



Maternity Healthcare Registered Charity Unveils New logo, website to save lives

The Edna Adan Hospital Foundation, a midwife and maternity healthcare registered charity, has unveiled a new website. It hopes to reach a new audience and share the stories of these brave women.

The Edna Adan Hospital Foundation, a 501(c)(3) registered charity, is pleased to announce the relaunch of its online presence. Thanks to generous donations from Vagisil, the foundation was able to redesign its logo at minimal cost.

The Edna Adan Hospital Foundation (EAHF) exists to fund the work and raise awareness of Edna Adan and her hospital, located in Hargeisa, Somaliland. The Edna Adan University Hospital trains midwives and other medical professionals to improve maternity healthcare in Somaliland and works to end the practice of Female Genital Mutilation (FGM). The new website can be accessed at <http://ednahospitalfoundation.org/>.

Rukia Dahir, the founder and chairperson of the EAHF, said she believes an increased online presence will help the foundation reach new donors and help fund Adan's important work in Africa.

““With an increased online presence, we can show more people the great work Edna does to improve the lives of women throughout Somaliland--mothers and children will have their voices heard by a larger audience. Our volunteer page is featured prominently and offers many ways to become involved.” Dahir said.

In 2001, after retiring from the World Health Organization, Edna Adan cashed in her pension to build a hospital on land donated to her by the Somaliland government. It recently began training programs in Berbera and Gabilay.

Edna's work serves a dire need. Somalia, which includes Somaliland for these statistics, is the worst country to be a mother, according to Save the Children's World Mother Report, with 1,000 to 1,400 deaths per 100,000 child births. Mothers who gave birth in Edna's hospital fared 75 percent better than the national average.

Vagisil donated employee time and resources to help create the EAHF's new logo, which is intended to be a clean and modern design. Keech Combe Shetty, the senior vice president of global marketing at Vagisil and a board member at the EAHF, said that Vagisil was happy to donate its energies to such a worthy cause.

“Vagisil specializes in simplifying difficult conversations and partnering with the Edna Adan Hospital Foundation enables us to bring our skills to the frontlines of some of the most difficult issues that women face around the world. Our creative team was thrilled to partner with Edna to evolve the design of her logo,” Shetty said.

In addition to her hospital, Adan has served as both the first lady and foreign minister of Somaliland.

Somaliland is an unrecognized sovereign state with a population of 3.5 million people. It has sought recognition of its independence from Somalia since 1991, following a civil war.



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