Harnessing digital technologies for maternal health and parenting
A real bonus for family wellbeing?

The pandemic has highlighted the critical role of digital technologies in family life. This event will showcase transformational initiatives and good practices for the benefit of mothers and their children, focusing on the huge potential of maternal and child mobile health, specially in developing countries. It will also address the challenges that ‘connected parents’ face under confinement, as digital technologies invade their everyday lives.

Opening video: Our global MMM grassroots network responds

Part I - Practical examples of mobile technologies helping mother and child health
- Barbara Schack, Vice-president & Deogranitas Katonyella, Representative, Tanzania and beyond, SAHFA - Smart Access to Health For All - JamboMama! app
- mothers2mothers (m2m - South Africa) - Virtual Mentor Mother Platform (TBC)
- Alison Baum, Founder and CEO, Best Beginnings (UK) - The Baby Buddy app

Part II - Challenges faced by connected parents
- Short video with Roberto Martinez, Director of Fundacion Mas Familia (Spain)
- Arja Krauchenberg, Project-coordinator, European Parents’ Association (EPA)
- Michael Rich, Founder and Director, Center of Media and Child Health, Harvard University (USA) - Mediatrics

Moderator: Valerie Bichelmeier, Vice-President, Make Mothers Matter

12 February 2021
10:00 am New York
04:00 pm Paris

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www.makemothersmatter.org

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#MothersforBetter