Figure 2. Theory of Change

INITIATIVES
1. Discover, develop and introduce new or adapted technologies, tools, and treatments
2. Shape demand and improve health practices
3. Enhance frontline worker capabilities and performance
4. Advocate for conducive policy and programme environment

INNOVATIONS
Maternal & newborn healthcare delivered in a new way

ENHANCED INTERACTIONS
between families and frontline workers

INCREASED COVERAGE
of critical interventions (practices that save lives)

HEALTH OUTCOME
Improved maternal & newborn survival

SCALE UP
adoption of innovations beyond grantees’ areas