Adaptive Strategy

2023 - 2026

Birthing Kit Foundation Australia

The challenge we face is great - around 300,000 women and over 3 million newborns still die each year at the time of birth.

This is preventable and this is why we exist.

OUR FUTURE

To increase the support for birthing mothers in regions where healthcare is limited or unavailable.

How will we achieve this?

By empowering our field partners to advocate for themselves.

By partnering with like-minded organisations.

By innovating our business model in response to changing needs.

By advocating for improved maternal health.

OUR VISION

A world in which all women and girls have access to a clean and safe birth.

A Testimony from a mother in Suabi Village, Papua New Guinea

"I started feeling labour pains in the morning at around 3am on Sunday 31st July 2022. My mum told me to wait till daybreak so we can walk to the garden. I tried to sleep but the pain was coming stronger, so I stayed up and waited for dawn to break. Around 5am mum and I collected our things and started a three hour walk to our garden. I tried to be strong so that we could get to our garden before I gave birth. After arriving, mum cleared the bush for me to have my baby there. By then I felt the pain coming stronger. I gave the kit to mum and explained to her how to use it. She opened the kit and got the black plastic out. She placed it on the cleared bush. I was still walking around trying to control my pain. I tried to eat but I couldn't because the pain is so much to bear for me. I asked mum for some water to drink and continued walking. At around 10am my baby's water broke so I sat on the plastic. I told mum that I felt the baby was coming so I went and squatted on the plastic. I told her to wear her gloves and she did as instructed. I squatted and the baby's head came out first. Mum caught the baby and placed it on the plastic beside me. *Continued next page.*

The baby's cord was still hanging, and mum asked me to continue pushing down for the placenta to come out. After a while the placenta came out and then I started bleeding. Mum took the baby to the side and tied the baby's cord with the white rope and then cut the cord with the clean blade. She covered the baby with a nappy and blanket and placed her in her bilum. I cleaned myself up using the small piece of gauze in the pack. I got dressed and then walked to a small shelter built in our garden. Mum brought the baby to me, and she started a fire for me to warm myself up. I felt weak so I slept and didn't breastfeed my baby. I woke up to her crying, so I got her out of the bilum and tried breastfeeding her. I was hungry as well, so mum gave me kaukau to eat. It was already afternoon, so we decided to walk back to the village. On our way I had my bath in the river with the soap. We reached the village at night, but I couldn't sleep. I cried of pain throughout the night and neglected my baby. One of my cousin sister saw that and came and breastfed my baby since she had a baby as well. My family took me to the health facility waiting house on Monday morning and asked for help. We heard the SDP health team is coming to Suabi so we waited there. The team arrived on Tuesday and came to assess me for my very bad bleeding, and treated me. I am very grateful for the birthing kit and the SDP health team as well."

OUR MISSION

To positively impact the lives of mothers and babies in regions where healthcare is limited or unavailable.

To partner with and empower our partner organisations and communities to advocate, educate and provide resources to improve outcomes for expectant mothers.

To enable systems where women and girls become truly empowered.

OUR WAY FORWARD

IMPACT through

1. The delivery of clean birth
kits and training

2. Partnerships

1.   Delivering clean birth kits

Our work is focussed in areas of highest need. We constantly adapt to new challenges and opportunities.

3 YEAR GOAL

To deliver 500,000 kits

1.1 To increase kit production to a self-sustaining level

1.2 Training

- We support creative and culturally specific training programs for birth attendants, through our field partners.

- Our goal is to find increased funding to support our training programs.

2.1 Partnerships

We foster our field partner relationships with care and genuine collaboration.

3 YEAR GOAL

To increase the number of quality international partnerships

2.2 Our kit production Partners in Australia

We use Brand Ambassadors and advocates with wide ranging reach and influence to increase our output in Australia.

To maintain and build our supporter base.

3 YEAR GOAL

To be the partner of choice for Australian individuals, Zonta Clubs and other community organisations.

2.3 Financial Supporters

To build strong relationships with business and philanthropic organisations.

To increase our funding by raising our public profile in Australia.

3 YEAR GOAL

To have sustainable financial support to deliver training programs.

- Our commitment remains to serve the most
- vulnerable birthing mothers in the world.

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Foundation
Australia