

UN CSoCD59 virtual side event

# Harnessing digital technologies for maternal health and parenting

## A real bonus for family wellbeing?



COMMISSION for SOCIAL DEVELOPMENT  
United Nations Headquarters, New York



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

REGISTER NOW  
[bit.ly/MMMDigitalMoms](https://bit.ly/MMMDigitalMoms)



[www.makemothersmatter.org](http://www.makemothersmatter.org)

#DigitalMoms  
#MothersforBetter



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 & Deograstias 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) - Mediatrix

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

