



Power and Potential

Select 2023 Impact and Insights

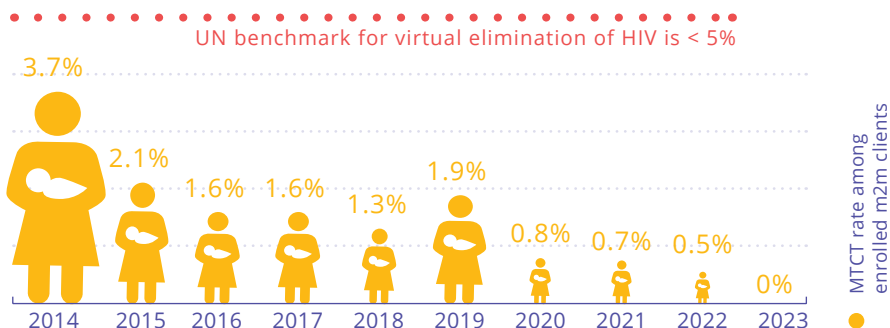
July 2024

mothers2mothers (m2m) is an African not-for-profit that employs local women living with HIV as community health workers. Founded in 2001 with an initial focus on preventing mother-to-child transmission of HIV, we have evolved our model—today we deliver integrated primary health care to entire families, using a peer-led approach.

In 2023, m2m demonstrated the power and potential of our model through outstanding outcomes.

ADVANCING THE GLOBAL GOAL TO END AIDS BY 2030

For the **10th year in a row**, we achieved **virtual elimination**¹ of mother-to-child transmission (MTCT) of HIV for our enrolled clients. Further, **we achieved what was once thought to be impossible—an MTCT rate of 0% for enrolled m2m clients.**



We also delivered remarkable results in preventing new HIV infections among pregnant and breastfeeding women. **Only 0.23%** of these m2m clients who were HIV-negative when enrolled in our programme contracted HIV in 2023—**15 times** lower than a sub-Saharan African benchmark of 3.6%.

We again met or surpassed UNAIDS’ ambitious 95-95-95 targets for HIV testing, treatment, and viral suppression, a significant milestone on the journey to end HIV.

WE DEMONSTRATED THE POWER OF m2m’S PAID, PROFESSIONAL COMMUNITY HEALTH WORKERS TO DELIVER INTEGRATED PRIMARY HEALTH CARE

Delivering integrated services meets the needs of the families and communities we serve, keeps clients in care for the long term, and drives our strategic goal to reduce preventable deaths by a third for our clients. Our service range includes HIV, TB, malaria, non-communicable diseases, and maternal and child health. In 2023:

93%

of our clients used **modern family planning methods**, compared to a benchmark of 56% in sub-Saharan Africa³. This helps to improve maternal and child health outcomes, advance gender equity, and reduce poverty.

98%

of our clients had **received age-appropriate childhood immunisations** to safeguard their health by their first birthday, up from 96% in 2022.

100%

of clients we referred for TB testing in 2023 **received a test**, and all those who tested positive for TB were successfully linked to treatment. The percentage of **m2m clients who tested positive for TB dropped to 6% in 2023, from 7% in 2022**—suggesting our primary prevention services and early identification strategies are having an effect. TB kills millions each year, and is the leading cause of death for people living with HIV.



m2m reached **over 774,307** new and returning clients across 10 countries through direct services, eServices⁴, and technical assistance.



m2m Mentor Mothers conducted **over 500,000 engagements** with clients—through one-on-one, group, and eServices interventions.



Services were provided by **910 frontline staff, working from 342 community- and health facility-based locations.**

WHAT UNDERPINNED THESE ACHIEVEMENTS?

Our ability to keep clients in care. Ending HIV, keeping families healthy, preventing and managing non-communicable diseases...all rely on keeping people engaged and on treatment for the long term.



97% of enrolled m2m clients were **retained in care and on treatment at 12 months** in 2023, well above the sub-Saharan Africa benchmark of 72% (UNAIDS) and retention rates among our clients in 2022 (95%) and 2021 (93%).



Our data show that the percentage of **m2m clients retained in care** remained high at 18 months (95%) and 24 months (92%), indicating a strong commitment to long-term care and treatment.

Strategic use of digital tools. To amplify our impact, we use a range of digital tools—including apps and a chatbot—for service delivery and case management. m2m clients had **359,040 interactions** with our eService platforms in 2023, including our Virtual Mentor Mother Platform WhatsApp chatbot and teleconsultations with a clinician or community health worker.



Sustained investment and focus on quality. We have been investing in quality programming for over 20 years, and use a composite quality index to measure and manage the quality of our service delivery. In 2023, all of our country programmes **exceeded the 90% target, with 8 of 10 achieving a score of 100%.**

1. Virtual elimination – a rate of 5% or under
 2. https://journals.lww.com/aidsonline/FullText/2020/04010/Incident_HIV_among_pregnant_and_breast_feeding.12.aspx
 3. https://www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/files/documents/2023/Feb/undes_a_pd_2022_world-family-planning.pdf
 4. Services delivered by phone, including calls, virtual consultations, and chatbot support.