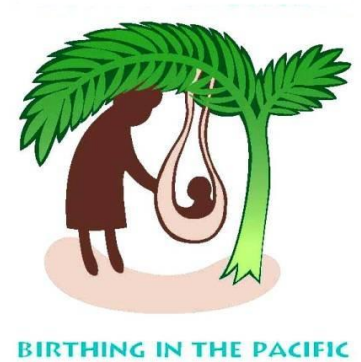


AWARENESS:

Learn more about maternal health issues

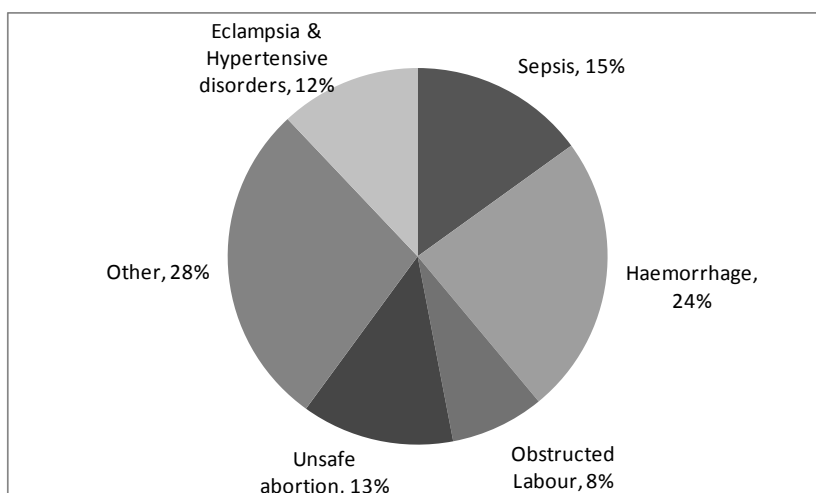
Complications in pregnancy are generally not preventable, but they *are* treatable.

Yet without access to skilled birth attendants to recognise problems, or facilities with the equipment needed to provide treatment, approximately 350,000 girls and women die from pregnancy-related causes every year.



- Almost all of these deaths (99%) occur in the “developing” world.
- Ten million women are lost in every generation.
- Four million newborn babies die every year, also from causes that are mainly preventable and typically linked to the mother's health.
- Huge disparities exist between rich and poor countries, and between the rich and poor in all countries.

The primary causes of maternal deaths are



Cost-effective and proven solutions:

1. Access to family planning – counselling, services, and supplies
2. Access to quality care for pregnancy and childbirth
 - antenatal care
 - skilled attendance at birth, including emergency obstetric and neonatal care
 - immediate postnatal care for mothers and newborn

ACTION:

Support the activities in Papua New Guinea

This project takes international best practice and evidence and applies it to the local situation in PNG – increasing access to both skilled birth attendants and functioning health care services.

Impact: To decrease maternal morbidity and mortality in Papua New Guinea

Effect: To increase the knowledge and resources for midwives in Papua New Guinea

Outputs:

1. Providing education programmes for birth attendants at four skill levels
2. Ensuring that birth attendants have resources to enable them to practice efficiently in their daily care
3. Auditing facilities for emergency obstetric care and providing essential resources where possible
4. Supporting the PNG Midwives' Society to ensure that registered midwives have an avenue to be seen as a professional body of nurses.

Activities:

- Working with relevant partners to support the roll-out of four levels of educational programmes for birth attendants ('adopt a midwife')
 - Pacific Emergency Obstetric Care courses for trained clinicians
 - Learning exchange programmes for midwives to Australia and New Zealand
 - Maternal health competency programme for Community Health Workers
 - Literacy and reproductive health education for Village Birth Attendants
- Providing appropriate work tools for all participants
- Producing SI-branded obstetric wheels for birth attendants throughout the Pacific region
- Undertaking audits to help facilities meet international standards
- Providing essential upgrades to clinics where feasible ('adopt a clinic')
- Providing support to PNG Midwives Society

Visit <http://www.soroptimistinternational.org/our-projects/december-10-appeal/birthinginapacific> for more information.



ADVOCACY:

SOROPTIMIST
INTERNATIONAL

Take part in an International Campaign on Dec 10, 2011

SI is officially unveiling a new addition to the President's December 10th Appeal – the December 10th Advocacy Campaign. On this day, Soroptimists all over the world are asked to join in to spread the word about who we are and what we are doing to save the lives of mothers and babies.



BIRTHING IN THE PACIFIC

Soroptimists Mobbing for Mums:

Calling on all governments to do the same.

Soroptimist International is organising the first ever worldwide “flash mob” for maternal health – both **actual** and **virtual**! Here's how you can participate:

The ‘Actual’ option:

1. **Pick a place.** Flash mobs are all about being SEEN. Find somewhere big, public, and crowded, like a shopping mall or train station.
2. **Pick a time.** When can you ensure the most people will be able to join your mob? When will your site be most crowded?
3. **Create your mobbing ‘activity’.** Flash mobs used to just be choreographed dances, but you can do *anything!* Sing songs, sit quietly, show posters or photos – whatever you think will grab the attention of passers-by. Figure out how to connect your activity to the SI message – that it is a human right not to die in childbirth and governments must uphold their international obligations to protect women. Mobs are generally fairly short, but it's up to you.
4. **Spread the word!** Use social media, word of mouth, and other communication methods to invite participants to your mob. Ask local partners to join you – the more the better.
5. **Wear yellow.** Flash mobs are identified initially by coordinated clothing. Yellow is the colour of SI, so make sure everyone attending wears something yellow – and bright!
6. **Spread the word MORE.**
7. **Create your materials.** Since this is a flash mob for advocacy, we want our message to be heard in more ways than one. Create a hand-out or giveaway to distribute during or after your mob. Use the title ‘Soroptimists Mob for Mums: Calling on all governments to do the same.’ Download an example hand-out [HERE](#).

ADVOCACY:

Take part in an International Campaign on Dec 10, 2011

The 'Virtual' Option:

1. This 'virtual' option is for those clubs **who may not be able** to 'mob' in a public place due to their location (i.e. rural), political situation, or other restricting factor.
2. SI will be releasing an advocacy statement closer to December. You will be able to **download** letters, postcards, and press release templates to coordinate a "virtual" flash mob.
3. The aim is to **"mob" government officials or other decision-makers** with letters and postcards on December 10th. You could even deliver them in person if your government allows!



BIRTHING IN THE PACIFIC

Next, for both options, **on your marks, get set, GO!**

And, finally, **Report back** - use SI's [online reporting system](#) to tell us about your event once you're done. There will be a special question relating to this campaign. Upload your photos or videos!