

## B. Building Consensus and Planning for Sustainability

### *Stakeholders in Creating a Sustainable Neonatal Resuscitation Program*

<b>Groups and Organizations</b>	<b>Individuals</b>
Ministries of Health, Education, Labor, Women and Gender, Finance	Key community leaders
Professional medical, midwifery, nursing, and public health organizations, including private-sector providers	Birth attendants and community health workers providing prenatal/intrapartum/postnatal care
Community groups dealing with health	Pregnant/new mothers and their families
Maternal-Child Health Programs (governmental, NGO, multi- and bilateral)	Donors
Pre- and in-service training programs (universities, technical schools, government training programs)	Specialists in monitoring and evaluation, training quality/standards, health information management, and information technology
Health research and educational institutions	Leading academicians
Public and private media	Societal leaders/spokespersons

### **1. Identification of stakeholders at all levels**

Key stakeholders need to engage from the outset in order to develop a comprehensive, sustainable program operating at scale. Planners need to provide orientation and background to the stakeholders that will enable them to understand the importance of neonatal resuscitation. From the beginning, emphasis should be on the integration and incorporation of HBB into national guidelines, strategic plans, and long-range budgeting. The persons and groups involved as stakeholders will vary in perspective and commitment, and many will be working together for the first time. However, broad representation from policy makers to community members is necessary to assure that neonatal resuscitation is available in all delivery sites, particularly those at the periphery of the health system where most preventable deaths occur.

### **2. Mobilization of national stakeholders to plan for sustainability**

Obtaining appropriate government approvals to implement a pilot HBB training program is only the first step to building a sustainable program that operates at scale under the leadership of national health authorities. To achieve this long-range goal, it is critical to convene the stakeholders needed for program success as early as possible. Identifying the appropriate national “home” for HBB is essential for institutionalization. An early consensus-building meeting officiated by a credible national health leader can immediately build ownership and put neonatal resuscitation in the context of national health priorities and other essential maternal-newborn services and training programs. It can serve to initiate working groups for introduction, scale-up, and sustainability.

Occasional, focused stakeholder meetings consolidate commitment. Such meetings might include dissemination of situation analyses and program findings and local examples of success. Dissemination activities can be

critical in securing commitment to scaling up. (See box below.) They can forge agreement on extension strategies and secure support and resources for neonatal resuscitation/immediate newborn care.

## ***Dissemination of Local Pilot Study Results***

### ***Secures Commitment for National HBB Scale Up in Bangladesh***

Bangabandhu Sheikh Mujib Medical Hospital and Save the Children (through the USAID-funded Maternal and Child Health Integrated Program [MCHIP]) conducted a pilot study to train 300 skilled birth attendants on neonatal resuscitation in Bangladesh. At a national stakeholder meeting on September 5, 2010, data showed that skilled birth attendants can be trained to successfully resuscitate newborns at all levels of the health system, including the community. At the meeting, a community-based birth attendant, Jubaida, demonstrated the bag and mask resuscitation skills she was trained in that saved the life of a baby girl, Shifa.



### ***3. Orientation to the Helping Babies Breathe educational program***

The following hyperlinks lead to two resources that users of the implementation guide can adapt to present the HBB program to policy makers and program planners. These include an annotated PowerPoint presentation describing the development of the program and its elements and a 45-minute video focusing on the role of simulation in education, implementation, and community participation. (Please note, the video will take several minutes to load.) Additional information about the HBB program can also be found at [www.helpingbabiesbreathe.org](http://www.helpingbabiesbreathe.org).

Guide users may consider joining the Healthy Newborn Network ([www.healthynewbornnetwork.org](http://www.healthynewbornnetwork.org)), with links to a range of agencies, resources, and experiences supporting global newborn health.

The Implementation Guide and accompanying tools are available on the Helping Babies Breathe website as well as the HBB Community of Practice website <http://www.k4health.org/toolkits/hbb-community/implementation-guidance>. Information on joining the community of practice is available on the web page. HBB implementers are also encouraged to share lessons learned, innovations, and results on this site.