Self-Care for Mom & Baby
A WOMEN-CENTERED SOLUTION FOR MATERNAL & NEWBORN HEALTH

830 women die every day from preventable causes related to pregnancy and childbirth. More than 2.7 million children die every year in their first month of life and a similar number are stillborn.

Most are preventable.

THE SELF-CARE APPROACH
Self-care addresses important aspects of maternal and newborn health, emphasizing women-centered care that empowers women, their families and communities to make the best decisions, while strengthening the woman’s relationship with her health care provider.

SELF-CARE IS COMMUNITY-LED
SELF-CARE INFORMS
BRINGS ABOUT BEHAVIOR OR ATTITUDE CHANGE
SELF-CARE IS EMPOWERING
SELF-CARE IS SUSTAINABLE

WOMEN-CENTERED SELF-CARE IMPACT

WOMEN HEALTH CARE PROVIDERS
COMMUNITIES
COUNTRIES

Self-care helps women gain the knowledge, skills and confidence to proactively maintain their and their family’s health before, during and after childbirth.

COMMUNITY-LED
Eight indigenous women leaders from Moxos, Bolivia were educated on self-care and nutrition. They are now educating others in 15 communities. The women leaders have contributed traditional local recipes to a community cookbook which educates on the nutritional value of vegetables and other local foods.

BEHAVIOR or ATTITUDE CHANGE
In Zimbabwe, the majority of the pregnant women who participated in self-care workshops went for antenatal and other check-ups at the Community Clinic. One woman, motivated by the session on birth preparedness, started to save money for transport and is regularly taking the recommended iron supplements.

EMPOWER
In Zimbabwe, one woman involved in self-care discussions about the benefits of booking antenatal care visits early said, “I booked early so that I can be assessed and be given information about the pregnancy—for example, the well-being of the baby and myself—and that gave me satisfaction and confidence.”

INFORM
In Bangladesh, a country plagued by natural disasters, 1,000 families have been engaged around self-care awareness. 300 women supported for birth preparedness and another 200 women with follow-up quality assessments. All with the goal of equipping them with the basics of birth preparedness so that they can have safe and healthy childbirths.

SUSTAINABLE
In Bangladesh, a National Memorandum of Understanding was signed with the Department of Community Based Health Care, which oversees all government healthcare field workers. They are also developing materials to enhance healthcare workers’ approach and skills to deliver self-care practices across the country.

Find out more at whiteribbonalliance.org/self-care