Medical Aid International

Supporting Healthcare in Low Resource Environments

NEONATAL RESUSCITATION SPONSORSHIP INITIATIVE

Giving newborns the chance to breathe.

According to the World Health Organization (WHO), an estimated **2.3 million newborns died worldwide in 2024** – approximately 6,200 every day.

One significant cause is birth asphyxia, which is when a baby fails to establish breathing at birth. The WHO estimates that this contributes to approximately **900,000 deaths each year,** and identifies **effective bag-and-mask ventilation as a critical intervention** for babies who do not begin breathing adequately.

And yet published research highlights major gaps in essential neonatal resuscitation equipment. Indeed, studies have shown availability at health centres/hospitals in some areas to be only **13%**.

Medical Aid International's (MAI) **own experience, supported by the anecdotal observations of partners working in similar settings, suggests the reality is even worse.** Facilities often lack a complete set of neonatal resuscitation equipment, meaning effective ventilation cannot take place; in short, babies are dying unnecessarily.

The MAI Neonatal Resuscitation Kit saving a newborn's life.
With no other equipment available in the hospital, the baby would not have survived without it.

"I was working one day in a new paediatric operating room that we had just finished commissioning in a major hospital, and we were doing our first case. Suddenly a nurse ran in and asked if anyone had a breathing bag for a child that had just been delivered next door by C-section and was not breathing.

I grabbed our Emergency Bag, rushed in and, using our neonatal breathing bag, started to breathe for the baby. Forty-five seconds later she started to breathe on her own; a life saved. Without the availability of this resuscitation equipment she would not have survived."

Tim Beacon, CEO, Medical Aid International

The MedAid pulse oximeter provides vital information on a baby's oxygen saturation and pulse rate, helping healthcare workers identify changes in the baby's condition quickly and respond appropriately.

The vital training manikin demonstrating how to breathe for the baby.

Our solution

In response to this, Medical Aid International has developed the Neonatal Resuscitation Sponsorship Initiative, bringing together essential, appropriate, reusable neonatal resuscitation equipment, alongside training materials and a straightforward instructional wall poster. When a newborn needs help to breathe, having the appropriate equipment immediately available can save vital time when seconds matter to saving lives.

In line with MedAid's holistic approach to healthcare, the package includes:

- **TEN MAI Neonatal Resuscitation Kits** – each including a reusable bag-and-mask device with appropriately sized masks, a specialised handheld suction device, airway accessories, a stethoscope, and instructional wall posters.
- **FOUR Pulse Oximeters** – to support the monitoring of oxygen saturation and pulse rate in newborns or, utilising the full range of accessories supplied, their mothers.
- **TWO Neonatal Resuscitation Training Manikins** – to support practical skills development and refresher training for healthcare staff.

Working with local partners

MAI will collaborate with Ministries of Health, national healthcare organisations, aid agencies, local hospitals and established in-country partners to identify priority facilities, coordinate distribution, and support implementation.

Local partners will help deliver training, collect follow-up data and identify equipment or maintenance needs.

Measuring impact

A straightforward monitoring programme will record:

- Facilities reached and kits delivered.
- Equipment availability before the programme.
- Reported newborn resuscitations supported.
- Staff confidence, training needs, and equipment problems.

Sponsor a Life-Saving Package

Each MedAid Neonatal Resuscitation Package costs £2,500 and includes **ten MAI Neonatal Resuscitation Kits, four pulse oximeters and two resuscitation training manikins**, with shipping included in the price. Equipment will be distributed to one or more healthcare facilities according to local needs and priorities, helping ensure that essential equipment and training resources reach the areas where they can make the greatest difference.

Sponsors may fund multiple packages to extend the initiative's reach and equip more healthcare teams. Alternatively, if sponsoring a full package is beyond your budget, you can join with others to help fund a package and support newborn lives.

Benefits for Sponsors

The MedAid Neonatal Resuscitation Sponsorship Initiative offers individuals, charitable foundations, and corporate partners an opportunity not only to save lives, but also to:

- **Boost** staff confidence and morale by giving healthcare professionals greater access to the equipment and practical resources they need to care for vulnerable newborns.
- **Support lasting improvements in clinical practice** by providing resources that can be used for ongoing learning, skills development and refresher training.
- **Strengthen local healthcare capacity** by helping maternity teams build the knowledge, confidence and readiness to respond to newborn emergencies.
- **Help the initiative reach more newborns** by supporting its expansion to additional maternity units and hospitals as further funding becomes available.

Sponsors will receive updates on equipment distribution and programme progress, including feedback where available.

Outcomes and impact

Information gathered will help the global healthcare community inform future programmes and initiatives, transforming maternal and newborn care in the communities that need it most.

Training complete!

Hospital staff receiving MAI Neonatal Resuscitation Kits and instructional posters.

Be Part of Their Future

If you would like to be part of this journey and help make a lasting difference, please get in touch with tim@medaid.co.uk:

Tim Beacon, Honorary Fellow, City St George's, University of London,
Founder & CEO, Medical Aid International CIC

Prefer to donate directly?

You are welcome to make a donation to Medical Aid International by bank transfer. Please use the reference **NEONATAL RESUSCITATION** so we can identify your contribution and allocate it to the initiative.

Bank details:
Account name: Medical Aid International CIC
Sort code: 20-05-74
Account number: 90571482

Thank you for helping give more newborns the chance of a future.

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Medical Aid International
Units 1-3, Firs Farm, Stagsden West End,
Bedford, MK43 8TW
+ 44 (0) 1234 930 394
tim@medaid.co.uk www.medaid.co.uk