



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** The Shanti Uganda Society

**Mission statement:** Improve infant and maternal health throughout East Africa

**Webpage:** [www.shantiuganda.org](http://www.shantiuganda.org)

**Headquarters:** Vancouver, BC, Canada

**Location(s) of research:** Kasana, Uganda

**Impact to date:**

- **1,000 births** supported by skilled midwives since 2011 with a maternal mortality rate of zero
- **6,937 Prenatal Visits** attended & **2473 Postpartum Visits** attended
- **3,056 Pregnant mothers and their partners tested for HIV**, reducing mother-to-child transmission rates
- **15 full time Ugandan staff employed** since 2010, supporting a total of 75 family members on a yearly basis

**Background:** In Uganda, 16 women die giving birth every day and 90% of these deaths are from completely preventable causes. Uganda also has one of the highest teen pregnancy and child marriage rates in the world: 45% of Shanti clients are under 18. Well-trained midwives are essential to lowering maternal death throughout the world, UNFPA estimates they can prevent two thirds of all maternal and newborn deaths.

**The challenge:**

Shanti Uganda is eradicating preventable maternal mortality throughout East Africa using a unique collaborative care model. The organization believes a safe, respectful and comfortable birth experience is a human right for every woman. It is committed to sustainable community-based development and the midwifery model of care.

The Shanti Uganda Birth House is a solar powered maternity center on one acre of land in the Luweero District of Uganda. The Birth House provides mother-centered care throughout pregnancy, birth and the postnatal period and is staffed by a team of Ugandan midwives, traditional birth attendant and lab technician. The Birth House acts as a community hub from which Shanti Uganda runs family planning education, prenatal education, prenatal yoga, a Community Garden Program, and Teen Girls Workshops. To support these activities, Shanti Uganda facilitates an Internship Program and hosts two training retreats annually; an international doula training and a prenatal yoga teacher training.

The enterprise is currently developing a Midwifery Training School in Uganda, which will offer a 2.5yr Certificate of Midwifery to students throughout East Africa with both local & international faculty. The school will allow it to scale its model of care, increase the number of trained midwives available throughout East Africa and provide a source of revenue.

Shanti Uganda's existing monitoring and evaluation system includes monthly statistics that are compared to a number of indicators for the maternal health related services only. It does not accurately assess and communicate impact as a whole or within specific programs.

In order to better communicate our successful impact of existing programs and lay the foundation for the midwifery training school, a comprehensive Impact Assessment Strategy

and backup communications material will allow us to better report to existing supporters and prepare for future funding requests.

**Action research products needed:**

1. **Comprehensive Impact Assessment Strategy:** Develop an organization-wide impact assessment strategy to help guide reporting and funding requests that cover maternal health program, teen girls program, community garden program and future midwifery school. Evaluate the existing monitoring and evaluation system and establish Theory of Change document (a logic model in narrative form), client satisfaction surveys and comprehensive approach to impact assessment.
2. **A social impact report:** Create a report that communicates the social impact of Shanti Uganda. This will be based on current best practices in data visualization and representation, including a photo/image (iMovie-type) video and infographics to convey the impact of the organization and its programs.

**Student skills needed:** health program assessment; organizational analysis; social impact analysis; digital media.

**Keywords:** theories of change; maternal health interventions; monitoring and evaluation; data visualization.

