



Using a social justice lens for PPH prevention and management

By Dr Kihara Anne Beatrice

President Elect –FIGO

President AFOG

Senior Lecturer, UON Dept. Obs/ Gyn

Cconsultant Obs/ Gyn

CoP on PPH

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MOMENTUM - jhpiego

Outline of presentation

- Advocacy marketing in setting the stage for social justice in PPH prevention and management
- Beyond health system supply but community - centric focus
- Community led monitoring and social accountability

Advocacy marketing

- Paul had been drinking in the neighbourhood and her sister rushed up to him pleading for money to take his wife, Lucy urgently to hospital after delivery of a beautiful girl at home but bleeding profusely. He brushed off the sister stating he was busy and had no money and that her problem would be addressed the following day.
- Indifferent and unconcerned continued drinking late into the night and dragged himself in a toxic state back to their home. A stone throw away from his doorstep he realized people were wailing and talking in hushed tones. He flung the entrance door wide open only to find his wife on the floor covered head to toe with a sheet drenched in a pool of her own blood... dead. The new-born was crying in the arms of her sister and her four other children were huddled at the furthest corner clinging desperately to each other sobbing.

- **What really went wrong?**
 - **Where is the social justice for Lucy?**
 - **Are you compelled to advocate for ACTION?**

Social justice in PPH prevention and management

Equity

- To ensure fair distribution of available resources

Access

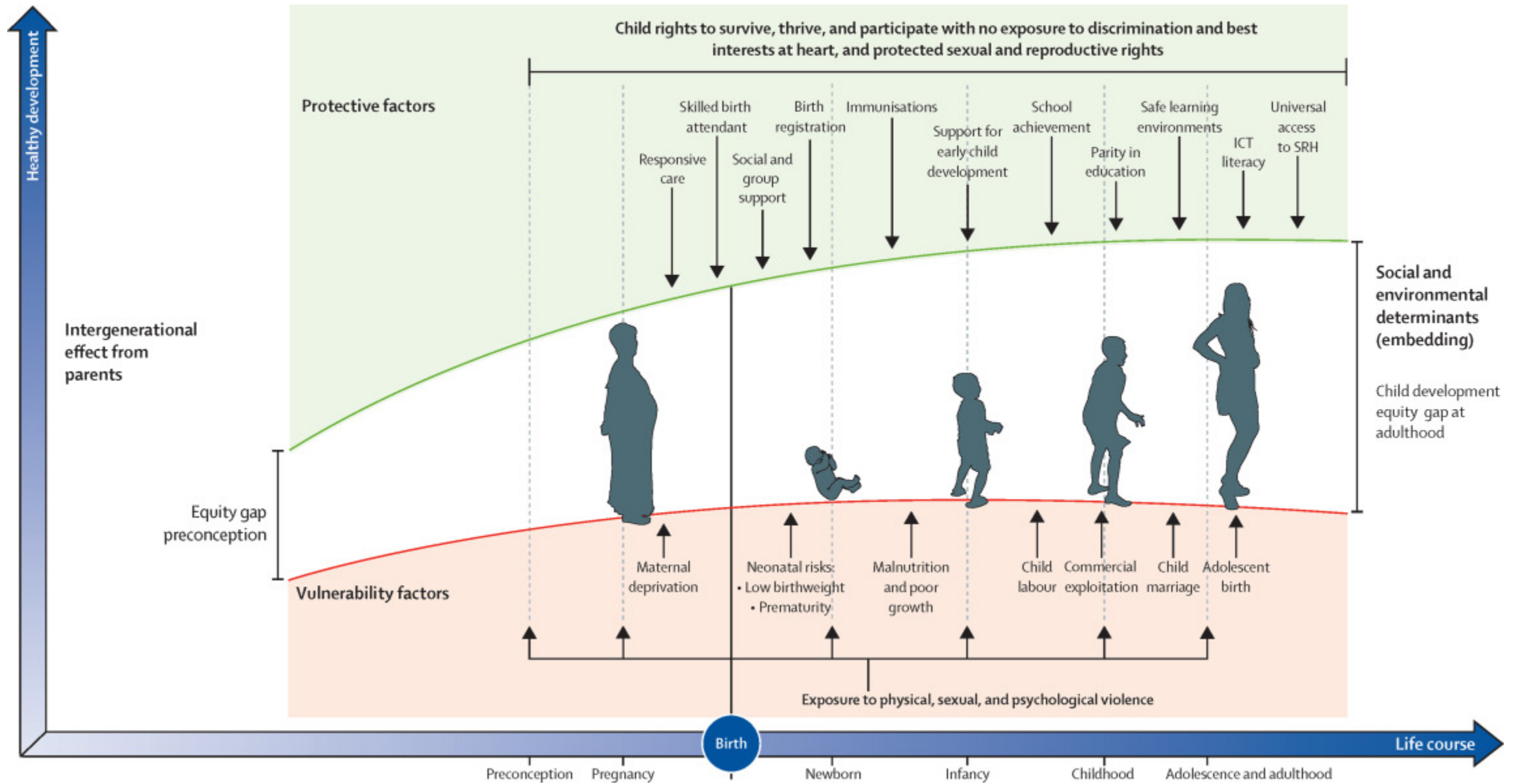
- To ensure all people have access to goods and services regardless of age, gender, ethnicity

Participation

- Enable people to participate in matters affecting their lives

Rights

- To protect individual liberties to information about circumstances and decisions affecting them and to appeal to decisions that they may feel unfair



Gender transformation in PPH

**We are all here because a mother made a choice to have and nurture you!
This shall continue now and for generations to come**

- Patient centric rights: respect, promote and protect the mothers before, during and after pregnancy- i.e in the continuum of care; defenders of SRHR
- Social and gender norms: zero rate harmful practices- FGM, early marriages, early sexual debut, GBV(IPV); zero rate preventable maternal deaths; zero rate unmet need for family planning
- Supportive health system: access and coverage(PHC and UHC); responsiveness to all their needs ; efficient, effective , quality and comprehensive service delivery : social inclusivity ; equity ; primary actors
- Gender analysis in maternal healthcare delivery

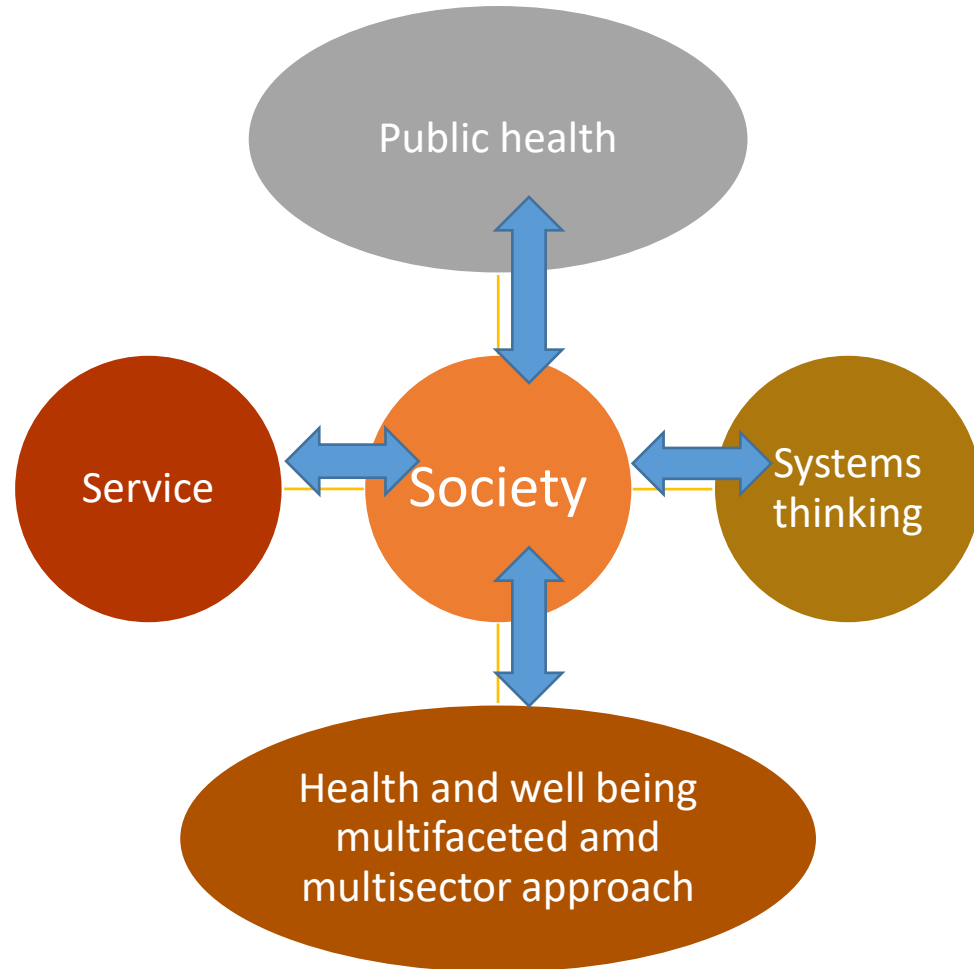


Gender transformation in PPH

- Keeping the AGYW in school , pregnancy can wait; AACSE, reducing harmful practices; healthy recreation, safe sexual practices, awareness and education (IEC); reduction of unmet need for family planning
- Male Partners engaged: as partners and agents of change
- Intersectionality
- Gender empowerment and social livelihoods



Intersectional participation with PPH prevention and management



- Robust health system
- Not ONLY a health issue but multisector
- Has a bearing on population health, demographics, wealth and development
- Recognize also the need for investment in social capital
- Leadership and clinical governance
- Systems thinking
- Implementation research

Community centric voice, agency and social accountability

- Communities **MUST** be empowered through advocacy for SBCC at individual, community and in societies
- Socially inclusive of vulnerable and marginalized groups; dignified and equitable care
- Employing mass media with effective communication strategies
- Social accountability : by duty bearers; policy, budgets and expenditure ; services



Community centric social accountability

- **Community led- monitoring** reduces inequities, gives an understanding of their context and culture and through **community based participation** → **ownership MN initiatives with home grown innovations, demand for quality services**; providing for sustainability and continuous accountability
- Civil justice results in healthier communities
- **Where are we as health providers as being the front line defender of social justice for zero rating preventable maternal and perinatal mortality**



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