

Code: WHO/1/1

Committee: World Health Organization

Topic: Achieving MDG5: Improving Maternal Health

1 *The World Health Organization,*

2
3 *Recalling* the United Nations Millennium Declaration (A/RES/55/2) outlining the Millennium Development Goals,
4 specifically the pledge to achieve Millennium Development Goal 5: Improving Maternal Health,

5
6 *Commending* the strides made by existing regional initiatives supported by the United Nations, like Zero Mothers
7 Die, enabling pregnant women and their newborns to gain access to pregnancy information and emergency care
8 through increasing access to mobile technologies,

9
10 *Recognizing* the existing barriers to improving maternal health in rural regions, especially those in developing
11 countries, and the importance of addressing the unique maternal health concerns of all Member States,

12
13 *Also bearing in mind* the existing limitations to the access of communication technologies in developing nations,

14
15 *Noting* support for the 2010 Human Rights Council (HRC) resolution on maternal mortality (A/HRC/RES/11/8),
16 and noting particular concern for the lack of access to technology,

17
18 *Recognizing* that Member States have differing levels of infrastructure that support technology within their own
19 respective regions, therefore the implementation of maternal health technologies will differ among regions,

20
21 *Acknowledging* the essential role that information and communication technologies (ICTs) and particularly eHealth,
22 has had in achieving the goals set by the MDGs,

23
24 *Realizing* the potential of technology, specifically mobile technology for patients and alternative medical equipment
25 for healthcare providers, to improve healthcare and health education as stated by data collected in “Compendium of
26 Innovative Health Technologies For Lower-Resource Settings”,

27
28 *Taking note with satisfaction* the successful frameworks implemented by WHO in providing various eHealth
29 technology, in addition to efforts made by Member States’ governments to develop infrastructure for improving
30 maternal health by means of technology,

31
32 *Recognizing* the success of continuing medical education (CME) and professional development worldwide through
33 online modules, as well as the financial support from the United Nations Children’s Fund (UNICEF) for these
34 programmes,

35
36 1. *Endorses* the use of mobile health (mHealth) based on Non-Governmental Organization (NGO) and social
37 enterprise programmes, such as mothers2mothers (m2m) and Mobile Technology for Community Health
38 (MoTech) in areas with existing mobile technology, to improve health care by expanding opportunities for:

- 39
40 a. Conducting health interventions to provide immediate care and information to mothers,
41 specifically:
42 i. Dedicating to prevent mother-to-child transmission of diseases by providing education
43 and support for pregnant women;
44 ii. Using mobile technology to improve the effectiveness of healthcare workers and increase
45 patient health knowledge through MoTech;

46
47 2. *Strongly encourages* governments to take effective measures to utilize advanced modern technologies in
48 relation to mHealth such as:

- 49 a. Adopting tablet-connected medical equipment, for example ultrasound machines;
50 b. Paying salaries of health worker via mobile phones, in order to increase familiarity and provide an
51 easy communication method;

- 52 c. Partnering with technological developers to localize health apps so that they are specific to each
53 regions' need;
- 54 d. Developing information technology (IT) infrastructure in rural hospitals to maintain accurate
55 records;
- 56
- 57 3. *Encourages* communities, with the support of NGOs and Inter-Governmental Organizations (IGOs), to develop
58 programmes that promote:
- 59 a. Access to medical databases provided by WHO and local governments;
- 60 b. Education regarding mHealth and eHealth for:
- 61 i. Local and national leaders;
- 62 ii. Key interest groups;
- 63 iii. All women and mothers to be;
- 64
- 65 4. *Firmly promotes* the empowerment of local NGOs and social entrepreneurs to develop innovative ways to
66 increase communication between mothers and Community Health Workers (CHW) in order to:
- 67 a. Monitor patients and send information back to local clinics, especially within rural areas;
- 68 b. Enable women via Short Message Service (SMS) or voicemail programmes, such as the
69 Pregnancy Journal and Mobile Alliance for Maternal Action (MAMA), where:
- 70 i. Pregnant women submit daily health details to healthcare workers via Short Message
71 Service (SMS);
- 72 ii. The service will alert mothers and healthcare workers of any anomalies via text and voice
73 services;
- 74 iii. Spreading pre-natal and post-natal care information via SMS;
- 75
- 76 5. *Encourages* each Member State to adapt mHealth and eHealth technologies to cultural norms, traditions,
77 availability of resources, and current level of development to deliver the maternal health information to local
78 mothers and mothers-to-be, through the means of:
- 79 a. Increasing knowledge sharing about maternal health and technology between Member States;
- 80 b. Demonstrating the economic benefits that come with promoting mHealth and eHealth;
- 81 c. Providing annual reports on the effects of technology in improving maternal health;
- 82
- 83 6. *Further invites* Member States to adapt the use of WHO's successful frameworks surrounding the use of
84 technology in improving maternal health, such as:
- 85 a. Promoting a user friendly birthing simulator for training offered at a not for profit price;
- 86 b. Encouraging the use of case-based smartphone messaging platforms promoting the ability for
87 physicians to have efficient communication with patients;
- 88 c. Promoting the use of maternal and health mobile services to train and educate mothers in potential
89 isolated regions;
- 90 d. The Health Technology Assessment, to ensure appropriate implantation of suggested policies;
- 91
- 92 7. *Recommends* the utilization of small and medium enterprises (SME) to localize maternal health applications
93 which:
- 94 a. Supplement the education of local physicians, midwives, and underserved women;
- 95 b. Promote safe and healthy practices surrounding pre-natal and post-natal care;
- 96
- 97 8. *Encourages* the development of educational medical equipment loan programmes among urban, urban
98 peripheral, and rural regions to:
- 99 a. Better facilitate communication and education between healthcare providers;
- 100 b. Ensure the spread of up-to-date technology from urban to rural communities;
- 101
- 102 9. *Notes with appreciation* the organizations that provide technological donations, such as hand-held mobile
103 electronics, for women and to-be mothers to have access to information long term;
- 104

- 105 10. *Encourages* organizations from both the private and public sectors to continue developing and investing in e-
106 learning platforms for physicians, nurses and surgery technicians;
107
- 108 11. *Notes with interest* the use of partnership with NGOs and the private sector to adapt and develop innovative
109 tools and technologies to improve the quality and accessibility of healthcare to mothers;
110
- 111 12. *Endorses* the exploration and development of solar energy technologies and other alternative energies, as
112 utilized by the Innovation: Africa Project, providing vital technology to promote maternal health and wellness
113 in each Member State, in order to:
- 114 a. Optimize pre-existing healthcare infrastructure;
115 b. Provide access to available and effective life-sustaining technologies;
116 c. Extend hours of operation necessary to provide imperative access to pre-natal and post-natal
117 services;
118 d. Implement and diversify available services, including:
119 i. Overnight accommodation;
120 ii. Refrigeration for vital medication and vaccinations;
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- 122 13. *Urges* the international community to make voluntary contributions to UN bodies, particularly H4+, for the
123 purpose of funding for and investment in Continuing Medical Education (CME) programmes.