

At White Ribbon Alliance, we envision a world where the right of all women to be safe and healthy before, during and after childbirth is upheld. Part of our approach to improve maternal and newborn health is to promote self-care as a vital component of any comprehensive maternal and newborn healthcare strategy. We know that when women are equipped with information and resources, they make the best health decisions for themselves and their families. Self-care supports individuals, families, and communities to improve and restore their own health, prevent disease, and limit illness. Self-care also contributes to reducing the burden on health care systems that we are advocating to improve.

In 2015, White Ribbon Alliance (WRA) in partnership with Bayer Healthcare, committed to work on a number of self-care initiatives focused on improving maternal and newborn health. These include:

- **Promote improved policies on self-care** through the development of policy recommendations for international and national policymakers.
- **Implement two community based self-care programs** focused on birth preparedness, nutrition, and newborn care.
- **Contribute to learning on self-care** by documenting lessons and sharing them across the Global Alliance and other key partners.

TWO PROJECTS LAUNCHED IN 2016

White Ribbon Alliance Bangladesh launched a self-care project targeting the most vulnerable communities in the Patuakhali District. Many women living in this area do not have access to medically trained birth attendants, quality health services, or emergency care, despite the fact that they face severe natural disasters and infrastructure barriers.

Maternal and newborn deaths will be prevented by building the capacity of health workers, community clinic support members and NGOs to effectively support pregnant women and their families to plan for a happy and healthy pregnancy and child birth.



White Ribbon Alliance Zimbabwe launched a self-care project to address the high maternal mortality rate in Kwekwe District located in the Midlands Province. The goal is to get more women into antenatal care to increase effective birth preparedness in emergency situations, raise awareness about birth complications and inform community members of their rights. WRA is working with national, provincial and district health authorities to integrate self-care policies, and will train and educate health workers and community leaders to provide respectful maternity care and increase antenatal visits. The project will ultimately integrate self-care learnings into the national maternal health roadmap by working with the Ministry of Health and Child Care, thereby having a positive impact on maternal and newborn health.