

DANONE ECOSYSTEME FUND STAND BY MUMS

Romania



To support motherhood in Romania, the "Stand by Mums" project develops a network of Perinatal Educators in order to enable mothers to make educated choices about nutritional and perinatal care for her and her baby from conception to toddler age—the first 1000 days.

This project is co-created with the support of Danone Ecosystem Fund, Early Life Nutrition Romania and partners Crucea Rosie and Crucea Alba.



SOCIAL & WOMEN CONTEXT



ONE OF THE POOREST EU MEMBER STATE

- Stringent budget cuts in healthcare has resulted in a lack of doctors per inhabitant and has led to poor healthcare indicators
- Classified by World Health Organization as a High Risk Country with poor healthcare indicators vs the EU average



Weak healthcare system

3 TIMES

less doctors compared to EU average



10,000

doctors left Romania between 2007 & 2011



There are few "birth assistants" & Health Care Professionals (HCP) & women have very little access to information about pregnancy, birth & baby nutrition

C-section rate

36.9%

higher than that of EU average*

8.5/1000

*Child Mortality rate twice as much as EU average

* Data Source: World Health Organization

BUSINESS CONTEXT



Nutricia Early Life Nutrition (ELN) Romania mission; to stand by mums and committed to bring the right nutrition in the first 1000 days and beyond.

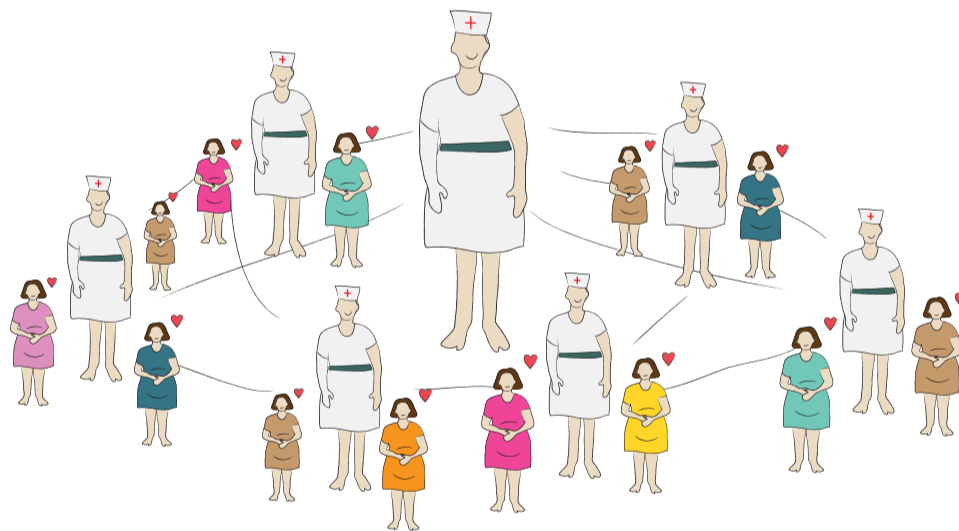
To achieve this mission ELN Romania aims build awareness among mothers and professionals of specific needs of babies during the first 1000 days.



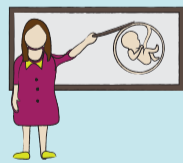
Danone's strategy is to regain credibility by answering the actual needs of mom beyond products and partnering with responsible stakeholders.

PROJECT ANSWER

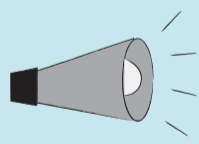
Empower perinatal educators and enroll them in a professional network to help mums make educated choices in the first 1000 days



Samas in a HCP network which aims to reach moms on a pan Romanian scale. This will gain further endorsement from Health Authorities and make a visible, significant and sustainable contribution in the critical first 1,000 days window.



SAMAS accredited nutritional perinatal care training



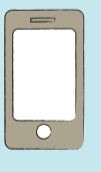
Support from SAMAS for promotion of the services offered to mums



Access to SAMAS Centre & Facilities



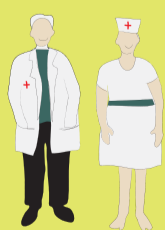
Training in entrepreneurial and professional skills



Access to Mums request for care through the SAMAS IT Platform

IMPACTS

WHAT HAS CHANGED FOR THE WOMEN



Perinatal educators trained and are now part of SAMAS Network

321 REACHED 583 TARGET



Professional Respect

Increased respect as a perinatal educator and not just a 'nurse'



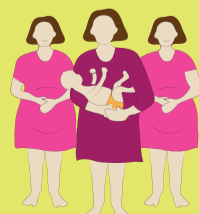
Monica Ungur, Perinatal Educator

"I instantly fell in love with the project. Today, through my counselling services on pregnancy, breastfeeding, nutrition and baby care, I reached more than 200 mothers. I'm happy to help mothers make the right choices and thus influencing the health of mothers and babies. Some time ago, I met the chief of the local municipal Hospital who told me 'I will not allow admittance of any women in this department without a prenatal course you deliver!' It was very powerful!"



Mums reached through the SAMAS platform

2300 REACHED 3500 TARGET



Empowerment of Mums

Have easy access to the SAMAS perinatal educators. This helps mothers make informed choices