

IMPACT ASSESSMENT REPORT

2024



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ABBREVIATIONS

KC - Kangaroo Care

KMC - Kangaroo Mother Care

LBW - Low Birth Weight

BM - Babymoon

WHO - World Health Organization.

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Executive Summary

This report presents a comprehensive impact assessment of Babymoon Carriers used for Kangaroo Care (KC) at Temeke Hospital, examining key areas such as usability and acceptability of the carriers, health outcomes for newborns, economic and social benefits for families, and the influence on healthcare professionals. Our findings are intended to guide further improvements and support the expansion of Kangaroo Care initiatives across healthcare settings.

In addition to evaluating the impact at Temeke Hospital, this report highlights Babymoon's ongoing commitment to enhancing newborn health by expanding its reach across Tanzania and Zanzibar. Babymoon Carriers, along with training on preterm and low-birth-weight care and KMC techniques, have been successfully introduced to Amana Regional Referral Hospital and in Dodoma Region at Dodoma Regional Referral Hospital, Makole District Hospital, Mpwapwa District Hospital, and Chamwino District Hospital. Our efforts have also extended to Zanzibar, where seven district hospitals in Unguja have received carriers and comprehensive training.

Through these initiatives, Babymoon remains dedicated to improving neonatal health outcomes by empowering healthcare professionals and supporting families across Tanzania and Zanzibar.

INTRODUCTION

Babymoon Africa, a social impact company whose inception was in 2024 but her efforts in improving newborn care in Tanzania started in 2021 has pioneered an impactful approach to improving newborn health in Tanzania and Zanzibar through the introduction of its locally manufactured ergonomic carriers, specifically designed to support Kangaroo Care (KC). Recognizing the critical importance of Kangaroo Care in enhancing newborn survival rates, Babymoon has collaborated with healthcare facilities across various regions to promote the practice, especially for preterm and low-birth-weight babies.

The focus of this report is to assess the effectiveness and impact of Babymoon Carriers in supporting Kangaroo Care practices at Temeke Hospital. By evaluating key dimensions such as usability and acceptability of the carriers, health outcomes for newborns, economic and social effects on families, and the influence on healthcare professionals, this report provides insights that will guide future improvements and potential expansions of Kangaroo Care initiatives in healthcare settings.

Through this assessment, Babymoon seeks to strengthen its approach to Kangaroo Care, using these findings to refine training methods, and support strategies. By continuously adapting to meet the needs of healthcare professionals and families, Babymoon aims to create lasting improvements in newborn care that can be replicated across Tanzania and beyond. This report lays the groundwork for informed expansion and sustainable advancements in neonatal health.



**Every baby deserves the best
start in life.**

CASE STUDY: TEMEKE REGIONAL REFERRAL HOSPITAL

Assessing the acceptability of a full buckle Textile carrier for Kangaroo Care

OBJECTIVE

To evaluate the effectiveness of Babymoon Carriers in supporting Kangaroo Care (KC) practices at Temeke Hospital. The assessment aims to inform future enhancements and guide the expansion of Kangaroo Care initiatives across additional healthcare settings in Tanzania and Zanzibar, ultimately supporting Babymoon's mission to improve newborn health outcomes. By evaluating the;

- Usability and acceptability,
- Health outcomes for the newborns,
- Economic and social impact on the families and,
- Effects on healthcare workers.

METHODOLOGY

The assessment team relied on primary data using questionnaire based surveys, interviews, and direct observations with mothers, and healthcare workers. Quantitative data was collected from patient records, while qualitative insights were gathered from interviews to provide a more in-depth understanding of individual experiences, preferences, and challenges.

BACKGROUND

Foundation of Impact: Babymoon Carriers' Introduction at Temeke Hospital

The impact assessment at Temeke Hospital builds on a 2021 pilot study designed to test the acceptability of a full buckle textile carrier for Kangaroo Care (KC). The study involved 10 respondents, including expectant mothers and mothers of newborns, all with prior experience using traditional cloths/wraps like kangas and vitenge for KC. The carriers were distributed during antenatal visits, facilitating KC initiation within the first hour post-delivery as recommended by WHO.

The results highlighted the transformative impact of Babymoon Carriers:

- **Increased Safety:**

The carriers ensured secure baby positioning, eliminating slipping concerns common with traditional cloths.

- **Significant Weight Gain:**

Babies in Babymoon Carriers gained an average of 254.7 grams in two weeks, compared to 150 grams with traditional kangas, attributed to improved skin-to-skin care and comfort.

- **Enhanced Comfort:**

Mothers reported reduced fatigue compared to traditional cloths, finding the carriers significantly more comfortable.

- **Effortless Usage:**

90% of mothers found the buckle carriers easier to use, with training enabling quick mastery and peer-sharing of skills.



This study laid the foundation for Babymoon Carriers' ongoing impact on neonatal care at Temeke Hospital.

RESULTS

1. USABILITY & ACCEPTABILITY

Babymoon Carriers for the best Kangaroo care experience

The assessment of Babymoon Carriers in Kangaroo Care (KC) compared mothers' experiences using the carriers versus traditional cloths like khangas and vitenge. Data from 54 mothers at Temeke Hospital (April–September) highlighted preferences for Babymoon Carriers, citing improved comfort, ease of use, and satisfaction. These insights guide product enhancements to better meet the needs of mothers and healthcare providers, showcasing the carriers' potential to enhance KC practices. The findings underline a positive shift toward Babymoon Carriers, emphasizing their usability and acceptability within the KMC setting.

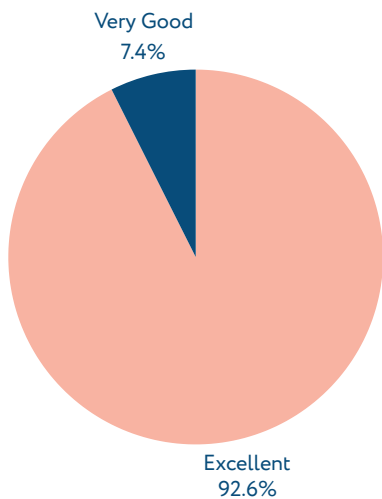
Table 1: Number of Mothers using Babymoon carriers

S/N	MONTHS	NO. OF MOTHERS IN KMC USING BM CARRIERS	TOTAL NO. OF MOTHERS ADMITTED IN KMC
1	APRIL	9	9
2	MAY	8	8
3	JUNE	8	8
4	JULY	10	10
5	AUGUST	8	8
6	SEPTEMBER	11	11

Mothers Feedback;

Ease of Use: Percentage of mothers who found the carrier easy to use.

Analysis of the usability of the babymoon carrier.



Response by mothers using babymoon carriers for KMC

Excellent	50
Very Good	4
Average	0
Very bad	0

Figure 1: Ease of Use

Comfort and Positioning: Mother's satisfaction with the positioning and comfort levels for both mother and child.

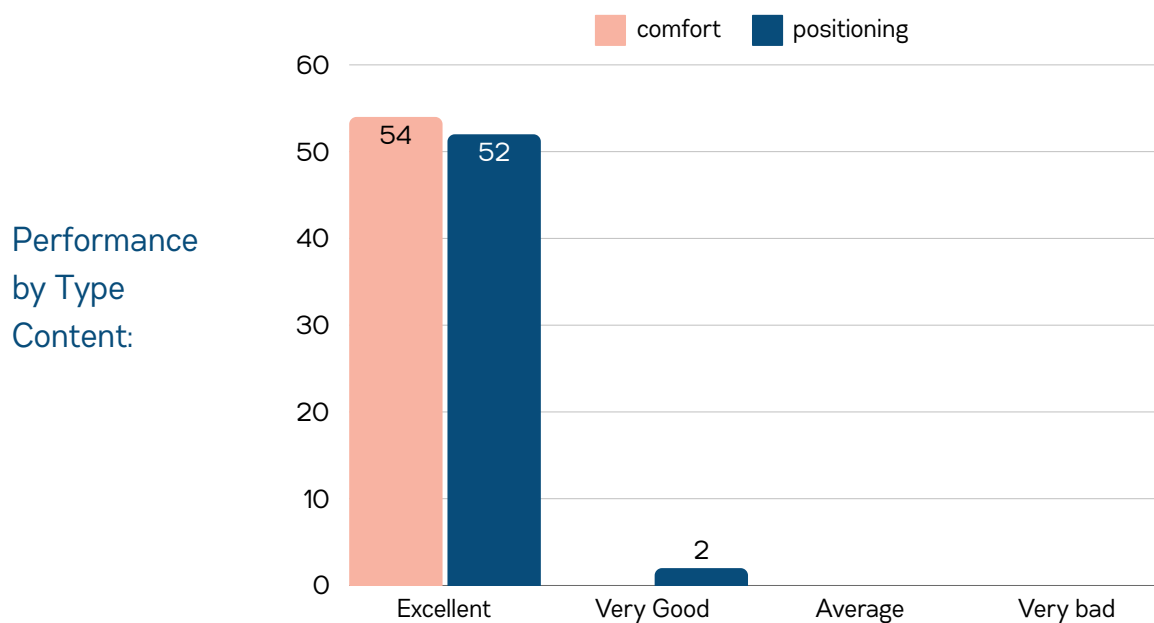


Figure 2: Comfort and Positioning

Mothers Feedback;

Satisfaction Ratings: Overall acceptance and likelihood of recommending Babymoon Carriers.

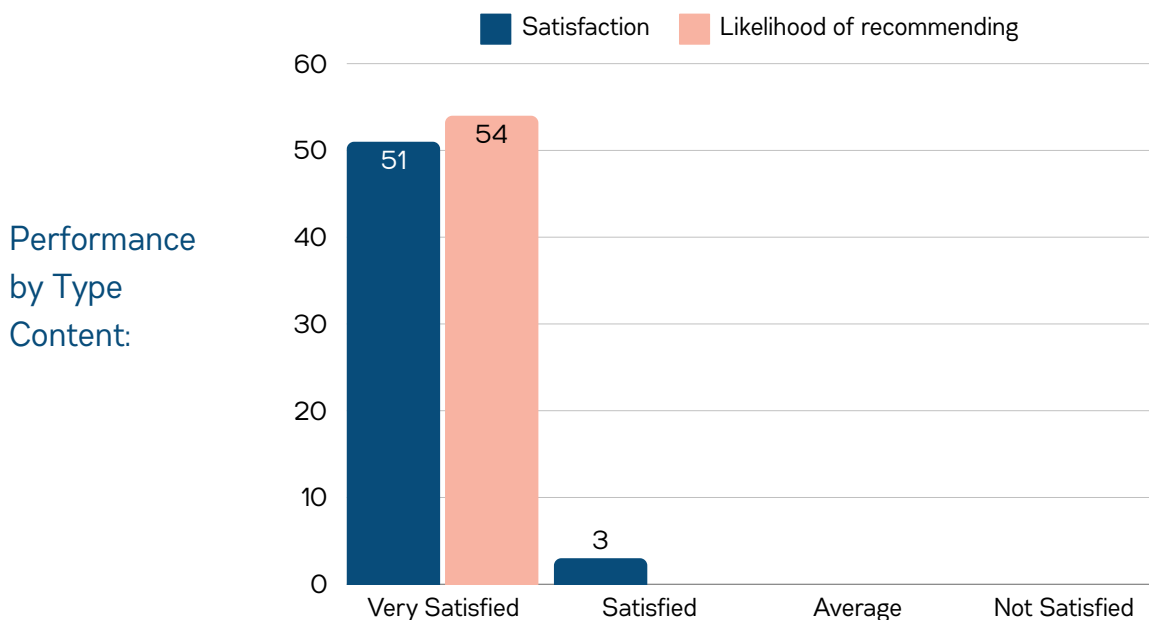
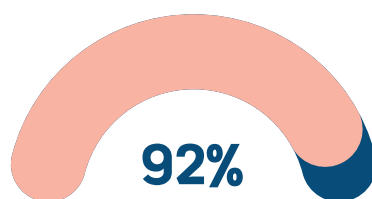


Figure 3: Satisfaction Rating

Observation Summary

The findings indicate strong support for the carriers, with 92% to 94.44 % of mothers giving the highest ratings across all subcategories. Specifically, the majority of mothers found the carriers easy to use, rated them highly for comfort and positioning, and expressed high satisfaction, with many likely to recommend Babymoon Carriers over traditional cloths. These results suggest a positive reception and strong potential for continued use in Kangaroo Care practices.

Strong support for the Carriers across all subcategories



support for the carriers

2. HEALTH OUTCOMES

This category evaluates Babymoon Carriers' impact on newborn health, tracking metrics like weight gain, respiratory stability, temperature regulation, and recovery rates. It highlights how Kangaroo Care with these carriers reduces complications, enhances survival rates, and improves outcomes for preterm and low-birth-weight babies.

2.1. Weight Gain in Newborns: Analysis of Average Weight Gain Rates

It was observed that Infants using Babymoon Carriers showed an average weight gain of 30 to 50 grams per day, as illustrated in the charts below. These findings highlight the positive impact of Babymoon Carriers on newborn health and growth.

2.2. Skin Health and Irritation

To date, no cases of skin irritation or dermatological issues have been reported in newborns using Babymoon Carriers. The fabrics used in the carriers were carefully selected to suit Kangaroo Care practices, ensuring comfort and safety for sensitive newborn skin. Each carrier is double-layered, with an inner layer of 100% cotton for softness and breathability. The outer layer features a diagonal twill design, which allows adjustability while effectively retaining heat generated from skin-to-skin contact between mother and baby. This thoughtful design supports optimal skin health in newborns.



2.3. Positioning and Comfort

The Babymoon Carrier's buckled textile design allows for easy adjustability, ensuring proper and comfortable positioning for both mother and baby. With strategically placed pressure points to support weight distribution, the carrier enables the optimal "M position" for infants, promoting safe hip alignment. This design supports effective newborn positioning (visible & kissable), enhancing comfort and respiratory ease during Kangaroo Care.



2.4 Breastfeeding Support

The Babymoon Carrier's buckle design has greatly facilitated breastfeeding for mothers practicing continuous Kangaroo Care. The adjustable buckles allow mothers to easily shift to a comfortable breastfeeding position and then return to a secure Kangaroo position with minimal effort. With just three simple buckle clicks, mothers can confidently wear the carrier alone, ensuring the baby's safety without the risk of slipping or discomfort, as was often a concern with traditional khangas and vitenge. This ease of adjustment has led to increased breastfeeding frequency and a more comfortable experience for both mother and child.

3. ECONOMIC IMPACT

Accelerating Recovery for Preterm and Low birth weight babies.

3.1 Reduction in Hospital Stay

Data observations and feedback from the Kangaroo Unit staff indicate a significant reduction in hospital stay duration for mothers using Babymoon Carriers compared to traditional khangas and vitenge. Previously, hospital stays could extend up to **two (2) months**, but with the effective and prolonged Kangaroo Care enabled by the Babymoon Carrier, this has been reduced to **2-3 weeks** on average. It is important to note that hospital stay lengths can vary depending on the infant's gestational age; however, the carrier has supported a more efficient and sustained practice of Kangaroo Care, contributing to faster recovery times.

3.2. Cost-Benefit Analysis

Qualitative feedback from families highlights the economic relief provided by the Babymoon Carrier. Previously, extended hospital stays for mothers and infants often required family members to remain present, impacting their ability to work and adding financial strain. With the Babymoon Carrier facilitating effective, continuous Kangaroo Care, babies are stabilizing faster, leading to shorter hospital stays and quicker discharge. This reduction in hospital time has significantly eased the financial burden on families, allowing them to return to their economic activities sooner and reducing overall costs associated with prolonged hospital care.



4. INFLUENCE ON KANGAROO CARE

FOR EVERY NEWBORN, 8+ HOURS OF SKIN-TO-SKIN CARE EVERYDAY~ WHO 2022

Feedback from mothers and KMC staff highlights Babymoon Carriers as essential for Kangaroo Care (KC). The one-size-fits-most design suits various caregivers, increasing accessibility. Its washable (similar to regular clothing), hands-free design ensures practicality and allows mothers light mobility while practicing KC continuously. This convenience results in extended, more effective KC sessions, maximizing health benefits for newborns. Babymoon Carriers enhance KC's potential through ease of use, supporting both caregivers and babies.

5. IMPACT ON HEALTHCARE WORKERS

Workload Management

Feedback from nurses highlights that the use of Babymoon Carriers has streamlined Kangaroo Care processes and reduced the demands on hospital staff. The secure positioning of the newborn in the carrier eliminates risks of slipping or improper holding, reducing the likelihood of harm to the babies. With the baby safely positioned, nurses are primarily focused on monitoring for any danger signs and supervising feeding to ensure mothers administer the right amounts to the newborns. This shift allows nurses to manage their workload more efficiently, freeing them to attend to other duties within the hospital.

BROADENING IMPACT IN NEONATAL CARE

We are steadfast in ensuring that every baby gets the best start in life.



Babymoon is transforming neonatal care in Tanzania, partnering with the Ministry of Health to support preterm and low-birth-weight babies. Expanding beyond Temeke Hospital, Babymoon has introduced carriers and Kangaroo Care training to Amana Regional Referral Hospital, Dodoma hospitals, and district hospitals in Unguja Island, Zanzibar. These efforts address critical neonatal challenges, empower healthcare providers, and support families with tools and training to improve newborn outcomes. Babymoon remains committed to sustainable care practices, enhancing neonatal health across Tanzania Mainland and Zanzibar.

Since August, Babymoon has successfully reached several prominent healthcare facilities across Tanzania, highlighting our commitment to enhancing neonatal care services at both regional and district levels as stipulated below;

1. Dodoma

As part of this initiative, 70 Babymoon Carriers were delivered to the Ministry of Health, which then oversaw a needs-based distribution of carriers across Dodoma’s main and district hospitals.

- Dodoma Regional Referral Hospital: Given its larger capacity and demand, received the largest allocation, with 35 carriers provided to support its neonatal and KMC units.



- Mpwapwa District Hospital: With a significant patient load and demand for neonatal care resources, Mpwapwa District Hospital was allocated 20 carriers.
- Chamwino District Hospital: Chamwino received 10 carriers, proportional to its capacity and the needs identified.
- Makole District Hospital: Makole, with a smaller demand, was provided with 5 carriers.

This distribution was carried out in alignment with each hospital’s capacity to ensure effective use of resources. Along with the carrier distribution, healthcare workers including nurses and doctors received comprehensive training on the care of preterm and low-birth-weight infants, this is inclusive of in-depth training on Kangaroo Care and demonstrations on how to use Babymoon carriers for KC, ensuring they are equipped to fully implement Kangaroo Care using Babymoon Carriers. This coordinated effort highlights the strong collaboration with Tanzania’s Ministry of Health to improve neonatal health outcomes across the region.



2. Dar es Salaam

As part of Babymoon's ongoing collaboration with the Ministry of Health and our commitment to enhancing neonatal healthcare in public hospitals, several Babymoon Carriers were provided to **Amana Regional Referral Hospital**. This effort reflects our dedication to reaching more newborns in need, ensuring they receive the essential support of Kangaroo Care (KC) for healthier development and improved survival outcomes. Through this provision, Babymoon aims to make a lasting impact on the lives of vulnerable newborns.



3. Zanzibar

In addition to our work on the Tanzania Mainland, Babymoon's collaboration with the Ministry of Health in Zanzibar, specifically through the Department of Integrated Reproductive and Child Health Programs (IRCHP), has allowed us to extend our support to seven district hospitals in Unguja. With 50 nurses trained on KC using Babymoon carriers, this expansion strengthens Babymoon's impact on neonatal care by providing resources and expertise to a broader network of healthcare providers and communities across Zanzibar.

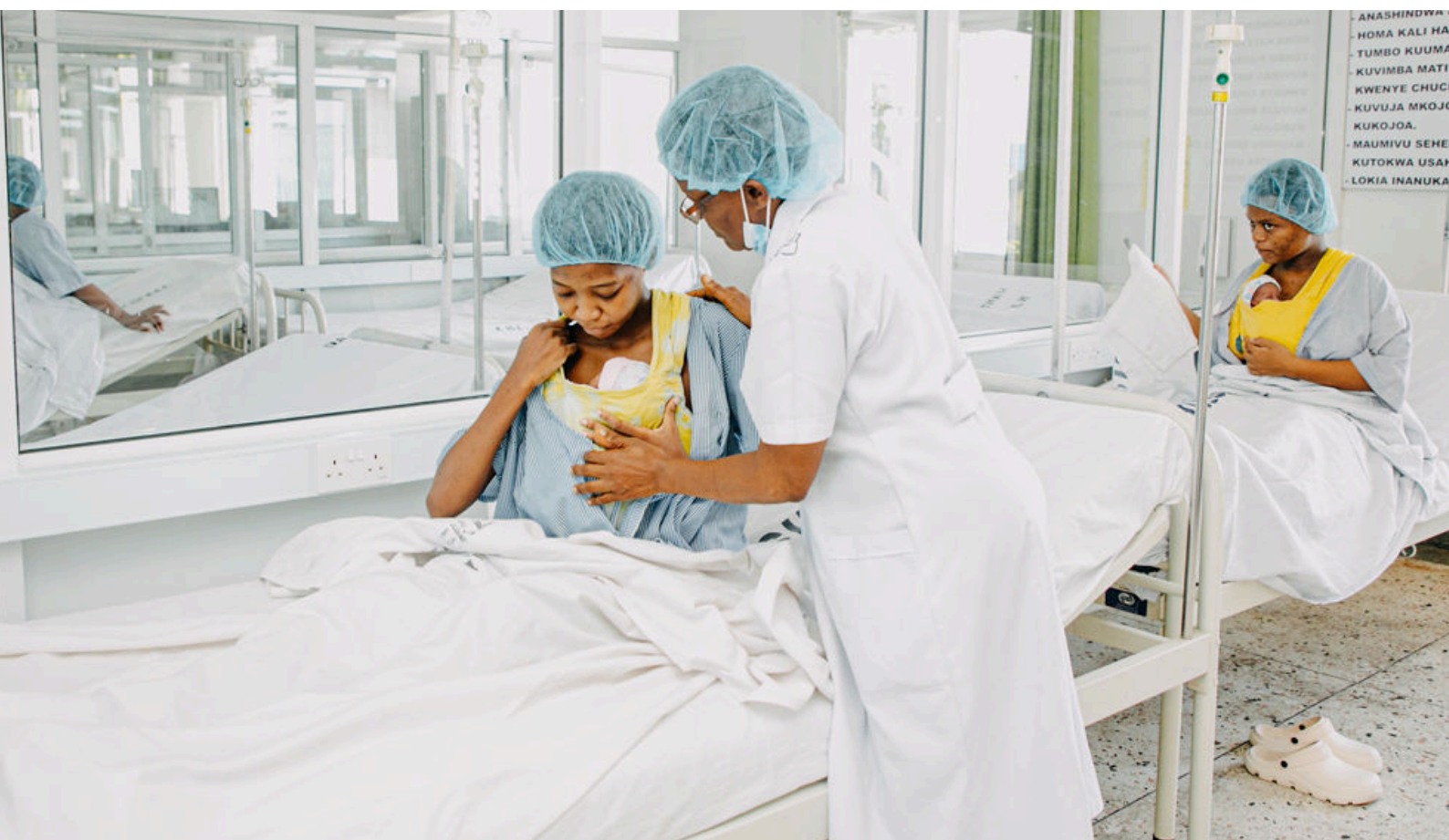
The district hospitals in Unguja that now benefit from Babymoon's support include:

1. Mbuzini District Hospital
2. Ijtimai District Hospital
3. Chumbuni District Hospital
4. Kitogani District Hospital
5. Kivunge District Hospital
6. Mwera Pongwe District Hospital
7. Pangatu District Hospital



Through these partnerships, Babymoon is able to make a meaningful difference in neonatal care on a larger scale, ensuring that more newborns in Zanzibar receive the essential support of Kangaroo Mother Care.

In the healthcare facilities that have recently received our baby carriers, we conduct close follow-up and monitoring to ensure our initiatives are effectively supporting both patients and healthcare providers. By continuously assessing the impact of our programs, we can adapt and refine our methods to meet the unique needs of each facility. Our monitoring practices are structured to provide a comprehensive evaluation of each facility's progress, allowing healthcare providers the time and resources needed to fully integrate and embrace our practices.



From Struggles to Strength: 'Little Heroes' Takes Flight on World Prematurity Day



"Improving neonatal outcomes in underserved communities"



Launched on World Prematurity Day (November 17th), the Little Heroes Project champions Kangaroo Care to improve health outcomes for newborns in underserved communities. Aligned with SDG 3 (Good Health and Well-being) and SDG 8 (Decent Work and Economic Growth), the initiative empowers mothers, trains healthcare professionals, and strengthens healthcare systems through practical support and community engagement. Muhimbili Mloganzila Hospital has become the first to join this transformative journey, purchasing 100 carriers to enhance Kangaroo Care practices.

OUR COMMITMENT: SUSTAINABLE DEVELOPMENT GOALS



Priority SDG : Ensure Healthy Lives and Promote Well-being for All Ages

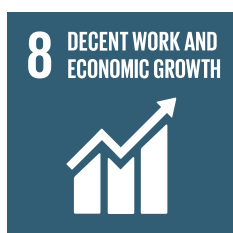
Our carriers promote good health and well-being for mothers and babies through ergonomic design and skin-to-skin care. And this is how we do it;

- Enforcing Kangaroo Care
- Training caregivers and healthcare providers
- Health and Development Records

PRIORITY TARGET

3.1. Maternal mortality

3.2. Neonatal and child mortality



Priority SDG : Decent Work and Economic Growth

In alignment with Sustainable Development Goal 8 (SDG 8), which promotes inclusive and sustainable economic growth, our baby carriers are proudly manufactured by an all-women factory. This initiative not only ensures that our products are of the highest quality but also empowers women by providing fair employment opportunities and fostering economic independence.

Conclusion

Babymoon's commitment to long-term transformation in neonatal care is unwavering. By focusing on continuous support, diligent monitoring, and comprehensive training, Babymoon works to create an environment where every newborn has a fighting chance. We are dedicated to building sustainable healthcare systems that support mothers and their newborns in the most impactful way possible. Each partnership, each training session, and each follow-up visit contributes to our larger goal of ensuring that neonatal care across Tanzania reaches global standards of excellence.

“IT IS HARD TO OBSERVE AND TO TELL THAT EACH YEAR IN TANZANIA, APPROXIMATELY **375,000** BABIES BORN TOO SOON OR TOO SMALL FACE A HEARTBREAKING BATTLE FOR SURVIVAL

We are committed to revolutionizing newborn care by making Kangaroo Care accessible, practical, and effective for every family, ensuring healthier beginnings for newborns everywhere.

Acknowledgements

Ministry of Health Tanzania

Ministry of Health Zanzibar

Temeke Regional Referral Hospital

**We thank you for
your continued
support in our efforts
to contribute to the
SDGs.**



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