

## MamaNatalie

**MamaNatalie** is a birthing simulator that allows the instructor to create very compelling simulations of normal to more complex birthing scenarios.

The simulator is particularly realistic for training control of postpartum hemorrhage - the number one cause of maternal death during childbirth - and communication with the mother.



**MamaNatalie** gives birth to **NeoNatalie**, a highly realistic newborn simulator which is included in every kit.



The pool of donated MamaNatalies will be administered through Jhpiego. Distribution to qualified programs will be tracked on

[www.jhpiego.org](http://www.jhpiego.org)

For more information on the programs and products mentioned in this leaflet see also

[www.helpingbabiesbreathe.org](http://www.helpingbabiesbreathe.org)

[www.laerdalglobalhealth.com](http://www.laerdalglobalhealth.com)

[www.laerdal.com/mamanatalie](http://www.laerdal.com/mamanatalie)



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helping save lives

Laerdal Global Health has been established as a not-for-profit affiliate of Laerdal Medical to help reduce maternal and newborn deaths. Its logo depicts a mother and her newborn baby and is otherwise identical to the Laerdal Medical logo.



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Mira (20) and Shifa survived a severe birth complication thanks to the presence of a well-trained birth attendant

## Buy One Gift One

If you buy a MamaNatalie for use in a developed country before end 2012, Laerdal will donate a second unit in your name to a training program in a developing country.

## The challenge

350,000 mothers and nearly 2 million babies die each year during birth. 99 % of these deaths occur in low resource settings.

Such inequity is found in no other area of health care, with mothers in developing countries having up to 500 times higher life time risk of dying giving birth.

In response to this the UN has established Millennium Development Goals number 4 and 5 to reduce child mortality by two thirds and maternal mortality by three quarters from 1990 to 2015.

## The opportunity

Appropriately trained and equipped birth attendants can save over a million lives annually from the main killers at birth, asphyxia and postpartum hemorrhage.

Two new initiatives will facilitate effective training of many more health workers in basic emergency obstetric and newborn care.

## Helping Mothers Survive

**Helping Mothers Survive** bleeding after birth focuses on control of postpartum hemorrhage and communication training.

The course materials are very visual and interactive, and highly affordable. They are currently undergoing field testing and are expected to be available by end 2011.



**Helping Babies Breathe** was introduced in 2010 by the American Academy of Pediatrics (AAP). Its implementation is supported by an alliance with USAID, NIH, Save the Children, AAP and Laerdal as partners.

**Helping Mothers Survive** bleeding after birth is a complimentary program developed by Jhpiego, and affiliate of Johns Hopkins University, in collaboration with AAP and Laerdal.

