



# Area of Focus Maternal and Child Health

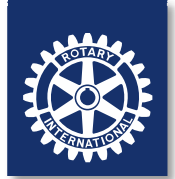
RFPD – a Rotary resource  
assisting clubs and districts

Replicating our comprehensive approach in

**ANTENATAL CARE & OBSTETRICS**

to reduce maternal and newborn mortality





# Areas of Focus statistics 2010-2013

## Number of TRF grants / amount in million US\$



Peace and conflict prevention/resolution (mostly scholarships)

37 / 1.3



Water and sanitation

175 / 10.7



Disease prevention and treatment

133 / 5.4



Basic education and literacy

94 / 5.4



Maternal and child health

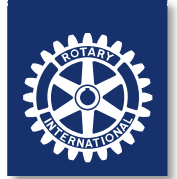
50 / 2.8



Economic and community development

98 / 4.8

↳ AoF with the **fewest Rotary projects**, though **top priority of UN**  
**Rotary must play its part and start catching up - RFPD can help!**



# RFPD – a resource for MCH

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- RFPD is **largest Action Group** with country sections
- RFPD **started 1995** with pilot project “Child Spacing and Family Health”
- RFPD contributing to UN ***Global Strategy for Women's and Children's Health (2010)***
- RFPD Partners:
  - **PMNCH** with contact to efforts of governments and NGOs
  - **FIGO** (International Federation of Gynecology and Obstetrics) with contact to gynecologists
- Rotary and Aga Khan University = strategic partnership in MCH





# MATERNAL AND CHILD HEALTH

## CHILD HEALTH CARE



### WHAT YOU CAN DO

**Provide immunizations and antibiotics.** Measles, malaria, pneumonia, AIDS, and diarrheal diseases are the leading causes of death in children under five.

### WHAT YOU CAN DO

**Promote good nutrition,** including encouraging breastfeeding. Children who are fed breast milk are stronger and less vulnerable to disease than those who are not.

**9 million children** under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation

### WHAT YOU CAN DO

**Prevent mother-to-infant HIV transmission** by encouraging the use of antiretroviral drugs and formula feeding.



## FAMILY PLANNING

**40% of women** in developing countries do not use contraception

### TIP FOR SUCCESS

Be culturally sensitive to the community's beliefs surrounding family planning. By doing so, you will foster a good working relationship and better meet the needs of the community.



**53 million unintended pregnancies** could be prevented through family planning

### WHAT YOU CAN DO

**Provide access to family planning information and resources.** Meeting this need could reduce the number of maternal deaths by nearly 30 percent.

## ANTENATAL CARE & CHILDBIRTH

### WHAT YOU CAN DO

**Provide birthing kits** to health professionals.

**1 in 22 women** will die during pregnancy and childbirth in Africa

**80% of maternal deaths** could be prevented with access to reproductive health services and trained health care workers

### TIPS FOR SUCCESS

- 1 Ensure sustainability by empowering the local community to take ownership of health training programs.
- 2 Consult Rotarians who are trained in maternal and child health care, such as midwives, obstetricians, and gynecologists.
- 3 Partner with outside organizations with expertise in maternal and child health.

### WHAT YOU CAN DO

**Support accredited training programs** for health professionals.



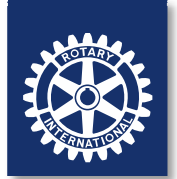
### WANT A GLOBAL GRANT? TARGET ONE OF THESE GOALS

- Support studies related to maternal and child health
- Reduce the maternal mortality rate
- Reduce the mortality rate for children under the age of five
- Improve access to essential medical services and trained health care providers for mothers and their children

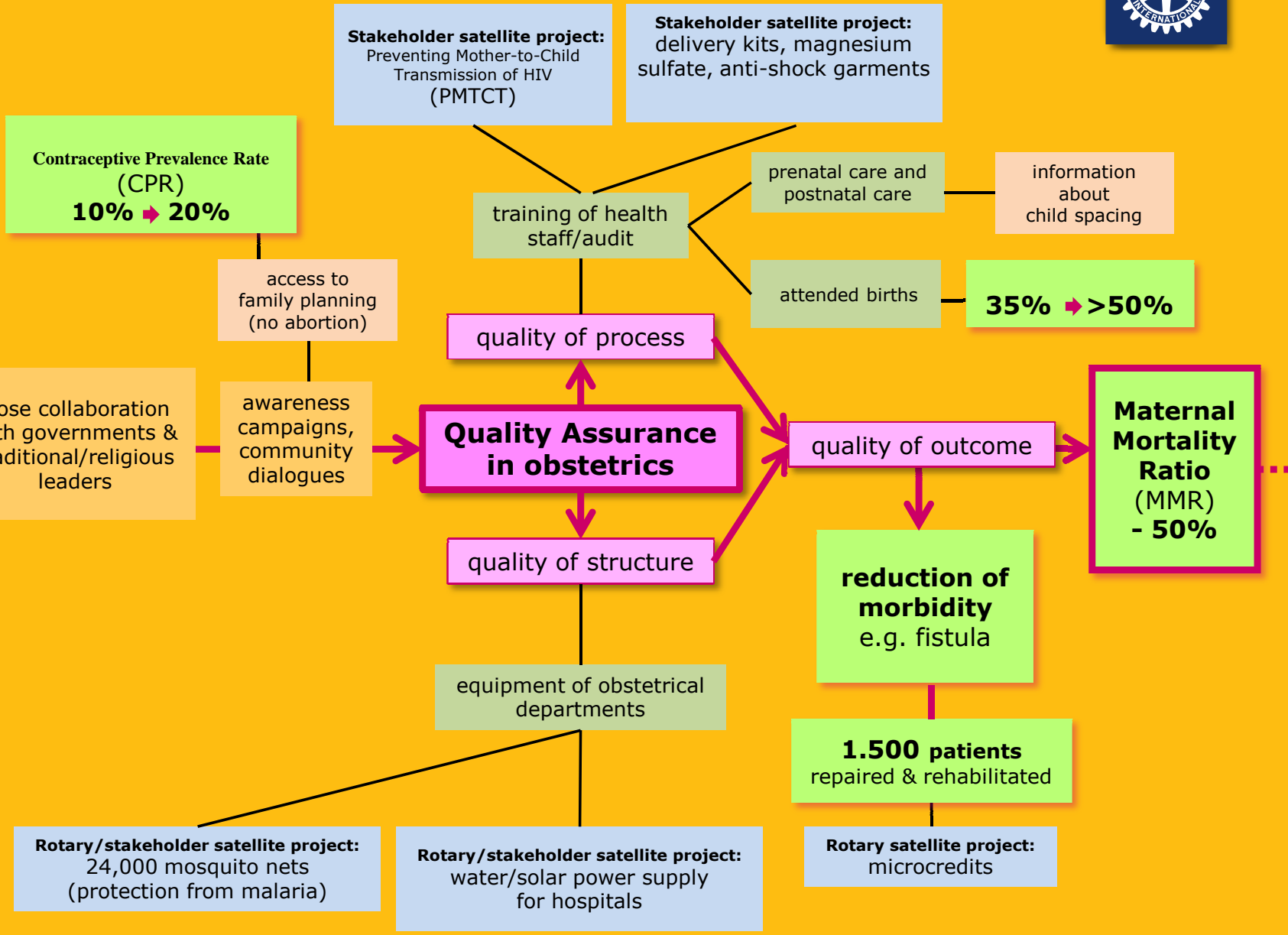


# Our model – comprehensive approach

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- **Awareness campaign** (radio serials + community dialogues)
- **Introduction of quality assurance** in obstetrics
- **Inclusion of stakeholders + satellite projects**



**IMPROVE MATERNAL HEALTH** 5 MDG

4 **REDUCE CHILD MORTALITY**

6 **TREAT MALARIA, BILHARZIA AND OTHER DISEASES**

3 **PROMOTE GENDER EQUALITY AND EMPOWER WOMEN**

1 **ERADICATE EXTREME POVERTY AND HUNGER**

2 **ACHIEVE UNIVERSAL PRIMARY EDUCATION**

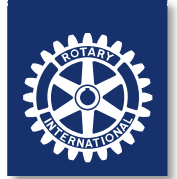
7 **PROMOTE ENVIRONMENTAL SUSTAINABILITY**

8 **DEVELOPE AFFORDABLE AND CLEAN ENERGY**

Project contributes to our new Area of Focus 'Maternal & Child Health' and to all UN Millennium Development Goals (MDGs)

For more information about the project visit [www.maternal-health.org](http://www.maternal-health.org)





# Results of the pilot project

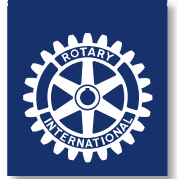
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- 2 specialized fistula wards
- Treatment and rehabilitation of 1,500 fistula patients
- Vocational training and micro credits

## **‘Prevention is the Key’**

- Introduction of quality assurance
- Training of health personnel
- Provision of medical equipment
- Reduction of maternal mortality by 60%
- Reduction of fetal mortality by 15%





# Methodology of Quality Assurance

- **Quality of structure** (condition of hospitals):

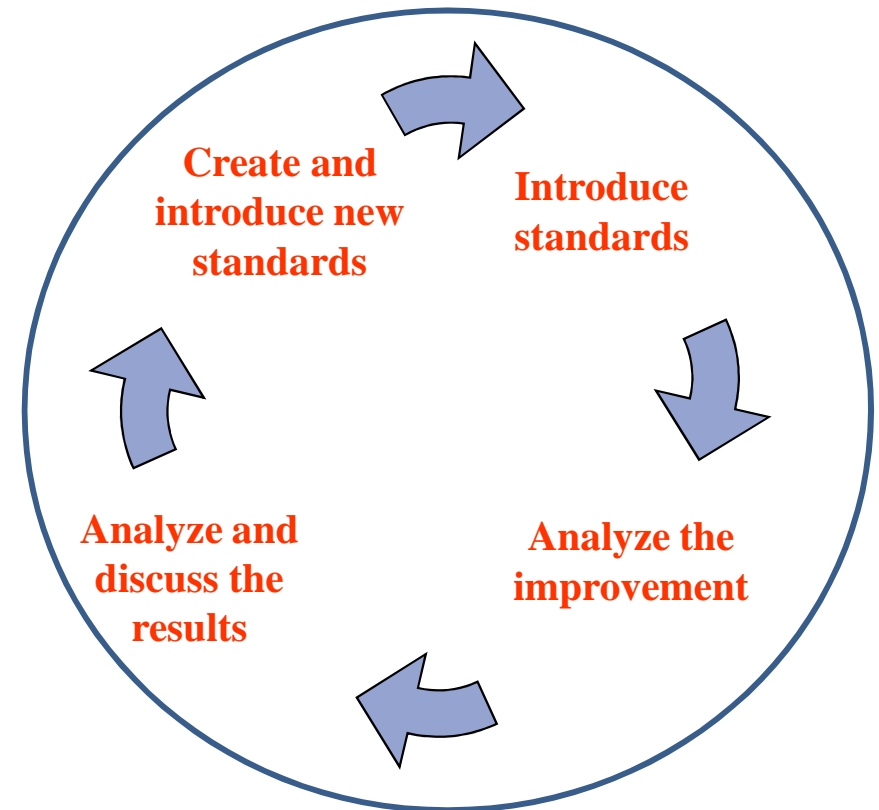
- equipment available, number of staff, water supply, power supply, hygienic conditions

- **Quality of process:**

- trained and well functioning experienced personnel and professional performance
- training, evaluation of results, benchmarking

- **Quality of outcome:**

- reduction of maternal and infant morbidity and mortality





# Pilot and scaling up project

- **2005 – 2010: MG Pilot project (3 m. US\$)**  
“Improvement of Maternal and Child Health” (Kano, Kaduna State)  
→ **10 rural hospitals**
- **2012 – 2014: MG Scaling up (≈ 0.6 m. US\$)**  
“Improvement of Maternal and Child Health”  
(FCT Abuja, Ondo, Kano and Kaduna states)  
→ **20 rural hospitals**





# Further scaling up / project ideas

## Overall goal

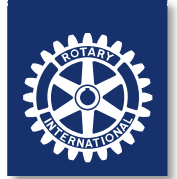
- inclusion in health system
- best sustainability

## 2nd scaling up project

5 hospitals in Enugu State

Project start: July 1, 2013





# Publications

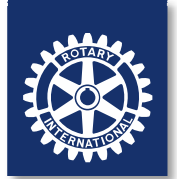
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- **Rotary International News**, August 2008 + July 2012 + May 2013
- **International Journal of Gynecology and Obstetrics**  
(2011) “Obstetric quality assurance to reduce maternal and fetal mortality in Kano and Kaduna State hospitals”
- **The Guardian (Nigeria)**, September 2010:  
Majiyagbe: “Healthy mothers and sustainable development in Africa”
- **The Rotarian**, June 2012  
“Robert Zinser takes the long view on maternal health in Nigeria”
- **Several radio interviews and press articles** in Nigeria



# Challenge: scaling up in other countries

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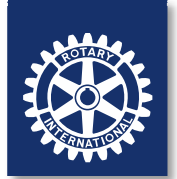
## Prepare the project well

- Learn about MCH project activities on [www.maternal-health.org](http://www.maternal-health.org)
- Get your club/district to do **needs assessment** of high MMR/FMR
- Focus on **3+ hospitals** in rural / underserved areas
- Host partner and international partner **design project plan**
- For budget **seek co-funding**



# Challenge: scaling up in other countries

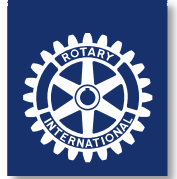
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## Implement the project in 2-4 years

- Establish contact to a **teaching hospital for supervision**
  - Recruit **project staff on-site** (e.g. midwife)
  - Make the **methodology available** to all parties concerned
  - **Advocacy** is needed at state governments
  - Inclusion of model project into health system = **best sustainability**
- RFPD offers support and advice at all stages -**





# RFPD is keen to support you

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More information (continuously updated):

- [www.maternal-health.org](http://www.maternal-health.org) and [www.rifpd.org](http://www.rifpd.org)

**We can make a difference  
in this important area of focus!**

***Save the mothers  
so that the mothers can save the world***

