Comprehensive Approach To Reduce Maternal Mortality

- Millenium Development Goals (MDGs) Nr. 4 and 5
- Rotary Maternal Health Project in Nigeria
  - Project Outline of our comprehensive approach - Robert Zinser
  - Organization and Activities - Kola Owoka
  - Needs of Community and Role of Stakeholders - Saliu Ahmed
  - Prevention by Advocacy, Awareness, Child Spacing - Adedolapo Lufadeju
  - Fistula Treatment - Quality Assurance – Indicators - Peter Neuner
  - Behaviour Change through Radios Serials - Bill Ryerson
  - Outbased Approach and General View - Malcolm Potts

Workshop „Comprehensive Approach to Reduce Maternal Mortality – RI Convention 2007“
Goal 4: Reduce child mortality

- “The Rotary Model” PolioPlus
- Many of most effective interventions to reduce newborn deaths are also those that improve maternal health

Goal 5: Improve maternal health

- Most maternal deaths could be prevented by ensuring good quality maternal health services, including antenatal and postnatal care, and skilled care during childbirth, including emergency obstetric care - and prevention of unwanted pregnancies with quality family planning services.
# Millenium Development Goal 5

## Goal and Targets

<table>
<thead>
<tr>
<th>Goal</th>
<th>Improve Maternal Health</th>
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<tbody>
<tr>
<td><strong>Target</strong></td>
<td>Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio</td>
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<tr>
<td><strong>Target</strong></td>
<td>To achieve universal access to reproductive health by 2015</td>
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## Indicators

<table>
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<tr>
<th>Indicator</th>
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<tr>
<td>16. Maternal Mortality Ratio</td>
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<tr>
<td>17. Proportion of births attended by skilled personnel</td>
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<td>(18. Contraceptive Prevalence Rate)</td>
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</table>
- Project was initiated and is supported by RFPD -

- **RFPD** oldest and largest Rotary Action Group
- **RFPD** promotes and improves WCS of Clubs/Districts by initiating, supporting and cofunding professional population projects
- **RFPD** utilises Rotary’s network + cooperates with others
- **RFPD** raises funds from other sources + acts as multiplier
- **RFPD** contributes with projects to MDGs
First Comprehensive Approach worldwide

Target Area: Kaduna + Kano State, Nigeria

Joint MG-Project of 3 Districts (Germany, Austria, Nigeria) and 25 German Clubs from 6 other Districts; 1 Rotaract Club, 10 Inner Wheel Clubs; 1 RC F, GB, NL

Cofunded by TRF, AVENTIS and German Government

Project Amount of core project: 1 Million Euro

Cooperation with stakeholders increases amount and effect of project
Nigerian Project Team

presented by Kola Owoka

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Project Activities

* presented by Kola Owoka *

I. Advocacy / Public Awareness / Behaviour change / Child Spacing to prevent VVF and Maternal Deaths

II. Education and Training of all grades of Health personnel

III. Procurement of instruments/equipment for VVF centers + hospitals

IV. Rehabilitation of repaired patients with micro credit and training in literacy, as health worker and for work i.e. sewing, cooking, horticulture

V. AIDS Routine test-Prevention of mother to child transmission (PMTCT)

VI. Base Line Study and Quality Assurance

VII. Collaboration with Stakeholders and Sustainability
Needs of Community
presented by Saliu Ahmed

- Target Group: 5 million women of 11 - 45 years
- Maternal Mortality (MMR) in Northern Nigeria: 2,500 to 3,200 / 100,000
- Rural Hospital Wudil MMR: 7.000-8.000 / 100.000
- 800,000 to 1 million women with obstetric fistula and 5,000 new cases per year
- Improvement of health infrastructure and Quality Assurance
Role of Stakeholders

presented by Saliu Ahmed

● Information + Meeting + Contact

● Need for other stakeholders and other clubs imperative

  I.e. Increase advocacy and public awareness + Cofund ongoing
  radios serials + Train physicians and midwives and TBAs + Assist with
  vouchers for fistula repair + Safe water management + Rehabilitation Centers,
  Training and Microcredit for Repaired Patients + Quality Assurance

● Collaboration is beginning to pay off

● Stakeholders collaboration so far with

  I.e. Federal and State Governments, Traditional Rulers, Population Media
  Center, Packard Foundation, SIFE, Family Care Eduvision, Compass, ICA,
  Government Institute Hesse, Germany
Projects

2 MG-Pilot-Projects 1995-2000
„Child Spacing, Family Health“ and Aids Education“
In 2 LGAs of Kaduna State

3-H-Project 2000-2007
In 6 States: Kaduna, Kano Adama, Jjgawa, Katsina, Plateau

MG-Project 2005-2009 „Maternal Health“
In 2 States: Kaduna, Kano

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35% of maternal deaths can be prevented by child spacing
- All mothers are for child spacing -
Role of Advocacy, Behaviour Change and Child Spacing
presented by Adedolapo Lufadeju

EVALUATION OF THE 3-H-PROJECT

CHILD SPACING
FAMILY HEALTH
AND AIDS EDUCATION

and
Assessment of the Institutional Capacity
of Rotary International
for Project Implementation

Dr. Birgit Niebuhr,
Consultant to DSW
March 2004

‘People have seen that Rotary is not just an agency that gives donations. They never thought that Rotary could do such a program!’

‘Rotary does not only include ‘humanitarian activities’. Rotarians, they can go into a structure and impact on it!’

24 Interview with governmental officials on the local level
Status Quo

Nearly 1 million women with obstetric fistula and 5,000 new cases p.a.

- Obstetric fistulas result from prolonged obstructed labour
- 73% of patients less than 20 years old
- 61% of victims suffer it during their first pregnancy
- Entirely preventable
Prevention and Treatment of Obstetric Fistula

presented by Peter Neuner

Reduction of obstetric fistulas

Surgical repair

Primary preventive by education and information (e.g. avoiding early marriages)

Secondary preventive by Cesarian section

Establishing sustainability by improving basic health care systems
Treatment of Obstetric Fistula

presented by Peter Neuner

Rehabilitation of fistula patients

Post operative care

information how to restrain from reoccurrence

Information about social reintegration (microcredits)

Basic health care educations (multiplier effect)

Family Planning, child spacing
Condition to reduce MMR is engagement of stakeholders in a comprehensive approach

- Improving infrastructure, i.e. hospitals, streets
- Financing of pregnancy, birth & health care
- Standardised education of TBA’s
- Information, Radio serials
- Avoiding early marriages and adolescent pregnancies and FGM
- Child spacing
Quality Assurance

presented by Peter Neuner

Structure analysis:
- Number of health persons, of available equipment, of training, information and education

Process analysis:
- Effective and systematic treatments
- Documentation

Outcome analysis:
- Periodical evaluation of Maternal Mortality Rate, new cases of fistulas
- Documentation
Improvements compared to Base Line Study:

- Number of repaired fistula patients
- Number of rehabilitated fistula patients
- Number of attended births
- Number of skilled birth attendants, emergency and referral hospitals
- Maternal and Infant mortality
- Contraceptive Prevalence Rate
Behaviour Change through Radios Serials

presented by William Ryerson

“Gugar Goge”
(“Tell it to Me Straight”)

Kande’s Story

Halima’s Story

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– RI Convention 2007 –
Gugar Goge attracted high listenership, and successfully motivated women to seek services for fistula and other reproductive health conditions.

82% of those interviewed reported listening.

48% decrease in respondents who desire to “have another child.”

When asked if a condom was used the last time they had sexual intercourse with a man, significantly more female listeners (79.5%) said “yes” compared to female non-listeners (35.6%).
88% of female listeners were significantly more likely than to say "yes" when asked “Can becoming pregnant every year put the health of the mother at risk?” compared to only 64% non-listeners.

94% of male listeners had “known or heard about a woman living with fistula” compared to only 68% of non-listeners.

54% of fistula clients cited *Gugar Goge* as their main motivation for seeking services.
“Gugar Goge” Evaluation

33% of reproductive health clients cited *Gugar Goge* as their main motivation for seeking services.
Qualitative Assessment Report
by Arvind Singhal, Professor of Communication Studies, Ohio University

Listeners emphasized they learned about:

Importance of:
(1) educating girls,
(2) delaying their marriage until their bodies are mature,
(3) having a small family,
(4) pre and post-natal care,
(5) early treatment of obstetric fistula,
(6) male responsibility in not marrying young girls, and providing them with professional reproductive health services.
Behaviour Change through Radios Serials

presented by William Ryerson

“Yeken Kignit”

Ethiopian radio serial drama

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– RI Convention 2007 –
“Yeken Kignit”
(“Looking Over One’s Daily Life”)
• 257 episodes (Jun 02 – Nov 04)
• 46% of Ethiopians listened to the drama
Behaviour Change through Radios Serials

presented by William Ryerson

Ethiopia: Results of Facility Assessment

- **63%** of new clients seeking reproductive health services said they were listening to one of PMC dramas.

- **26%** of new clients seeking RH services named one of PMC’s programs by name as the reason for seeking services.
Case Study: Ethiopia

- Listeners were more likely to have ever used family planning method than non-listeners.

**Yeken Kignit**

Ever Use of FP (Any Method): Differences between Baseline and Post-Intervention for Listeners and Non-Listeners

![Bar chart showing the percentage of married women and men who used family planning methods during baseline and post-intervention, comparing listeners and non-listeners.](chart.png)
Case Study: Ethiopia

Non-listeners were more likely not to know any way to determine their HIV status.

![Bar chart showing percentage of respondents who do not know any means to determine HIV status.]

Yeken Kignit
Percentage of Respondents Who Do Not Know of Any Means to Determine HIV Status

<table>
<thead>
<tr>
<th></th>
<th>Women Baseline</th>
<th>Women Non-Listeners</th>
<th>Women Listeners</th>
<th>Men Baseline</th>
<th>Men Non-Listeners</th>
<th>Men Listeners</th>
</tr>
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<tbody>
<tr>
<td>Percent</td>
<td>37.3%</td>
<td>23.3%</td>
<td>9.8%</td>
<td>34.1%</td>
<td>23.6%</td>
<td>8.6%</td>
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</table>
Case Study: Ethiopia

Listeners were more likely to have been tested for HIV.

![Graph showing the percentage of women and men who had blood tests for HIV/AIDS by listeners and non-listeners.]

- Women:
  - Baseline: 7.1%
  - Non-Listeners: 9.1%
  - Listeners: 28.8%

- Men:
  - Baseline: 6.6%
  - Non-Listeners: 7.4%
  - Listeners: 28.4%

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– RI Convention 2007 –
Workshop „Comprehensive Approach to Reduce Maternal Mortality“ – RI Convention 2007 -
A project in Kano State Nigeria
85% per cent home deliveries, young marriage

60 to 100 new VVF a day in Nigeria
Six a day repaired

Fistulae cases predominately poor and once they have VVF they become destitute

Output based assistance

• Accredite surgeons
• Management agency
• Agree unit fee ($200.00)
• Give woman a voucher

Rapid evaluation, simple administration
MDG 4: Reduce under-5 mortality by two thirds between 1990 and 2015

Short birth intervals increase child mortality

Source: World Bank
MDG 5: reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio

• “Forty one percent of pregnancies globally are unwanted, with 22% resulting in induced abortion. This suggests that between a third to two fifths of maternal deaths could be eliminated if unplanned and unwanted pregnancies among sexually active women were prevented through increased contraceptive use”

• London School Hygiene and Tropical Medicine witness to UK Parliament, *Return of the Population Growth Factor: Its Impact upon the Millennium Development Goals.*
Conclusion

A Comprehensive Approach To Reduce Maternal Mortality is necessary

- Collaboration of stakeholders required
- Rotary LEADs THE WAY
  by bringing stakeholders together + by utilizing the Rotarian network
  by sharing expertise and experience of Rotarian Action Group RFPD
  by implementing a replicable exemplary pilot project for MDG 5