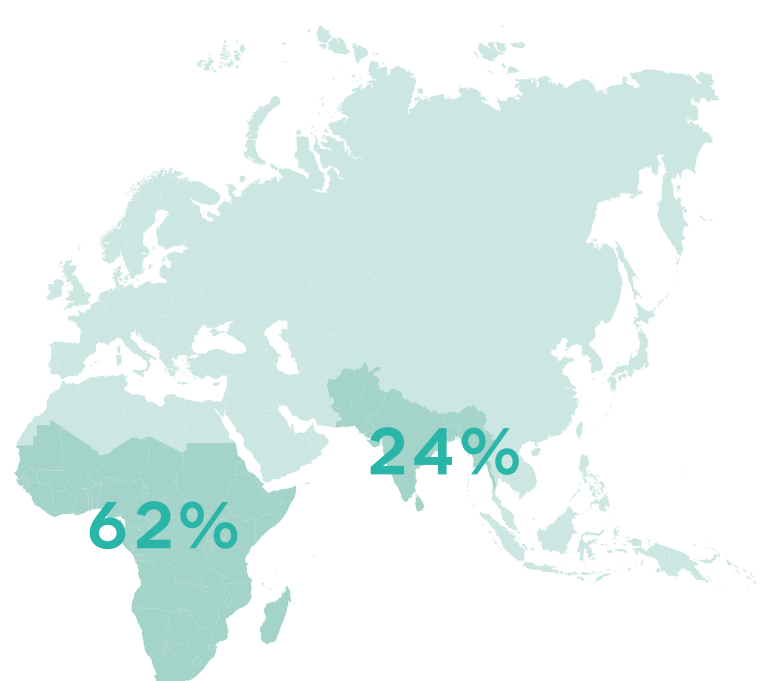


WHEN MOTHERS SURVIVE, COMMUNITIES THRIVE

Eliminating Threats to Maternal Health and Survival

IN 2013, APPROXIMATELY 289,000 WOMEN DIED FROM PREGNANCY- AND CHILDBIRTH-RELATED COMPLICATIONS.¹
THAT'S 800 WOMEN EVERY DAY.²



99% of all maternal deaths occur in developing countries,⁵ mostly in sub-Saharan Africa (**62%**) and Southern Asia (**24%**).⁶

In 2012, **40 million** births in developing regions were not assisted by a skilled birth attendant.³



Only 46% of births are assisted by a skilled birth attendant in low-income countries.⁴

For every woman who dies of pregnancy-related causes, **20 to 30** others experience acute or chronic morbidity.⁷

Many maternal deaths occur with stillbirths (**2.6 million per year⁸**) or with early newborn deaths (**2.9 million per year⁹**).



WOMEN HELP BUILD STRONGER FAMILIES, RESULTING IN THRIVING COMMUNITIES WITH LESS POVERTY AND MORE PRODUCTIVE ECONOMIES.



About **40%** of the global labor force and more than **60%** of workers in agriculture in sub-Saharan Africa are women.¹⁰

Helping more women survive pregnancy will result in

US\$15 BILLION



IN REGAINED PRODUCTIVITY

contributing to stronger and healthier communities.¹¹

A MOTHER'S DEATH IMPACTS:



- financial stability
- mortality of children
- families staying together
- children's education, health and nutrition¹²

Connecting Moms to Quality Health Services Saves Lives

BY ADDRESSING THESE DELAYS¹³ — WE CAN IMPROVE MATERNAL SURVIVAL.

no. 1 DELAY IN SEEKING CARE AND HELP

Problem:

Women often lack access to or control of resources due to gender inequality; are uncertain about the severity of the emergency; are not aware of available health services.



Solution:

Educate and empower pregnant women, girls, families and communities about the importance of family planning and seeking antenatal and postnatal care. Equip trained health workers, community health workers, midwives and others with messages and materials to raise awareness.

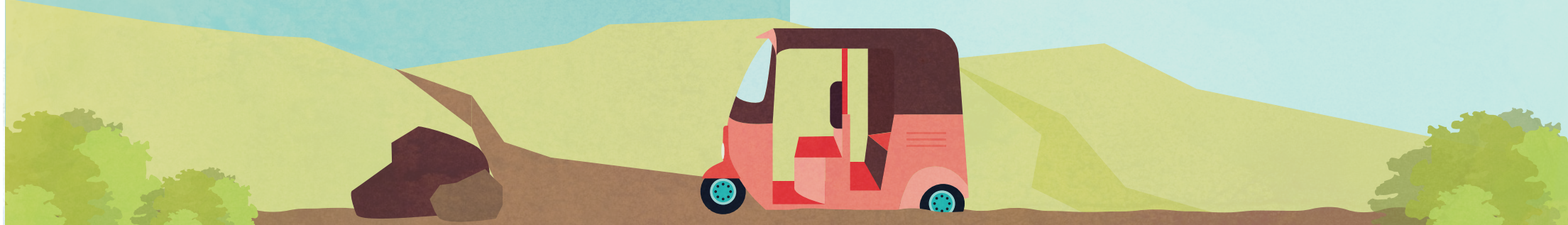
no. 2 DELAY IN REACHING A HEALTH CARE FACILITY

Problem:

Long distances to health centers, cost of transportation, poor roads, and rough terrain can be significant impediments to a woman's access to life-saving care.

Solution:

Develop programs, including community involvement and transport vouchers, to increase a woman's ability to reach a health facility.



no. 3 DELAY IN RECEIVING QUALITY CARE

Problem:

Facilities often lack skilled staff, essential medicines, and proper infrastructure.



Solution:

Ensure women receive quality care from trained health workers, such as midwives, who can provide basic emergency obstetric care, and refer women with severe complications and the newborn to a well-functioning referral facility.

no. 4 DELAY IN MONITORING AND EVALUATION

Problem:

Many countries do not record the deaths or causes of deaths of mothers and newborns.



Solution:

Recording stillbirths and maternal and newborn deaths at community and facility levels provide data which may produce solutions to help reduce deaths of mothers and babies.

HEALTHY MOMS, STRONGER COMMUNITIES, A BRIGHTER FUTURE



Johnson & Johnson

¹ "Maternal Mortality". 2014. World Health Organization.

² Ibid

³ Summary Report: The Beijing Declaration and Platform for Action Turns 20". 2015. UN Women.

⁴ "Trends in Maternal Mortality: 1990 to 2013." WHO, UNICEF, UNFPA, World Bank. WHO Press: Geneva, 2013.

⁵ "Maternal Mortality". 2014. World Health Organization.

⁶ "Trends in Maternal Mortality: 1990 to 2013." WHO, UNICEF, UNFPA, World Bank. WHO Press: Geneva, 2013.

⁷ "Measuring maternal health: focus on maternal morbidity" 2013. World Health Organization.

⁸ Kelley, Maureen. "Counting Stillbirths: Women's Health and Reproductive Rights". The Lancet, Volume 377. Issue 9778, 1636-1637.

⁹ Ibid

¹⁰ "Closing the deadly gap between what we know and what we do" 2013. The World Bank, Women Deliver.

¹¹ UNFPA Fact Sheet, 2012.

¹² "Behind Every Child is a Healthy Mother". 2013. Save the Children

¹³ "The Three Delays Model" 2014. Maternity Worldwide.