



**2 YEARS  
PROGRAM  
COSTED  
IMPLEMENTATION  
PLAN**

December 2023-December 2025

# Background

- Help a Mother and Newborn Initiative (HMNI) was conceived in 2021 with full support from Bowier Trust Foundation (BTFS), Rotary Club of Zurich, and Linth Hospital as a response to the alarming maternal and newborn health challenges faced by women in Liberia, particularly in Margibi County.
- Two passionate individuals, inspired by their experiences during an internship in Switzerland facilitated by the BTFS, established HMNI to address the pressing challenges faced by women like limited healthcare access, information gaps, and sociocultural barriers.
- Focused on Margibi County, HMNI uses a holistic approach to address these challenges. The organization implements activities that supports local health facilities, and empowers community health volunteers, particularly Traditional midwives, expectant mothers, and adolescents, among others.

# Background

- Since its inception, HMNI has made significant strides, supplying essential resources to 15 public health facilities, empowering over 2000 women and adolescents, and collaborating with LEO Nutrition for a successful complementary food program for babies from rural communities.
- Transitioning from a project to a registered non-profit organization in 2023, HMNI is poised to expand its impactful programs, driven by a commitment to empowering women, improving healthcare outcomes, and addressing community-specific challenges in Liberia and beyond.
- The organization is currently running several programs including maternity support clubs, peer-peer support clubs etc. to strengthen the capacity of Maternal and child care providers and empower women and adolescents, particularly in Margibi County, and has developed data-driven plans for the next two years to amplify its impact.

| Activity   | Description   | Outcome   | Target   | When   | Where             | Responsible   | Additional Comment                                  | Estimated Cost (USD)  | Status |
|--|---|---|--|--|-------------------|---|---|---|--------|
| <b>Maternity Support Club Activities-Total Estimated Cost = \$15,550</b> |   |   |  |  |                   |   |   |   |        |
| New members Sign-Up/ Enrolment   | Register interested First time pregnant women between 3-5 months.<br><br>Max. 15 members  | Informed, engaged, and empowered first time pregnant women to have a healthy pregnancy and motherhood journey, and thrive | First Time Young Pregnant women (Teenage-25 years) | October- November 2023   | Health Facilities | Club heads (HMNI Focus persons at Health Facilities and supported CHVs) | Agenda-driven meetings with interactive discussions | \$10 (Scratch cards for communication)  | Done   |
| Membership Form  | Ensure membership forms are developed and sign by members during the orientation session.<br><br>Note: The membership is valid for two years after which they will be disenrolled and become ambassadors for the program to accommodate new members   |   |  | January 2024   | TBA               | HMNI Team with support from the club heads                              |   | \$290 (Transportation cost to 10 Health facilities and Printing of forms)             |        |
| Awareness Sessions   | Organize regular awareness sessions throughout their pregnancy with focus on essential topics such as prenatal health, nutrition, and birth preparedness, empowering them to have a healthy pregnancy and a positive childbirth experience.   |   |  | Once every Month starting February 2023<br><br>10 sessions per club x10 clubs=100                              | TBA               | Club heads with support from the HMNI Team                              |   | \$2,000 (Transportation to 10 Health facilities, and Scratch cards for communication) |        |
| Parenting Workshops and Support Groups:                                  | Host parenting workshops and support groups after delivery to provide guidance on newborn care, positive parenting techniques, and emotional well-being during the postpartum period. It will also promote family planning and support these mothers in making informed choices regarding their reproductive health after childbirth. |   |  | Quarterly (Begin after majority of the Club members have given birth)<br><br>5 workshops per clubx10 clubs= 15 | TBA               | HMNI Team with support from Club Heads                                  |   | \$3,750 (Workshop activities cost)  |        |

| Activity   | Description   | Outcome   | Target   | When  | Where | Responsible                            | Additional Comment                                  | Estimated Cost  | Status |
|--|---|---|--|---|-------|--|---|---|--------|
| Income-Generating Activities (IGA) or Back to School | <p>Offer skills training programs that align with the interests and abilities of these mothers to equip them with practical skills to enhance their employability and income-generating potential.</p> <p>Offer mentorship and career guidance to mothers with desire to further their education.</p> <p>Establish a small grants or seed funding program to support mothers in starting income-generating activities or pursuing formal education.</p> | Informed, engaged, and empowered first time pregnant women to have a healthy pregnancy and motherhood journey, and thrive | First Time Young Pregnant women (Teenage-25 years) | <p>Begin after a Year of enrollment and active activities (based on availability of funds</p> <p>150 members in total (Will be divided in batches</p> | TBA   | HMNI Team with support from Club Heads | Agenda-driven meetings with interactive discussions | \$7,0500 (Skill training, mentorship and seed funding)  |        |
| Disengagement Phase                                  | <p>After two years, conduct comprehensive assessments of each member progress and achievements.</p> <p>Celebrate their successful completion of the program and acknowledge their growth and achievements (after which they become ambassadors).</p> <p>Provide guidance on further opportunities for self-reliance and continued support resources.</p>  |   |  | <p>At the end of the 2 years</p> <p>Program will be held per region to reduce cost</p>  | TBA   | HMNI Team with support from Club Heads |   | \$2,000 (Closing Program including printing certificates, transportation hall, refreshments etc.) |        |

| Activity  | Description   | Outcome  | Target   | When                          | Where                        | Responsible                                       | Additional Comment  | Estimated Cost (USD)  | Status                    |
|---|---|--|--|-------------------------------|------------------------------|---|---|---|---------------------------|
| <b>Peer to Peer Club Activities -Total Estimated Cost = \$7,800</b> |   |  |  |                               |                              |   |   |   |                           |
| Leadership Set-Up   | Appoint club leaders.<br><br>Note: The leadership will last for 2 years, after which new leaders will be selected/elected   | Increased peer support, shared knowledge, and mutual encouragement among in school adolescents from 4 <sup>th</sup> -12 grade. | In School Adolescents, School Counselors, Schools administrators | November 2023                 | On Campuses                  | School administrators with support from HMNI Team | Encourage open discussions and supportive interactions throughout | \$10 (Scratch cards for communication)                        | Done                      |
| Capacity Strengthening Workshops                                    | Organize workshop Leaders to enable them effectively lead the clubs and develop an action plan for the year.  |  |  | December 2023 & December 2024 | School Campus                | HMNI Team   |   | \$1,000 (Workshop activities cost)                            | First Workshop is pending |
| Club Members Recruitment  | Recruit interested students as members of the club.<br><br>Max. 25 members  |  |  | January 2023                  | On Campuses                  | Club leadership                                   |   | \$10 (Scratch cards for communication)                        |                           |
| Membership Form   | Ensure membership forms are developed and sign by members during the orientation session<br><br>Note: The membership is valid for two years after which they will be disenrolled and become ambassadors from the program to accommodate new members |  |  | January 2023                  | Wherever the meeting is held | Club leadership with support from HMNI Team       |   | \$280 (Transportation to the 6 schools and Printing of forms) |                           |

| <b>Activity</b>                | <b>Description</b>  | <b>Outcome</b>   | <b>Target</b>  | <b>When</b>                                   | <b>Where</b> | <b>Responsible</b>                                   | <b>Additional Comment</b>   | <b>Estimated Cost (USD)</b>   | <b>Status</b> |
|--------------------------------|---|--|--|---|--------------|--|---|---|---------------|
| Regular Club Meetings          | Hold regular club meetings to discuss and plan activities   | Increased peer support, shared knowledge, and mutual encouragement among in school adolescents from 4 <sup>th</sup> -12 grade. | In School Adolescents, School Counselors, Schools administrators | Weekly or Bimonthly (Will begin January 2024) | On campuses  | Club leadership with support from HMNI Team          | Encourage open discussions and supportive interactions throughout | \$500 (Transportation to attend the meetings and Scratch cards for communication) |               |
| On and Off-Campus Awareness    | Organize workshops, focus group discussions, outreaches, seminars, and other activities on or off-campus to promote awareness of difference SRHR issues |  |  | Every other month (Will begin February 2024)  | TBA          | Club leaders and members with support from HMNI Team |   | \$5,000 (activities cost)   |               |
| Clubs' performance recognition | Organize an award ceremony to recognize the best performing clubs. Incentives will be given to the top 3  |  |  | End of Academic Year (July 2024 & 2025)       | TBA          | HMNI Team  |   | \$1,000 (In Kind or Cash Incentive)   |               |

| Activity  | Description   | Outcome   | Target     | When                                   | Where                                     | Responsible   | Additional Comment                                       | Estimated Cost (USD)  | Status |
|---|---|---|------------|--|---|---|--|---|--------|
| <b>Community Health Volunteer Program - Total Estimated Cost = \$14,010</b> |   |   |            |  |   |   |  |   |        |
| New members Sign-Up/Enrolment   | Enroll additional TTMs and new CHVs on the program<br><br>Max.15 persons  | Improved effectiveness of CHVs and TTMs in maternal and newborn health.<br><br>Encourage continuous learning and performance improvement. | CHVs, TTMs | November 2023                          | Health Facilities or community outreaches | Focus persons at Health Facilities with support from HMNI Team                  | Maintain privacy and confidentiality during discussions. | \$10 (Scratch cards for communication)                                  | Done   |
| Membership Form   | Ensure membership forms are developed and sign by all those part of the program at an info session/meeting before the workshop<br><br>Note: The membership is valid for two years after which they will be disenrolled and become ambassadors for the program to accommodate new CHVs |   |            | At an Info Session before the workshop | Health Facility                           | HMNI Team with support from our Focus persons at Health Facilities              |  | \$400 (Transportation to the 5 health facilities and Printing of forms) |        |
| Capacity Strengthening Workshops  | Conduct workshops with focus on essential topics such as prenatal health, nutrition, family planning and birth preparedness, strengthening the CHVs capacity in areas required.   |   |            | January 2024 & January 2025            | TBA                                       | HMNI Team with support from our Focus persons at Health Facilities and partners |  | \$1,000 (Workshop activities cost)                                      |        |



| Activity                | Description   | Outcome   | Target     | When  | Where                                | Responsible   | Additional Comment                                       | Estimated Cost (USD)   | Status |
|-------------------------|---|---|------------|---|--------------------------------------|---|--|--|--------|
| Focus Group Discussions | Engage CHVs in regular focus group discussions to share knowledge and learn about their challenges and successes. | Improved effectiveness of CHVs and TTMs in maternal and newborn health.<br><br>Encourage continuous learning and performance improvement. | CHVs, TTMs | Every other month (Beginning February 2024)<br><br>12 Sessions per facility | Health facilities or community halls | Focus persons at Health Facilities with support from HMNI Team                  | Maintain privacy and confidentiality during discussions. | \$7,500 (Transportation, Scratch cards, refreshments and graphic printing) |        |
| Best Performing Award:  | Recognize top-performing CHVs. Incentives will be given to the top 2 assigned at each facility                    |   |            | After every 4 months  | At a focus group Discussion (TBA)    | HMNI Team with support from our Focus persons at Health Facilities and partners |  | \$1,500 (In Kind or Cash Incentive)  |        |
| Resource provision      | Provide working items tailored to the needs of these CHVs and essential to them being effective                   |   |            | 2024 or 2025 (Date TBD based on available of funds)                         | TBA                                  | HMNI Team with support from our Focus persons at Health Facilities and partners |  | \$3,500 (Essential working tools)  |        |

| Activity   | Description  | Outcome   | Target   | When  | Where                            | Responsible | Additional Comment  | Estimated Cost (USD)   | Status  |
|--|--|---|--|---|----------------------------------|-------------|---|--|---------|
| <b>Birth kit and Food Program - Total Estimated Cost = \$625</b> |  |   |  |   |                                  |             |   |  |         |
| Monthly Sale Tracking  | Monitor and record monthly sales.<br><br>Ensure to get the sale records from sale agent at facilities and enter the information on the google form | Improved nutrition and health outcomes for mothers and newborns in underserved communities. | Pregnant Women, Mothers, Babies 6 months and above | Monthly (Beginning December 2023)                               | Physical Visits, Calls, or Texts | HMNI Team   | Regular monitoring to ensure food reaches the intended beneficiaries. | \$125 (Scratch cards for communication)  | Ongoing |
| Procurement of Materials   | Source necessary materials for programs when needed  |   |  | When materials are almost exhausted, and the sales are reported | From vendors in Monrovia         | HMNI Team   |   | Ongoing 50% sale at the facilities. Will require about \$500 to increase available items | Ongoing |

| Activity   | Description   | Outcome  | Target                 | When  | Where                            | Responsible                                      | Additional Comment   | Estimated Cost (USD)                    | Status |
|--|---|--|------------------------|---|----------------------------------|--|--|---|--------|
| <b>Support for program Focus persons at Health Facilities - Total Estimated Cost = \$2,125</b> |   |  |                        |   |                                  |  |  |   |        |
| Getting Focus Persons List   | Finalize the details of focus persons at each facility.<br><br>Ensure that they are MCH staff/OIC | Encourage the active participation and contributions of the focus persons to maternal and newborn health and the success of our programs | MCH staff, other staff | December 2023   | Physical Visits, Calls, or Texts | HMNI Team  | Ensure to build interest and promote effective operations                                    | \$125 (Scratch cards for communication) |        |
| Capacity Strengthening   | Organize workshops to strengthen the capacity of these staff+<br><br>in EMonC                     |  |                        | 2024 or 2025 (Date TBD based on available of funds)                   | TBA                              | HMNI Team with support from the CHT and partners |  | \$1,000 (Training cost)                 |        |
| Appraisal program  | Regularly appreciate every focus person at the health facilities                                  |  |                        | December 2024 and 2025  | Year-end Bonding/Award Ceremony  | HMNI Executives                                  |  | \$1,000 (Prizes/gifts)                  |        |
| <b>Resource support for Health facilities - Total Estimated Cost = \$5,000</b>                 |   |  |                        |   |                                  |  |  |   |        |
| Medical Equipment Donation   | Mobilize Medical equipment tailored to the needs of each health facility                          | Promote delivery of Quality Health Care  | Partner Facilities     | 2024 & 2025 (Date TBD based on available of funds or in kind support) | TBA                              | HMNI Team with support from partners             | Availability of Basic equipment at a health facility is important to improve quality of care | \$5,000 (equipment cost locally)        |        |

| Activity   | Description  | Outcome   | Target       | When  | Where | Responsible                          | Additional Comment                               | Estimated Cost (USD) | Status |
|--|--|---|--------------|---|-------|--------------------------------------|--|----------------------|--------|
| <b>Program Evaluation - Total Estimated Cost = \$1,000</b> |  |   |              |   |       |                                      |  |                      |        |
| Impact Evaluation  | Evaluate the impact of the program activities in achieving the desire outcomes | Ensure Data Driven decisions and achievement of desire outcomes | Stakeholders | Biannually<br>4 evaluation in total (July & December 2024 and 2025) | TBA   | HMNI Team with support from partners | Regular Evaluation is key to measuring successes | \$1,000              |        |

- We are inviting organizations, businesses, and individuals to contribute through donations or provide financial and in-kind support, enabling our team to successfully realize our two-year program activities.
- Furthermore, in the upcoming year, we plan to inaugurate the business arm of our organization, with a particular emphasis on providing transportation and rental services.
- We will be seeking in-kind donations such as cars, bikes, party rental items, etc., to facilitate the commencement of this venture.
- Your support in the form of contributions or donations will play a crucial role in the success of these endeavors.

# Contact Us

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