



A HEALTHY, FULL-TERM PREGNANCY FOR EVERY MOTHER, AND A HEALTHY START FOR NEWBORNS

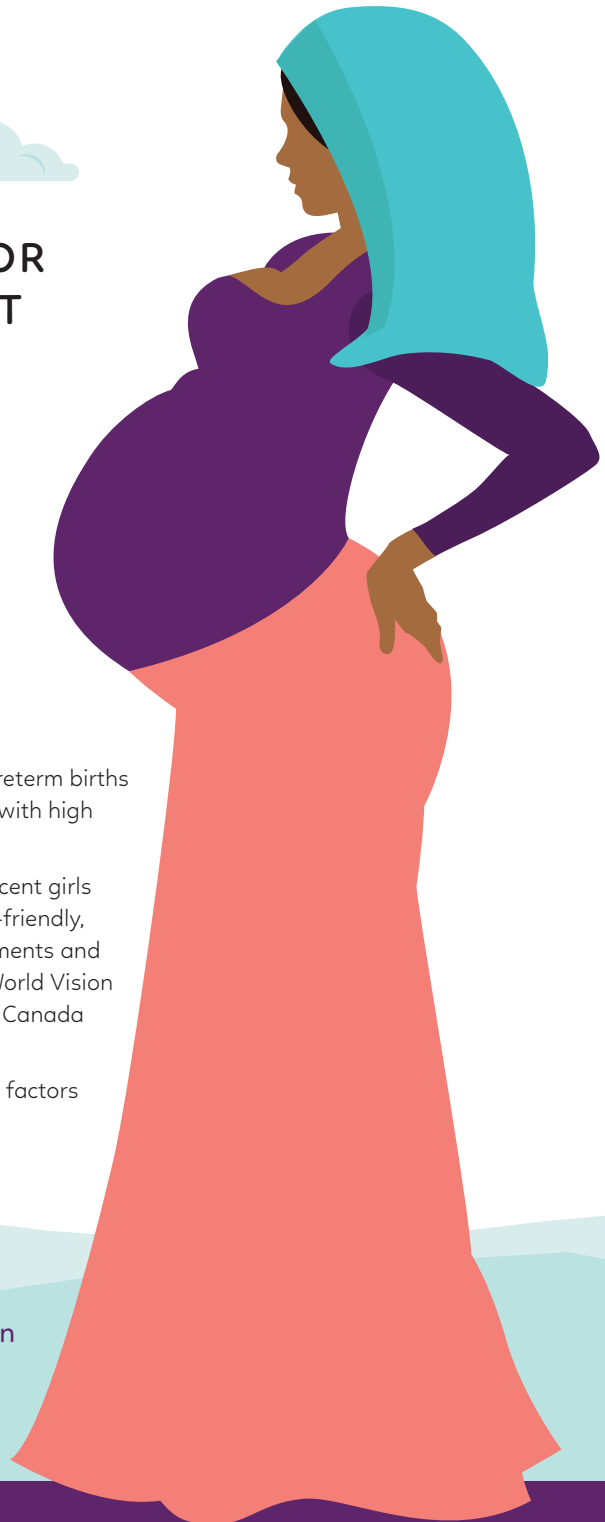
Born on Time

Implemented in Bangladesh, Ethiopia and Mali, this five-year, \$30 million initiative is the first public-private partnership dedicated to the prevention of preterm birth.

Combined, these three countries account for more than an estimated one million preterm births annually. To reach the most vulnerable populations within these countries, regions with high rates of newborn deaths are being targeted.

Our program supports the empowerment and holistic health of women and adolescent girls by strengthening health systems to provide quality, gender-responsive, adolescent-friendly, maternal, newborn and reproductive healthcare. Working closely with local governments and community stakeholders, Born on Time brings together the collective expertise of World Vision Canada, Plan International Canada, Save the Children Canada, the Government of Canada and Johnson & Johnson to help ensure that every child is born on time.

This is the first partnership of its kind to focus on prevention by addressing the key factors that contribute to preterm birth. We call those factors LINC, or:



- Unhealthy Lifestyles
- Maternal Infections



- Inadequate Nutrition
- Limited Access to Contraception

Born on Time is expected to impact the lives of approximately 2.1 million people, including



about **150,000** newborn babies



more than **196,000** adolescent girls



close to **933,000** women of reproductive age (20 and up)



Addressing LINC Factors at the Health System Level

Born on Time focuses on improving the delivery and quality of gender-responsive, adolescent-friendly, maternal, newborn and reproductive health services to adolescent girls and women before, during and after pregnancies through:

- Training health care providers and skilled birth attendants on safe, clean delivery practices, the screening and management of pre-existing chronic diseases, maternal infections such as malaria and UTIs, as well as pregnancy induced conditions like hypertension and gestational diabetes.
- Improving the skills of health workers in counselling and educating women, adolescent girls and their family members concerning family planning, the importance of good nutrition and risk factors related to preterm birth. These capacity strengthening efforts include a focus on gender-responsive and adolescent-friendly maternal, newborn and reproductive health services.
- Strengthening supportive supervision and mentoring of facility-based health care providers and community health workers to sustain their skills.
- Improving local health facilities with essential equipment and supplies.
- Strengthening quality and functionality of referral systems for high risk deliveries, and preterm, low-birth weight babies.

Addressing LINC Factors at Household and Community Levels

At the community level, Born on Time is using gender-responsive and culturally appropriate approaches to promote the importance of antenatal care for pregnant women and adolescent girls.

Born on Time is:

- Empowering women and adolescent girls, supporting their self-confidence and decision-making, and helping increase their participation in community structures.
- Educating pregnant women, women of reproductive age (WRA) and adolescent girls, men and boys, and community members on the benefits of healthy timing and spacing of pregnancies.
- Engaging directly with individuals and groups within communities to halt the practice of child, early and forced marriage.
- Teaching households and communities about the risk factors associated with preterm birth such as heavy work load, poor nutrition, and intimate partner violence.
- Working with men and boys, community and religious leaders, community health committees, youth groups and radio broadcasters to raise awareness of family planning methods, healthy lifestyles, taboos related to preterm birth, and gender equality issues so together, they can help women achieve healthy pregnancies.



Gathering and Utilizing Preterm-related Data & Evidence

Knowledge and evidence gathered from the project will be instrumental in helping to demonstrate effective approaches and strategies for the prevention of preterm birth in areas with limited resources.

Born on Time will:

- Improve collection and use of data on preterm birth at national, subnational and community levels.
- Organize forums with government health service providers, policy makers and other stakeholders to share data, lessons learned and best-practices.

Building Global Momentum

Born on Time is part of a growing movement of organizations and initiatives aimed at helping mothers deliver healthy babies and driving progress towards the global goal for newborn survival (**SDG 3.2**). We aim to support women and adolescent girls to realize their rights, as well as to engage men, boys and community leaders to promote gender equality and tackle the barriers that impact maternal and newborn health.

For more information, please visit: BornOnTime.org