



Make
Mothers
Matter

Digital Motherhood & Parenthood - Harnessing Digital technologies for Families in the context of Covid-19

Webinar Side-Event to the 59th Session of the UN Commission on Social Development 8-17 February 2021 “Socially just transition towards sustainable development: the role of digital technologies on social development and well-being of all”

COMMISSION for
SOCIAL DEVELOPMENT

United Nations Headquarters, New York



Department of Economic and Social Affairs



#CsoD #SDGs #GlobalGoals www.social.un.org/assoc

Speakers' Bios

SAHFA- Smart Access to Health For All www.smartaccesstohealthforall.org



Laetitia van Haren - President Founder SAHFA Inventor/promotor JamboMama!

Laetitia van Haren is a cultural anthropologist who spent her working life in Africa and Asia, with periods of living and working in Geneva with human rights and development NGOs, especially refugees, migrants and children. When living in Laos she did anthropological consultancies and went to remote to meet women and understand how they live. In Senegal she was the chief of the publications team of Enda-Third World. In Geneva she was the executive director of the International Secretariat of Defence for Children in Geneva,

Humanitarian Policy Officer with ACT (Action by Churches Together) and the Deputy Director of the Geneva Office of Refugee Policy Group. Since 2015, she has been a member of the Mothers' Legacy Project Geneva delegation and participated in global health advocacy, including mental health and psychosocial support in emergency settings. For over ten years she has been a delegate for South-East Asia of the DCC, a French volunteer sending organization, and as such has been training and coaching volunteers in intercultural skills, to function better and overcome culture shock.

As of mid-December 2015 she has been directing a non-profit association called SAHFA, or Smart Access to Health For All, which she founded to raise funds for the development and introduction of mobile apps that connect people in remote, isolated villages to health care providers. The first project is an application for pregnant women called JamboMama!



Barbara Schack : Vice-president SAHFA, organisational development, strategic planning and fundraising and partnership creation for JamboMama!

Barbara Schack holds a masters degree in busines administration from the prestigious HEC in Paris and a certificate of Deakin University where she followed a humanitarian leadership programme. She was born in Senegal and lived her childhood in a variety of countries of Africa and Asia . She has worked for 8 years with Libraries without border, 7 of them as director of development. With Libraries without Borders she was fully involved in creating digital libraries

for populations living in refugee settlements or resource poor settings. She is now a mother of a one year old boy and lives with her husband and their two boys in Denmark, working as an independent consultant on education in emergencies, technology for development and community empowerment. She works with start-ups and small organisations on their strategy, growth and internal learning. With her previous experience in profit, non-profit, and international organizations, she strives to identify cross-cutting and creative approaches to interesting challenges.



Deograstias Katonyella : SAHFA representative Tanzania and beyond. Development, roll-out and indigenisation of JamboMama! and follow-up apps ; national and inter-African partnerships.

Deograstias Katonyella lives in Mwanza, Tanzania, with his wife and three children. He is the Business Development Manager of Smartconnect solutions ltd and Programme Manager of Afya4c Tanzania, an m- health project “health for the community”.

He has been SAHFA’s in-country representative since May 2019, start of our pilot in Bunda district. He advised the coordinator and was the facilitator of JamboMama! meetings in the rural communities, hospital and dispensaries. His technical experience is with medical data management in hospital settings. JamboMama! seduced him because it was health seeker focused. He had seen too often how rural hospitals were expected to collect endless data which went up to higher regions but never brought any support back on the ground. He has a profound understanding of what JamboMama! stands for and can do, the partnerships to promote it in Tanzania to make it sustainable by making it part of the national economy and social and public health system.

He now works with a Tanzanian programmer who designs a 3rd generation platform for JamboMama! that allows for a non-technical administrator to adjust and change content and create follow-up apps for other challenges to healthy living in rural resource poor settings without having recourse to the programmer. Mr Katonyella takes his commitment to peace and justice to the heart. An officially appointed Peace maker, he actively promotes a culture of collaboration instead of competition between persons and communities inclined to mutual distrust and rejection.

Best Beginning (UK) – The Babybuddy App www.babybuddyapp.co.uk



Alison Baum, Founder and CEO, Best beginning (UK), on ‘BabyBuddy’

Alison Baum is the CEO and Founder of Best Beginnings. She registered the charity in 2007 as a catalyst for change to embrace the potential of the Early Years to improve outcomes and reduce child health inequalities. Alison is a natural convenor and connector. She is passionate about all that Best Beginnings does including working with other charities who share her passion for working collaboratively, from the evidence and innovatively to drive positive societal change.

Alison has pioneered the development of innovative resources including Best Beginnings’ multi-award-winning NHS approved Baby Buddy, to inform and empower parents of all backgrounds to maximise their children’s potential.

In her role at Best Beginnings, Alison has done many live and pre-record TV and radio interviews including on behalf of the Heads Together, as Best Beginnings is one of the eight Heads Together Charity Partners. In 2017 Alison was awarded an OBE for her services to reducing inequalities in child health, in 2015 she won the Federation of Women Graduates “Woman of Democracy and prior to that, in 2014 she was awarded the Community Practitioners and Health Visitors Association “Advocate of the Year” Award. In the early days of the charity, back in 2008, Alison won the Sheila McKechnie Award for Campaigner of the Year in the category of Health and Social Care.

Before setting up Best Beginnings, Alison worked in the BBC Science department for almost ten years where she produced and directed science and health documentaries including Horizon. Alison has an MA from Oxford University in Pure and Applied Biology and a Distinction in her MSc from UCL in Neuroscience.



Roberto Martínez, Director of Fundación Más Familia

Chemical Engineer by training, Roberto Martinez followed postgraduate studies in environmental consulting. Subsequently, he undertook a training process in the areas of quality management and excellence, occupational risk prevention, and social responsibility, thereby extending his professional scope to other management areas, always with a focus on the company. He holds a Master's Degree in Occupational Risk Prevention and in Human Resources Management from the CE Garrigues.

He has developed most of his professional career in managerial work in business consulting (Novotec and Soluzion) leading a team of more than 60 professionals, and later in 2005, joining the Fundación Más Familia staff as director of the initiative "Family Responsible Company – efr." He has been a professor since 1994 at prestigious institutions, such as: CE Garrigues, School of Industrial Organization, Complutense University of Madrid, San Pablo University, Institute for International Research, etc. He has published articles and interviews in relevant technical media such as Capital Humano, HR Observatory, Dirigir Personas de AEDIPE Magazine, Actualidad Económica, Quality Forum, etc., as well as in the press (El País, ABC, etc.), radio and television.

He gives conferences in relation to conciliation, Corporate Social Responsibility (CSR) and diversity in different national and international expert forums. He is part of the main forums that are currently working on the development of (CSR), such as the Expert Forum of the Spanish Ministry of Labour, GRI, the Ethics Committee of AENOR, the Conciliation Subcommittee of the Congress of Deputies and others. Roberto is married, the father of 3 daughters, and a fan of mountain sports.

European Parents Association – Europe - <https://europarents.eu/>



Arja Krauchenberg, project-coordinator, European Parents' Association (EPA)

Arja Krauchenberg holds an MA in romance languages from Vienna University with a special focus on multilingualism, diversity and interculturalism and has also trained as a certified tourist guide. A mother of three Arja has lived abroad for almost twenty years and has been actively involved in parents' representation in the schools attended by her children in different countries. Upon return to her native Austria she started to engage in the regional parents' association and was later elected member of the board of the European Parents' Association (EPA) where she served as president 2018-19 and is currently engaged as project coordinator. In 2020 she also joined the executive committee of OIDEL (an INGO that promotes the right to education). A lifelong learner herself (she is currently enrolled in a teacher training program) she was elected President of the Lifelong Learning Platform (LLLP) in September 2020.

Arja Krauchenberg advocates for a holistic and learner-centred approach in education. Formal, informal and non-formal education should help learners to develop their full and unique potential. Formal settings should be motivating places where teachers and educators can be enablers of learning and provide guidance about all the possibilities of future careers.



Michael Rich, MD, MPH “The Mediatrician”

Michael Rich, MD, MPH, “The Mediatrician”, founded and directs the pioneering Center on Media and Child Health which uses science to understand how our physical, mental and social health are affected, in positive and negative ways, by the media we use and how we use them. Associate Professor of Pediatrics at Harvard Medical School and of Social and Behavioral Sciences at Harvard T.H. Chan School of Public Health, he has applied research evidence to clinical care in the Clinic for Interactive Media and Internet Disorders at Boston Children’s Hospital. Understanding the power of screens to engage, connect, and change us all, he is bringing together pediatricians and software engineers, educators and designers, psychologists and screenwriters in the Digital Wellness Lab to synergize in researching, responding to, and innovating a digital environment in which we can be healthier, smarter, and kinder.

Moderator



Valérie Bichelmeier - Head of MMM UN Delegation - Switzerland

Holder of a Master’s Degree in Information Technology and Telecommunications, Valerie Bichelmeier has worked for about 10 years as a Software Engineer in large multinational companies in France, Japan and Hong Kong, specializing in so-called Artificial Intelligence and Expert Systems. She then moved on to work another 10 years as a Consultant with small Consultancy firms in both Japan and Germany, conducting Strategic Market Research and Analysis with a focus on the Telecommunications Sector.

It is with her last family move to Geneva that Valerie came across the UN world and Make Mothers Matter (MMM), an International NGO created in 1947 at the UNESCO in Paris. She joined the organization in 2010 as a volunteer to become its main representative at the United Nations. Since then, Valerie has worked on issues around women’s rights and gender equality – with the perspective of women in their role as mothers as they face specific challenges and discriminations. Her advocacy places the issue of the inequitable distribution of unpaid family care work as a fundamental obstacle to further progress on substantive gender equality. A fairer distribution and better recognition of this work, which is so essential for the wellbeing of families, communities and society as a whole has been one of the main focus of my advocacy work.

Valerie has been an MMM board member since 2012, and in 2018 she became Vice-President of MMM. She is the mother of 3 children, now in their twenties.

Excerpt MMM Voices Covid-19 video series



Centro de Promoción por la Dignidad Humana – Uruguay - www.ceprodih.org

Assists and defends the poorest and most vulnerable, especially women and children in situations of domestic violence



Mame pentru Mame – Romania - www.mamepentrumame.ro

Advocates better support for perinatal health and the respect of the rights and dignity of mothers and children around childbirth



Mothers2Mothers (m2m) – South Africa – www.m2m.org

Ensures one of Africa’s greatest strengths—its women—are at the heart of its work to end AIDS, bring health and hope to families and communities, and create a thriving, healthy Africa



L'Heure Joyeuse – Morocco - www.heurejoyeuse.ma

Fights against social and professional exclusion by developing programs of health, education, training, and occupational integration