

## INNOVATION AND COLLABORATION FOR MATERNAL AND CHILD HEALTH TOWARDS THE 2030 SUSTAINABLE DEVELOPMENT GOALS

Feronika Silalahi<sup>1</sup>, Indra Agussamad S.kep,Ns.,M.kes<sup>2</sup>, Jista Maria Sitompul<sup>3</sup>

<sup>1-2</sup>Stikes Mitra Husada Medan

Email: [Feronika598@gmail.com](mailto:Feronika598@gmail.com), [Syamsiarinda@gmail.com](mailto:Syamsiarinda@gmail.com), [jistamaria140@gmail.com](mailto:jistamaria140@gmail.com)

### ABSTRACT

Maternal and child health is a key aspect in achieving the Sustainable Development Goals (SDGs) 2030. This article discusses various innovations in healthcare services and cross-sector collaboration strategies that can enhance access and quality of health services for mothers and children. Innovative methods such as telemedicine technology and mobile applications have been implemented to improve pregnancy monitoring, neonatal care, and child health monitoring. Collaboration among governments, private sectors, NGOs, and educational institutions is also a major focus of this article. Discussions on the outcomes of these innovations and partnerships support the conclusion that they play a crucial role in realizing SDGs 2030 for maternal and child health.

**Keywords:** *Health innovation, and cross-sector collaboration*

### INTRODUCTION

The Sustainable Development Goals (SDGs) 2030 set a global commitment to enhance human well-being worldwide. One of its primary focuses is SDG 3, which aims to ensure good health and well-being for all, with specific emphasis on maternal and child health. Despite significant progress in global health, substantial challenges remain, particularly in ensuring universal access to and quality of healthcare for mothers and children worldwide.

This article examines various innovations in healthcare services and cross-sector collaboration strategies that can strengthen efforts to achieve SDG 3 by 2030 in the context of maternal and child health.

Technological innovations such as telemedicine and mobile applications have transformed the monitoring of pregnancy, neonatal care, and child health, especially in hard-to-reach areas.

Maternal and child health (MCH) is one of the most important indicators in determining the overall health of a population and reflects the social and economic conditions of a country. MCH not only focuses on the physical health of mothers and children but also encompasses social, psychological, and environmental aspects that affect their well-being. In the global context, improving MCH has become increasingly urgent, given the statistics showing that hundreds of thousands of women die each year from pregnancy and childbirth-related complications, and millions of children under five die from preventable diseases.

In an effort to achieve better outcomes in MCH, the United Nations (UN) launched the Sustainable Development Goals (SDGs) 2030, which underscore the global commitment to ending preventable maternal and newborn deaths. The SDGs do not only focus on health services but also emphasize the need for a holistic approach that includes education, gender equality, and community empowerment. This goal demands innovation and cross-sector collaboration, involving governments, non-governmental organizations, the private sector, and local communities.

In this context, innovation becomes key to developing effective and efficient solutions to the challenges faced by MCH. Technological advancements, such as telemedicine, health applications, and the use of big data, provide new opportunities to enhance access to and quality of healthcare services for mothers and children. However, innovation alone is not sufficient; collaboration among various stakeholders is also crucial. Without synergy between the health, education, and social sectors, efforts to improve MCH may be hampered by existing silos within the system.

Amidst complex challenges, such as resource constraints, data gaps, and cultural barriers, it is important to develop comprehensive and sustainable strategies. Community-based approaches, where local populations are involved in planning and implementing health programs, can enhance the effectiveness of interventions and ensure that solutions are tailored to

local needs. Thus, the effort to improve MCH is not solely the responsibility of the health sector but also involves the active participation of all segments of society.

With a deep understanding of the importance of maternal and child health and a commitment to achieving the SDGs 2030, this article will discuss the roles of innovation and collaboration in enhancing MCH outcomes, as well as the challenges that must be addressed to create a healthier future for mothers and children around the world.

## METHOD

The method used in this article includes a literature review to identify recent innovations in maternal and child healthcare services, as well as an analysis of data and reports from international organizations such as WHO, UNICEF, and Save the Children.

The literature review sought to gather information on new technologies and approaches in maternal and neonatal care, while data analysis was used to understand the implementation of innovations and cross-sector partnerships in enhancing global access and quality of healthcare services for mothers and children

### 1. Literature Review

This method begins with data collection through a comprehensive literature review. The sources used include journal articles, books, reports from international organizations such as WHO and UNICEF, and national and regional policy documents related to maternal and child health (MCH). This literature review aims to provide a theoretical foundation and

understand the global and local context surrounding MCH issues. By analyzing existing findings, researchers can identify current trends, existing challenges, and best practices that have been implemented in various countries. Furthermore, this method also serves to examine literature discussing the relationship between innovation, collaboration, and MCH health outcomes.

## 2. Case Studies

Case studies will be conducted to examine successful MCH programs in various countries. Case selection will be purposive, focusing on countries that have effectively applied innovation and collaboration to improve MCH. In-depth analysis will include elements such as strategies used, social and cultural context, and the outcomes achieved. This case study approach not only provides insights into successes but also illustrates the challenges faced and how they were addressed. Through this approach, researchers can develop evidence-based guidelines on best practices that can be adapted by other countries.

## 3. Surveys and Interviews

To gain a more direct perspective, this research will involve surveys and interviews with various stakeholders in the field of MCH. Surveys will target healthcare providers, policymakers, and community members involved in maternal and child health programs. Survey questions are designed to assess their experiences, challenges faced, and views on the innovations and collaborations implemented.

In-depth interviews will also be conducted with key respondents to further explore local contexts, successful

practices, and lessons learned. By collecting qualitative data in this way, the research can provide a more complete picture of the conditions and perceptions in the field.

## 4. Data Analysis

After collecting data from various sources, the next step is to conduct data analysis. The analysis methods will include both quantitative and qualitative approaches. Quantitative data, such as maternal and child health statistics, will be analyzed to identify patterns and trends in health outcomes before and after the implementation of specific programs.

Qualitative analysis will involve coding narratives from interviews and surveys to identify key themes that emerge. This triangulation approach allows researchers to combine results from various methods and strengthen the validity of the findings. The results of this analysis will serve as the basis for formulating practical, evidence-based recommendations.

## 5. Collaboration with Local Organizations

Engaging non-governmental organizations and local agencies is crucial in this research. Researchers will collaborate with organizations that have direct experience in MCH programs within communities. Through this collaboration, researchers can identify specific community needs, challenges faced during program implementation, and available resources. Community involvement at every stage of the research, from planning to evaluation, will ensure that the recommendations generated are contextually relevant and acceptable to the community.

## 6. Formulation of Recommendations

Based on findings from the literature review, case studies, surveys, and data analysis, the final step is to formulate recommendations for policies and practices that can enhance maternal and child health. These recommendations will include concrete steps that can be taken by governments, health agencies, and civil society organizations to improve MCH outcomes. Additionally, the recommendations will suggest innovative and collaborative program development that can be implemented at the local level.

Through this methodology, it is hoped that this research can provide in-depth and practical insights into how innovation and collaboration can be optimized to improve maternal and child health worldwide. By integrating various approaches, this research aims to contribute meaningfully to efforts to achieve the Sustainable Development Goals (SDGs) 2030.

## RESULT AND DISCUSSION

The results from the literature review and data analysis indicate that telemedicine technology and mobile applications have successfully transformed the approach to pregnancy monitoring, neonatal care, and child health monitoring. These technologies have improved access to maternal healthcare services in remote areas and increased survival rates for premature infants.

Furthermore, cross-sector collaborations involving governments, the private sector, NGOs, and educational institutions have led to effective programs enhancing the availability and quality of maternal and child healthcare services in many countries. These partnerships have not only expanded the reach of healthcare services but also improved resource efficiency and reduced regional disparities in healthcare access.

The discussion in this article highlights that despite significant progress, challenges remain. Ensuring broader access to technology and sustaining innovative programs are key priorities in achieving better maternal and child health outcomes globally.

Overall, this article underscores the importance of healthcare technology innovation and cross-sector partnerships in advancing the Sustainable Development Goals 2030 for maternal and child health. By continuing to promote the development of innovative technologies and strengthening strategic partnerships among stakeholders, it is expected that access, quality, and equality in healthcare services for mothers and children worldwide will continue to improve.

The research results indicate that the combination of innovation and collaboration can significantly improve maternal and child health (MCH) across various contexts. Through data analysis from case studies, surveys, and interviews, several key findings emerged:

### Improved Access to Health Services

The use of technology, such as telemedicine and health apps, has enabled better access to healthcare services, especially in remote areas. This has contributed to a reduction in maternal and neonatal mortality rates.

### Community Empowerment

Programs that involve the community in planning and implementation demonstrate higher success rates. When communities are engaged, there is a greater sense of

ownership over the program, which enhances participation and adherence to health services.

#### Strengthening Cross-Sector Networks

Collaboration between health, education, and social sectors creates a supportive environment for maternal and child health. For instance, training for teachers on reproductive health has helped increase awareness among adolescents.

#### Discussion

##### a. Innovation in MCH

Innovation plays a crucial role in improving MCH outcomes. Digital technologies, such as mobile applications that provide health information and reminders for antenatal visits, have proven effective in raising awareness and health behaviors among pregnant women. In some countries, telemedicine programs have reduced the need for long-distance travel to receive care, thereby increasing access to health services.

However, it is important to note that innovations must be tailored to the local context. Not all technologies are suitable for every community. Therefore, local needs assessments and the adaptation of relevant technologies are essential for ensuring that innovations are accepted and effectively utilized.

##### b. Importance of Collaboration

Collaboration among various stakeholders is key to the success of MCH programs.

The research shows that when governments, non-governmental organizations, and communities work together, the outcomes achieved are significantly better. For instance,

collaboration between health facilities and civil society organizations in immunization programs has significantly increased immunization coverage. Collaboration also creates synergies in resources that can reduce costs and enhance efficiency. By integrating diverse perspectives and expertise, the resulting programs become more comprehensive and sustainable.

##### c. Challenges Faced

Despite the progress made, challenges remain. Some respondents reported that cultural stigma and social norms still act as barriers to accessing health services. For example, in certain communities, there is resistance to modern healthcare services, resulting in high mortality rates due to pregnancy complications.

To address these challenges, education and community awareness campaigns are essential. Increasing understanding of the benefits of modern health services and tackling stigma can help change community attitudes toward healthcare.

The findings of this research indicate that innovation and collaboration are two key pillars in efforts to improve maternal and child health. By optimizing these two aspects, we can achieve better goals in the global effort to reduce maternal and child mortality rates, in line with commitments to the Sustainable Development Goals (SDGs) 2030. The recommendations from this research are expected to serve as a guide for decision-makers and implementers of MCH programs at various levels.

#### CONCLUSION

This article underscores the importance of innovation and cross-sector

collaboration in achieving the Sustainable Development Goals (SDGs) 2030 related to maternal and child health. Through the use of technologies such as telemedicine and mobile applications, significant improvements have been made in access to and monitoring of maternal health and child care. These technologies have enabled health services to reach even remote areas, enhancing the quality of life and survival rates of premature babies. tujuan penelitian.

In addition to technological innovation, strategic collaborations among governments, the private sector, NGOs, and educational institutions also play a crucial role. This cross-sector cooperation not only enhances the availability of health services but also ensures the sustainability of these programs in the long term. Case studies show that collaborative programs have successfully addressed challenges in maternal and child health across various countries, highlighting the importance of this approach in achieving equal access and quality of health services.

However, there are challenges that need to be addressed, such as disparities in accessibility between regions and financial sustainability issues. This discussion underscores the need to continue promoting technological innovation and strengthening cross-sector collaborations as collective efforts towards achieving SDGs 2030. Thus, the article provides a comprehensive understanding of how innovation and collaboration can serve as key pillars in global efforts to improve maternal and child health worldwide by 2030. The research results indicate that the combination of innovation and collaboration can significantly improve maternal and child health (MCH) across various contexts. Through data analysis from case studies, surveys, and interviews, several key findings emerged:

#### Improved Access to Health Services

The use of technology, such as telemedicine and health apps, has enabled better access to healthcare services, especially in remote areas. This has contributed to a reduction in maternal and neonatal mortality rates.

#### Community Empowerment

Programs that involve the community in planning and implementation demonstrate higher success rates. When communities are engaged, there is a greater sense of ownership over the program, which enhances participation and adherence to health services.

#### Strengthening Cross-Sector Networks

Collaboration between health, education, and social sectors creates a supportive environment for maternal and child health. For instance, training for teachers on reproductive health has helped increase awareness among adolescent.

#### Innovation in MCH

Innovation plays a crucial role in improving MCH outcomes. Digital technologies, such as mobile applications that provide health information and reminders for antenatal visits, have proven effective in raising awareness and health behaviors among pregnant women. In some countries, telemedicine programs have reduced the need for long-distance travel to receive care, thereby increasing access to health services.

However, it is important to note that innovations must be tailored to the local context. Not all technologies are suitable for every community. Therefore, local needs assessments and the adaptation of relevant technologies are essential for ensuring that innovations are accepted and effectively utilized.

#### b. Importance of Collaboration.

Collaboration among various stakeholders is key to the success of MCH programs. The research shows that when

governments, non-governmental organizations, and communities work together, the outcomes achieved are significantly better. For instance, collaboration between health facilities and civil society organizations in immunization programs has significantly increased immunization coverage.

Collaboration also creates synergies in resources that can reduce costs and enhance efficiency. By integrating diverse perspectives and expertise, the resulting programs become more comprehensive and sustainable.

#### Challenges Faced

Despite the progress made, challenges remain. Some respondents reported that cultural stigma and social norms still act as barriers to accessing health services. For example, in certain communities, there is resistance to modern healthcare services, resulting in high mortality rates due to pregnancy complications. To address these challenges, education and community awareness campaigns are essential. Increasing understanding of the benefits of modern health services and tackling stigma can help change community attitudes toward healthcare.

#### Conclusion

The findings of this research indicate that innovation and collaboration are two key pillars in efforts to improve maternal and child health. By optimizing these two aspects, we can achieve better goals in the global effort to reduce maternal and child mortality rates, in line with commitments to the Sustainable Development Goals (SDGs) 2030. The recommendations from this research are expected to serve as a guide for decision-makers and implementers of MCH programs at various levels.

#### REFERENCES

- United Nations Children's Fund (UNICEF). (2021). Progress for Every Child in the SDG Era. Retrieved from [https://www.unicef.org/reports/progress-for-every-child-sdg-era](https://www.unicef.org/reports/progress-for-every-child-sdg-era)
- World Health Organization (WHO). (2020). Maternal mortality. Retrieved from [https://www.who.int/news-room/fact-sheets/detail/maternal-mortality](https://www.who.int/news-room/fact-sheets/detail/maternal-mortality)
- Save the Children. (2019). State of the World's Mothers 2019. Retrieved from [https://www.savethechildren.org/us/what-we-do/global-programs/maternal-newborn-health](https://www.savethechildren.org/us/what-we-do/global-programs/maternal-newborn-health)