

How to transform the healthcare system to promote health for mothers and babies

SAMAS



DANONE
·ECOSYSTEM

Romania is a high-risk country for the health of babies and mothers



The first 1,000 days offer a unique window of opportunity to build a foundation for a **healthier** life

Yet...

back in 2013, **Romania** was facing **challenges**

- Mix perception of breastfeeding
- Lack of breastfeeding support
- Practices in maternities not aligned with the World Health Organization recommendations
- Little recognition of midwives and limited training on perinatal education



Leading to...



- **7/10** of Romanian mothers stated they were not trained on exclusive breastfeeding
- Only **13%** of babies were exclusively breastfed at 6 months of age
- Infant mortality rate **twice as high** as EU average
- **37%** C section rate

That's why, in 2013, a group of public and private partners joined forces to empower healthcare professionals and parents on perinatal education



The **SAMAS** project was born

How it works

SAMAS program action focuses on **3 pillars:**



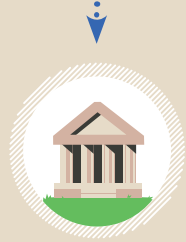
Professional Empowerment

The coalition developed the **only** Romanian Perinatal Educators network



Awareness

Breastfeeding awareness campaigns through annual events, TV & radio announcements



National Advocacy

Advocacy through credible and legitimate influential stakeholders & policy makers



2205 Nurses and Midwives joined and received a comprehensive support:



Training

Continuous medical and education training

Soft skills development

Certificate delivered on:
Mother & infant nutrition,
birth, breastfeeding, baby care



Recognition

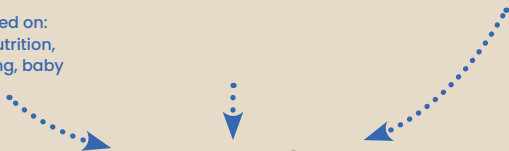
Acknowledgement of their key role and expertise

Increased revenues



Community

Access to SAMAS community & promotion of their activities among mothers



Nurses and Midwives can support and train parents on:





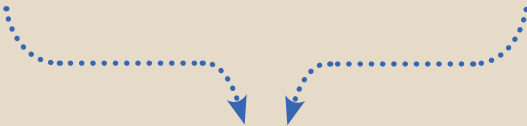
Prenatal education

- Care & nutrition in pregnancy
- Perinatal preparation for birth
- Breastfeeding
- Infant care
- Giving birth



Postnatal support

- Breastfeeding
- Baby diversification
- Baby Massage
- First aid training for children



Paid Service

Prenatal and postnatal cares available for all in SAMAS centers, or at parent's home



Free Service

Free prenatal and postnatal cares for mothers from vulnerable backgrounds through social programs



The credibility of the project and its business model enabled **SAMAS** to become an **independent** and **self-sustainable** NGO

Leading to a positive impact on the whole ecosystem

Professional empowerment

2205



Nurses and Midwives have been trained to become SAMAS Perinatal Educators, since 2013

Parents empowerment

69%



of Romanian mothers have been reached through the SAMAS education community, awareness campaigns, or by receiving guidance from SAMAS Perinatal Educators, since 2013



70%

of Romanian mothers exposed to the national TV message have been positively influenced to start breastfeeding



x2

Romanian mothers supported through the SAMAS dedicated breastfeeding service are twice as likely to exclusively breastfeed at 6 months compared to others

Positively influencing breastfeeding rates



«My name is Denisia Mazilu and I've been a mom for a year. I turned to the professionals at the SAMAS Association two weeks after giving birth. A Perinatal Educator came to our home, she provided me with invaluable assistance. I felt like I had a friend by my side and I was able to openly discuss my concerns with her. I believe that the SAMAS Association supports mothers and instills confidence that someone is there to assist them whenever needed. For me, breastfeeding is something magical, and I feel that for my little one, it's something that binds us very strongly.»

- Denisia Mazilu, Mother supported through SAMAS

Partners & roles



NUTRICIA – EARLY LIFE NUTRITION FOUNDATION

Brings knowledge on specialized nutrition
Ensures communication
Provides project funding

CRUCE ALBA MEDICAL

Brings expertise & knowledge on the First 1000 days topic
Facilitates Midwives and Nurses trainings

RED CROSS

Ensures governance
Secures budget management

DANONE ECOSYSTEM

Brings co-creation spirit
Provides expertise & guidance
Brings systemic and sustainable approach
Provides project funding

Midwives

Nurses

Volunteers



IOMC - INSTITUTE OF MOTHER AND CHILD

Provides insights and support with expertise and studies on the First 1000 days topic

MINISTRY OF HEALTH

Sources:

- Nanu M., Stativa E., 2020. Qualitative socio-anthropological study on breastfeeding and nutrition of the child up to 6 months. Bucharest: National Institute for Mother and Child Health "Alessandrescu-Rusescu"
- UNICEF Policy Brief, 2021 Action Lines to Promote Breastfeeding in Romania. Available online: <https://uni.cf/3xQmxFo>