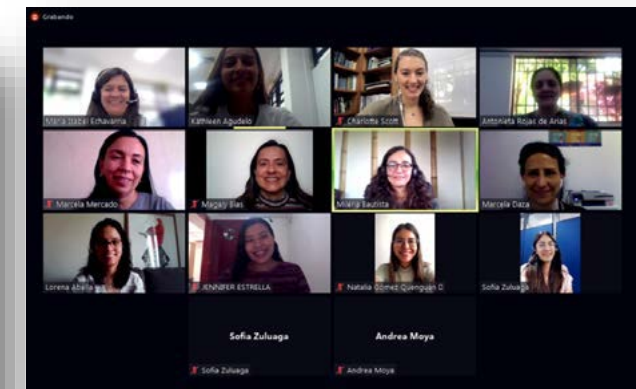
- Design Thinking and sustainability



- Community based participatory research methodologies



- Gender and SIHI



# Networking

- In person at Cali



- Online: Virtual Café

**Café Virtual**



**Mamás del Río se reinventa para responder al Covid-19**

Diana María Castro-Arroyave, PhD  
Moderadora





**Magaly Blas**

Médica de la Universidad Peruana Cayetano Heredia, Lima, Perú, Magíster y Doctora en Salud Pública, Universidad de Washington, Seattle, EEUU. Innovadora social en salud, fundadora y directora del Programa Mamás del Río en la Amazonia Peruana.



- 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



LSHTM Research Online

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

Copy

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. Other. London School of Hygiene & Tropical Medicine, London. DOI: <https://doi.org/10.17037/PUBS.04661899>

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Discussion

Social innovation in health: a critical but overlooked component of the COVID-19 pandemic response

Patricia Moscibrodski<sup>1</sup>, Jingling Li<sup>2</sup>, Rosanna W Peeling<sup>1</sup>, Beatrice Halpaap<sup>3</sup>, Luis Gabriel Cuervo<sup>4</sup>, Magaly M Blas<sup>5</sup>, Noel Juban<sup>6</sup>, Meredith Labarda<sup>7</sup>, Weiming Tang<sup>8</sup>, Joseph D Tucker<sup>1-9</sup>

PLOS ONE

PUBLISH

ABOUT

BMJ

OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

## Nuestras Historias- Designing a novel digital story intervention through participatory methods to improve maternal and child health in the Peruvian Amazon

Neha P. Limaye<sup>1</sup>, Andrea C. Rivas-Nieto, Cesar P. Carcamo, Magaly M. Blas



The Lancet Regional Health - Americas

Volume 18, February 2023, 100404



Articles

## 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

Stefan Reinders<sup>a</sup>, Magaly M. Blas<sup>a</sup>, Melissa Neuman<sup>b</sup>, Luis Huicho<sup>d</sup>, Carine Ronsmans<sup>b</sup>

Biomédica

Revista del Instituto Nacional de Salud

Inicio

Publicación anticipada

Actual

Archivos

Avisos

Inicio / Archivos / Vol. 42 Núm. 3 (2022) / Editorial

## Innovaciones sociales para mejorar la salud

Luis Gabriel Cuervo-Amore, Magaly M. Blas, .

RESEARCH ARTICLE

## The Amazon Hope: A qualitative and quantitative assessment of a mobile clinic ship in the Peruvian Amazon

Neha P. Limaye<sup>1\*</sup>, Magaly M. Blas<sup>2</sup>, Isaac E. Alva<sup>2</sup>, Cesar P. Carcamo<sup>2,c</sup>, Patricia J. García<sup>2,c</sup>

Open access

Original research

## BMJ Open Indigenous communities' responses to the COVID-19 pandemic and consequences for maternal and neonatal health in remote Peruvian Amazon: a qualitative study based on routine programme supervision

Stefan Reinders<sup>a</sup>, Angela Alva<sup>1</sup>, Luis Huicho<sup>2</sup>, Magaly M Blas<sup>1</sup>



Contents lists available at ScienceDirect

Social Science & Medicine

journal homepage: [www.elsevier.com/locate/socscimed](http://www.elsevier.com/locate/socscimed)

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

Irene Del Mastro N.

PLOS ONE

OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

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

Irene Del Mastro N., Paul J. Tejada-Llaca, Stefan Reinders, Raquel Pérez, Yliana Solís, Isaac Alva, Magaly M. Blas

Published: May 4, 2021 • <https://doi.org/10.1371/journal.pone.0250702>

# Social Innovation in Health Initiative (SIHI) Mission

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

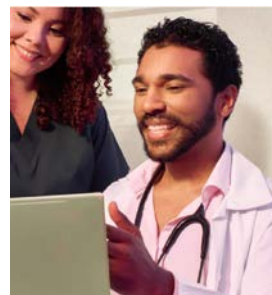
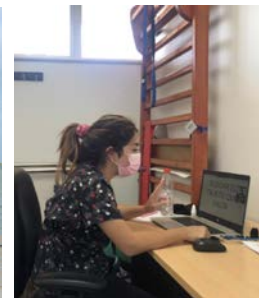
Training and community empowerment



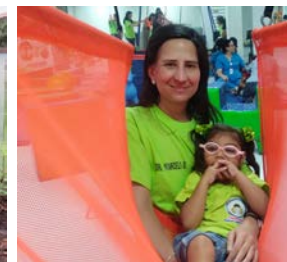
Health communication strategies adapted to the local context and with community participation



Digital health and community empowerment



Health services access, intercultural dialogue













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