

# Integrating the Digital and the Personal for Universal Health Coverage

10<sup>th</sup> of November, 2021 | Time: 14:00 – 18:30 (CAT/GMT+2)

**#m2mDigitalHealth**



*With thanks to our Shapers Council:*

Bill and Melinda Gates Foundation, BRAC, Johnson & Johnson, United Nations Population Fund (UNFPA), and United States Agency for International Development (USAID)

# Welcome!

It is my great pleasure to welcome you to the mothers2mothers (m2m) virtual half-day event: *Integrating the Digital and the Personal for Universal Health Coverage*.

This gathering comes at an important time for all of us working in the fields of public health, international development, and technology for good. COVID-19 has upended traditional service delivery models and forced us to think how best to reach the communities we serve. Like many other organisations, m2m pivoted to make increased use of digital tools to deliver our services, working to quickly make new hybrid in-person and eServices a reality. This experience has underscored the potential and power that digital tools have in making the dream of Universal Health Coverage a reality by 2030...but it has also shone a spotlight on major challenges that remain. Of particular interest to m2m are the emerging conversations about how best to integrate in-person and digital services, and how to ensure the perspectives of health workers are meaningfully included in the design, delivery, and adaptation of these approaches.

Our hope is today's event will provide a unique platform for programme implementers, policymakers, national and local governments, and various stakeholders to share their experiences. We know we will not uncover all the answers immediately. However, by sharing emerging learnings and identifying key unanswered challenges, together we can contribute to charting a path forward towards achieving the Sustainable Development Goal of Good Health for All by 2030. We hope that this gathering will catalyse new thinking and new partnerships, and help to create a healthier, more equal world.

Today's event also comes at an important time for m2m—this year marks 20 years since we were founded in Cape Town, South Africa. Over the past two decades, m2m has shown that when empowered African women work as frontline health workers, they unlock life-changing results for their communities and themselves. Our impact over the past two decades includes:



Reaching more than 13.5 million people in sub-Saharan Africa with life-changing health services.



Helping to keep 1,174,892 women and 965,225 children alive who may otherwise have been at increased risk of mortality.



Creating over 11,000 jobs for African women living with HIV across twelve countries of operation.



Helping to keep 4,382,382 million at-risk adults HIV-negative since 2013.

As we step into our third decade—as a proud African NGO with our global headquarters still in Cape Town—we know that understanding the role of technology in serving communities will be essential to continued impact.

On behalf of the m2m Team, I want to thank you for joining us for this important conversation. Lastly, I would like to thank our Shapers Council for their support and expertise in organising this event with broad participation of representatives from government agencies, United Nations agencies, bilateral partners, academic and research institutions, civil society, and implementing organisations.

I wish you all successful deliberations.

**Frank Beadle de Palomo**

*President & Chief Executive Officer  
mothers2mothers*



# A Welcome from the Frontlines

I am delighted to join Frank in welcoming you to this virtual event. From my perspective as a frontline health worker, the discussions we are having today are critical to our ability to deliver vital health services to more people, during COVID-19 and beyond. Along with my fellow peer mentors, I can attest to how critical digital services have been during the pandemic, making it possible for us to stand with our clients, and ensure they stayed safe and healthy. They became the backbone of our work. Through phone calls and text messages, guided by m2m's apps, I made sure my clients never felt alone and continued to receive vital health services, education, and support, even when it was not possible to meet in person. No matter how far apart we were, we still felt connected.

Even as COVID-19 restrictions have relaxed and more in-person visits are now possible, digital services continue to complement everything that Mentor Mothers do. They strengthen our ability to follow up with clients and maintain a bond with them that helps them stay in care and on treatment. I no longer have to wait until my clients' next clinic appointment or home visit to connect with them. Clients are also now able to get a wide range of essential health information privately in the comfort of their homes through m2m's WhatsApp-based chatbot, the Virtual Mentor Mother Platform. Truly, this combination of in-person and digital services is how we will make sure we leave no one behind.

It is my great hope that our discussion today makes us stronger and more knowledgeable, and most importantly, creates the best possible outcomes for frontline health workers and our clients.

## **Wilbroda Awuor Akuro**

*Community Mentor Mother Team Leader  
mothers2mothers, Kenya*



# Programme

14:00 – 14:25

## Opening Plenary

*Moderator:*

[!\[\]\(e2376d476d06eb31946dc01a69a4403a\_img.jpg\) Shombi Ellis, South Africa Country Director and Chief of Party \(USAID RISE II\), mothers2mothers](#)

*Speakers:*

[!\[\]\(0aff635c4179ba9e710b00f4b01d3b20\_img.jpg\) Frank Beadle de Palomo, President & Chief Executive Officer, mothers2mothers](#)

[!\[\]\(830769b31eeeaca920791081939ff8ba\_img.jpg\) Dr. Renata Tallarico, Youth Team Lead and SYP Regional Coordinator, UNFPA East and Southern Africa](#)

- [!\[\]\(b7e1c8bc060ab2af8bc42ce81bfcf3c4\_img.jpg\) Wilbroda Awuor Akuro, Community Mentor Mother Team Leader, mothers2mothers, Kenya](#)

14:25 – 15:35

## Lightning Presentations

### **Service delivery models for the future to accelerate progress towards Universal Health Coverage**

*Moderator:*

[!\[\]\(0fb13ad0bfa3d86868cdd3883e5665b3\_img.jpg\) Nakululombe Kwendeni, Senior Technical Advisor—Reproductive, Maternal, Neonatal, Child, and Adolescent Health \(RMNCAH\), mothers2mothers](#)

*Speakers:*

- [!\[\]\(5d60fe8e38bc12bfb78103fc624e324c\_img.jpg\) Hon. Dr. Jane Ruth Aceng, Minister of Health, Uganda](#)

[!\[\]\(7bc43b319a082987e20f7bf78f4bab80\_img.jpg\) Upile Kachila, Senior Program Manager & Solution Owner, Health Center By Phone, VillageReach](#)

[!\[\]\(e50091943b385fe16d3277389202856f\_img.jpg\) Rich Bryson, Chief Strategy & Marketing Officer, reach52](#)

[!\[\]\(4436e6b00b9d5e62c2a161129eb3e4d0\_img.jpg\) Marjorie Mbule, Senior Programme Lead, mothers2mothers](#)



15:35 – 16:30

Plenary Session

**Centring the health worker—Digital health and health workers: Balancing patient and health worker needs**

*Moderator:*

[in Shombi Ellis, South Africa Country Director and Chief of Party \(USAID RISE II\), mothers2mothers](#)

*Speakers:*

[in Dr. William Mapham, Founder & CEO, Vula Mobile](#)

[in Dr. Wendy Leonard, Executive Director, TIP Global Health](#)

[in Kira-Leigh Kuhnert, South Africa Program Manager, Stanford University's Digital MEDIC](#)

[in Charles Prober, MD, Founding Executive Director, Stanford Center for Health Education, and Senior Associate Vice Provost for Health Education, Stanford University](#)

[in Dr. Wuleta Lemma, Honorary Associate Professor, Director-Center for Digital Health and AI Wollo University, Ethiopia & CEO Lalibela Global-USA-Ethiopia](#)

16:30 – 16:40

Creative Session

**10-minute creative break and refresh featuring Spoken Word Poet Mumbi Macharia**



16:40 – 18:10

Thematic Sessions

**Structural enablers for—and barriers to—successful integration of digital health and in-person services**

16:40 - 17:25

**Session One:** Digital health: Challenges to scaling and overcoming these through collaboration

*Moderator:*

[!\[\]\(2b376d1a92330ab09dad2665d2f89bf5\_img.jpg\) Onica N. Makwakwa, Head of Africa, Alliance for Affordable Internet, World Wide Web Foundation](#)

*Speakers:*

[!\[\]\(d0262bbe9d2356661a2e89321dfcc781\_img.jpg\) Bakari Hardi Nyari, Monitoring and Evaluation Expert, Department of Social Affairs, African Union](#)

[!\[\]\(51514032c8ca341817228f39f1307b05\_img.jpg\) Dr. Joanne Peter, Director, Social Innovation, Global Community Impact, Johnson & Johnson](#)

[!\[\]\(c444627dab9fee9a1550c053ffaaaae2\_img.jpg\) Dr. Rajeev Rao Eashwari, Director: eHealth and Strategic Intervention Delivery Unit, Gauteng Department of Health, South Africa](#)

17:25 - 18:10

**Session Two:** Meaningful community engagement in digital health

*Moderator:*

[!\[\]\(06a315363e7801bba8c7489a6694af19\_img.jpg\) Nozi Samela, Senior Communications Officer, mothers2mothers](#)

*Speakers:*

[!\[\]\(df47d6bec273bbb8b349135fff3a20f7\_img.jpg\) Dr. George Matete, Uganda Country Director, BRAC](#)

[!\[\]\(8aa05b4b06c05d58ddd90cdbf335b307\_img.jpg\) Julius Mbeya, Co-CEO, Lwala Community Alliance](#)

• Emily Owino, Project Officer, mothers2mothers

18:10 – 18:25

Closing and Vote of Thanks - Shombi Ellis

# Shapers Council

m2m is grateful for the expertise and collaboration of the Shapers Council in creating this event. The Shapers Council is comprised of representatives from Bill and Melinda Gates Foundation, BRAC, Johnson & Johnson, United Nations Population Fund (UNFPA), and United States Agency for International Development (USAID).



**Carl Björkman**  
*Head of Nordics, Bill & Melinda  
Gates Foundation*



**Dr. George Owuor Matete**  
*Uganda Country Director, BRAC*



**Dr. Joanne Peter**  
*Director, Social Innovation, Global  
Community Impact, Johnson & Johnson*



**Dr. Kathrin Schmitz**  
*Director, Programmes and Technical Support,  
mothers2mothers*



**Jyoti Shankar Tewarin**  
*Coordinator of the Integrated Sexual and  
Reproductive Health Team & Regional Health  
Systems Advisor, East and Southern Africa,  
United Nations Population Fund (UNFPA)*

**Justine Mirembe**  
*Senior Care and Treatment  
Advisor, USAID, Lesotho*



# Join the LinkedIn Group

The conversation will continue after this event on the *Integrating the Digital and the Personal for Universal Health Coverage* LinkedIn Group.

**We invite you to join the group here,**  and stay connected and informed through this network of stakeholders working on digital health technologies.



# About mothers2mothers

mothers2mothers (m2m) is an African not-for-profit that unlocks the power of women to eliminate paediatric AIDS and create healthy families. m2m trains and employs women living with HIV in sub-Saharan Africa as frontline health workers. These “Mentor Mothers” work at health facilities and in communities, providing health services, education, and support through a combination of in-person and digital services, which include phone calls, texts, and WhatsApp. This work is underpinned by an app that guides m2m’s team through structured and scripted calls, informed by a client’s risk profile. As well as these remote services, m2m also launched an interactive WhatsApp chatbot tool in 2020 that provides information and referrals on a wide range of health issues, including COVID-19. Called the Virtual Mentor Mother Platform, it is available in 27 languages across nine countries—providing a new way for m2m’s frontline team to bring trusted information and support to more people.

From an initial focus on preventing mother-to-child transmission of HIV, m2m now delivers a range of services for newborns, children, adolescents, and families to ensure the whole community thrives, not just survives.

Over the last 20 years, m2m has created jobs for over 11,000 women living with HIV in sub-Saharan Africa and, together, they have reached over 13.5M people with critical health services and education. In 2020 alone, m2m reached over 1.3M people across 10 African nations, and achieved virtual elimination of mother-to-child transmission of HIV among its enrolled clients for the seventh consecutive year. m2m also broadened its client base in 2020 in line with its commitment to increase access to healthcare for everyone—reaching 16% more children (ages 0-2), 31% more adolescents (ages 10-19), and 16% more young adults (ages 20-24), compared to 2019. To stay in touch with mothers2mothers, please sign up for our email [newsletter here.](#) 

# More information on the Shapers Council

## **Carl Björkman - Bill & Melinda Gates Foundation**

Carl is Head of Nordics at the Bill & Melinda Gates Foundation where he manages the Foundation's relationships with Nordic governments, as well as a portfolio of the foundation's grants in the region to support a more informed and constructive public debate on international development, global health, and aid. He was previously with the World Economic Forum, where he was Director and Head of International Organisations and Government Affairs. Prior to that he worked for the European Commission, Bloomberg, Waterberry Development Organisation, and the United Nations. Carl comes from an international background, having grown up in Africa and worked in the Middle East, Southeast Asia, and Europe, and speaks English, French, Italian, and Swedish. He has an MA in International Relations and a postgraduate MLitt in Management, Economics, and Politics from the University of St. Andrews as well as an Executive Master in Global Leadership from INSEAD, Columbia University, London Business School, and Wharton. He serves on the board and advisory committees of several non-profit organisations including Social Credits, garagErasmus, Re-Define, and the Centro Piemontese Studi Africani (Centre for African Studies).

## **Dr. George Owuor Matete - BRAC Uganda**

George has over 25 years of professional experience in the development sector and managing large-scale country programmes, including managing information systems and data sets in the horn of Africa including Ethiopia, Kenya, Uganda, and Somalia. As the Country Director, George provides overall strategic leadership and management of the BRAC Uganda Country Health Programme, Annual Operating Plan (AOP) development, and quality implementation hinged upon the Integrated Community Case Management (ICCM) Project and the use of digital tools to extend community primary health services delivery and building a sustainable health delivery operation within the country. George believes in leading teams to pursue and redefine new ways to combine passion and purpose in an extraordinary manner. George holds a Doctor of Philosophy (Ph.D.) in Veterinary Public Health from the University of Nairobi and a Master of Science in Veterinary Pathology and Microbiology from the University of Nairobi

## **Dr. Joanne Peter - Johnson & Johnson**

Dr. Joanne Peter is a Director of Social Innovation for Johnson & Johnson's Global Community Impact team. Her work focuses on supporting and championing primary care nurses, midwives, and community health workers—and their connection to communities—through the Johnson & Johnson Center for Health Worker Innovation. Joanne specialises in the use of health technology in low-resource settings. She has provided philanthropic support and strategic input to a portfolio of mobile health programmes over the last decade, including MomConnect and mMitra—mobile messaging services that have reached over 10 million mothers and babies with vital information on health, nutrition, and early childhood development. Joanne trained in Medicine and International Development at the University of Cape Town and Oxford University respectively. She has spent her career in strategic philanthropy, including time with Google.org, the UN Foundation, and DGMT, working on a range of health, technology, and innovation programmes.

## **Dr. Kathrin Schmitz – mothers2mothers**

A Medical Doctor with an MBA, Kathrin has extensive clinical, research, and technical expertise in programme design and implementation. Early in her career, she specialised in paediatric clinical practice and research, and oversaw the accreditation of informal Early Childhood Development (ECD) centres across South Africa. Since joining m2m in 2005, Kathrin has played a leading role in the organisation's programmatic and geographical expansion. In her current role, she leads programme innovation aligned with organisational strategic objectives, and drives the conceptualisation and design, implementation, and scale-up of m2m's rapidly expanding portfolio of programmes, while overseeing technical quality.

## **Jyoti Shankar Tewarin - UNFPA**

Jyoti is a 'Practice Leader' with over twenty years of experience in policy analysis and evidence-based population, health, nutrition, water, and sanitation advocacy and policy formulation, and in translating policies into practice. Currently, he works as the 'Coordinator of the Integrated Sexual and Reproductive Health and Rights (SRHR)' team and as the 'Regional Health Systems Strengthening Adviser' at UNFPA, East and Southern Africa regional office. Prior to UNFPA, he worked for DFID/UKaid and USAID as Senior Health and Human Development Advisors in Ethiopia, Uganda, Zambia, and India. His interest lies in how to use sector support mechanisms and political-economy levers to facilitate and sustain reforms. He has basic trainings in demography, statistics, epidemiology, health systems, health financing, monitoring, and evaluation.

 @mothers2mothersintl

 @mothers2mothers

 @m2mtweets

 @mothers2mothers 

**#m2mDigitalHealth**  
**www.m2m.org**

