



SAVE A MOTHER

saveamother.org

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Every 10 minutes a woman dies in India from complications of pregnancy or childbirth. Save a Mother has reduced maternal mortality by 90 percent in the villages it has served. SAM has operated in 1500 villages and covered 3 million people.

Mission To develop Sustainable Healthcare Solutions for under-served Indian women and children

Vision No pregnant mother or new born child should die of a preventable cause



SAM Model

SAM's peer-to-peer persuasion model works at a local village level. We educate local population using simple tools such as songs and stories which capture a lesson regarding health care.

A fundamental component of SAM's model is a network of 27,000 volunteer activists that SAM has trained in each community. In partnership with local public and private healthcare stakeholders, these trained activists foster health awareness and improve health literacy which in turn lead to sustainable changes in the overall health of women and children.

Additionally, educating communities about their access to health delivery system strengthens demand for basic healthcare and aligns healthcare demand with existing supply.

How is SAM different?

Typically, non-governmental Organizations (NGO) focus on “Supply Side” solutions for health care delivery in under-served markets such as providing physicians or pharmaceuticals.

In contrast, SAM focuses on “demand side” solutions with the belief that by implementing effective social persuasion to change health care habits, disease burden can be reduced greatly at a fraction of the cost of supply side aid. SAM engages in continual message delivery without an end point. Repetition of a message seems to have a lasting transforming effect.

Results

The SAM model has been tested and proven in over 1500 villages representing approximately 3 million people in 300,000 households in the Indian States of Uttar Pradesh, Telangana and Karnataka. For less than 25 cents per capita per year, SAM foundation has dramatically improved health outcomes in under-served rural areas.

SAVE A MOTHER FOUNDATION

USA - 2340 Foxboro Ln, Naperville, IL 60564
+1-630-283-2865

INDIA - No.29-30, 14th Floor, Tower – 2,
Prestige Meridian, M G Road, Bangalore – 560001
+91-80-41123727

Brochure Design - Ganesh Keerthi - ganesh.keerthi@gmail.com



Founder
Save A Mother

Dr. SHIBAN GANJU's life work is dedicated to taking healthcare to the poor. Over 45 years he has contributed at multiple levels. He focuses on developing sustainable healthcare solutions and does strong advocacy with policy makers. He advises other foundations and think tanks on healthcare.

Dr. Ganju graduated from the All India Institute of Medical Sciences, Delhi and received advanced training in Internal Medicine and Gastroenterology

both in India and the USA. He is a consultant specializing in gastroenterology, liver disease and nutrition and worked at University of Chicago Medicine, Ingalls Hospital. He has moved back to India and devotes most of his time to SAM. His commitment to drive improvements in health outcomes has been honed since 1972.



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