

# THE SOCIAL INNOVATION IN HEALTH INITIATIVE CASE COLLECTION

## OBANNA GENDER CARE FOUNDATION

OGCF is a community-based solution which aims at reducing maternal and child mortality through improved access to quality maternal and child health services in Anambra State.

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|                     |                         |
|---------------------|-------------------------|
| Continent           | Africa                  |
| Country             | Nigeria                 |
| Health Focus        | Maternal and Child Care |
| Areas of Interest   | Access to care          |
| Health System Focus | Service Delivery        |

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This case study forms part of the Social Innovation in Health Initiative Case Collection. This case study was prepared by SIHI Nigeria, Nnamdi Azikiwe University, Nigeria. The research was conducted in June 2027. This account reflects the stage of social innovation at that time.

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## ABBREVIATIONS

SIHI - Social innovation in Health Initiative

WHO - World Health Organization

MMR - Maternal mortality rate

OGCF - Obanna Gender Care Foundation

NDHS - National Demographic and health surveys

PG - President general

NGO - Non-governmental organization

SOML - Saving One Million Lives Program

ICT - Information communication technology

IEC - Information education communication

# EXECUTIVE SUMMARY

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Maternal and child mortality rates have remained high in Nigeria despite the efforts of the government and non-governmental organizations in curbing the trend.<sup>3,3</sup> In 2017, Nigeria alone accounted for 23% of the global burden of maternal deaths.<sup>2,2</sup> According to the World Health Organization (WHO), the maternal mortality rate (MMR) in Nigeria is 917 per 100,000 live births, and the lifetime risk of a Nigerian woman dying during pregnancy, childbirth, postpartum or post-abortion is 1 in 21. This is unacceptably high compared to 1 in 93 and 82 in Gabon and Ghana, respectively. Likewise, Nigeria had the 22nd highest global burden of deaths among children less than 5 years.<sup>3</sup>

The high rate of maternal and child deaths in Nigeria has been linked to three forms of delay: delay in making the decision to seek healthcare; delay in locating and or arriving at a health facility; and delay in receiving healthcare from the facility.<sup>1</sup> Hence, the availability of healthcare facilities does not always translate to the utilization of the services by women. Most times, the choices in the utilization of a health facility are based on awareness of the availability of such services and perception rather than actual quality of care.<sup>4,4</sup>

In June 2017, the Obanna Gender Care Foundation (OGCF) was founded by a pharmacist, Dr Obiageli Uchebo, to address the challenges of access to, utilization and quality of maternal and child healthcare services in Anambra State. Through health education and awareness campaigns, OGCF sensitizes women on available maternal and child services and health and the benefits of utilizing them. The organization also builds the capacity of healthcare workers and provides them with job aides in order to improve the equality of services. OGCF is ultimately aimed at improving maternal and child health indices in Anambra State.

# INNOVATION AT A GLANCE

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## Organisation details

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|                                      |  |
|--------------------------------------|--|
| Organisation Name                    | Obanna Gender Care Foundation  |
| Organization's address               | Number 87 Arthur Eze Avenue, Awka (opposite Supreme Taste and Friers)  |
| Founding year                        | 2078   |
| Founder name(s)                      | Dr Obiageli Uchebo   |
| Im plementer(s)                      | Dr Obiageli Uchebo   |
| Founder nationality                  | Nigeria  |
| The current head of the organization | Dr Obiageli Uchebo   |
| Organisational structure             | Non-governmental organization (NGO)  |
| Main value proposition               | An NGO which conducts health education, public enlightenment campaigns and community mobilization in order to improve awareness and utilization of maternal, child and adolescent health services. |

## Project stage

|                    |   |
|--------------------|---|
| Size               | Office space, 5 to 70 contract staff including a secretary and Information Communication Technology {ICT} officer, 8 trustee members, and over 40 volunteers. |
| Main income stream | Financial support from philanthropists, trustees, Anambra State Government under the auspices of Saving One Million Lives Program (SOML). other NGOs          |

## Operational details

|                                      |  |
|--------------------------------------|--|
| Country/countries of operation       | Nigeria  |
| Type of beneficiary                  | Pregnant women, children, adolescents, and rural dwellers  |
| Number of the beneficiary (annually) | Over 1 million persons have benefited since about 4 years of programme inception.  |
| Cost per client                      | Services are free for beneficiaries.   |
| Local engagement                     | OGCF engages indigenous community mobilizers to educate grassroots women through house-to-house campaigns, town hall meetings, and religious and other community group meetings. Appropriate tools and IEC materials are used for this.  |
| Innovative elements                  | Targets vulnerable populations such as pregnant women, children and adolescents<br>Leverages on existing data to identify areas that need intervention<br>Leverages on and strengthens existing services<br>Strong grass-root engagement and support<br>Multi-sectoral collaboration   |
| Scaling Considerations               | The solution will be scalable under the following condition<br>Adequate and sustainable funding<br>Adequate monitoring and evaluation using appropriate indicators<br>Establishment of an organized referral system<br>Establishment of organized community feedback system<br>Effective tracking of beneficiaries' outcomes |
| <b>Sustainability Considerations</b> | Sustainability of the solution will be based on the following<br>Identifying sustainable sources of funding<br>Advocacy for community ownership  |
| <b>Key Lessons</b>                   | Availability of services does not translate to its utilization. Awareness creation and grass root mobilization to utilize such services are pertinent to achieving the desired impact.   |

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