



# Accessing Skilled Birth Attendants Through Community Level Action

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Secretariat  
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pregnancy and  
childbirth  
safe and  
healthy for all

# The White Ribbon Alliance

🎗️ The White Ribbon Alliance is an international coalition of individuals and organizations bound together by a common goal:

To ensure that pregnancy and childbirth are safe for all women and newborns in every country around the world.



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# Our Approach

🎗️ The WRA is a grassroots movement that builds alliances, strengthens capacity, influences policies, harnesses resources and inspires action to save the lives of women and newborns around the world.

The WRA amplifies the voices of people suffering from the greatest burden of morbidity and mortality due to complications in pregnancy and childbirth

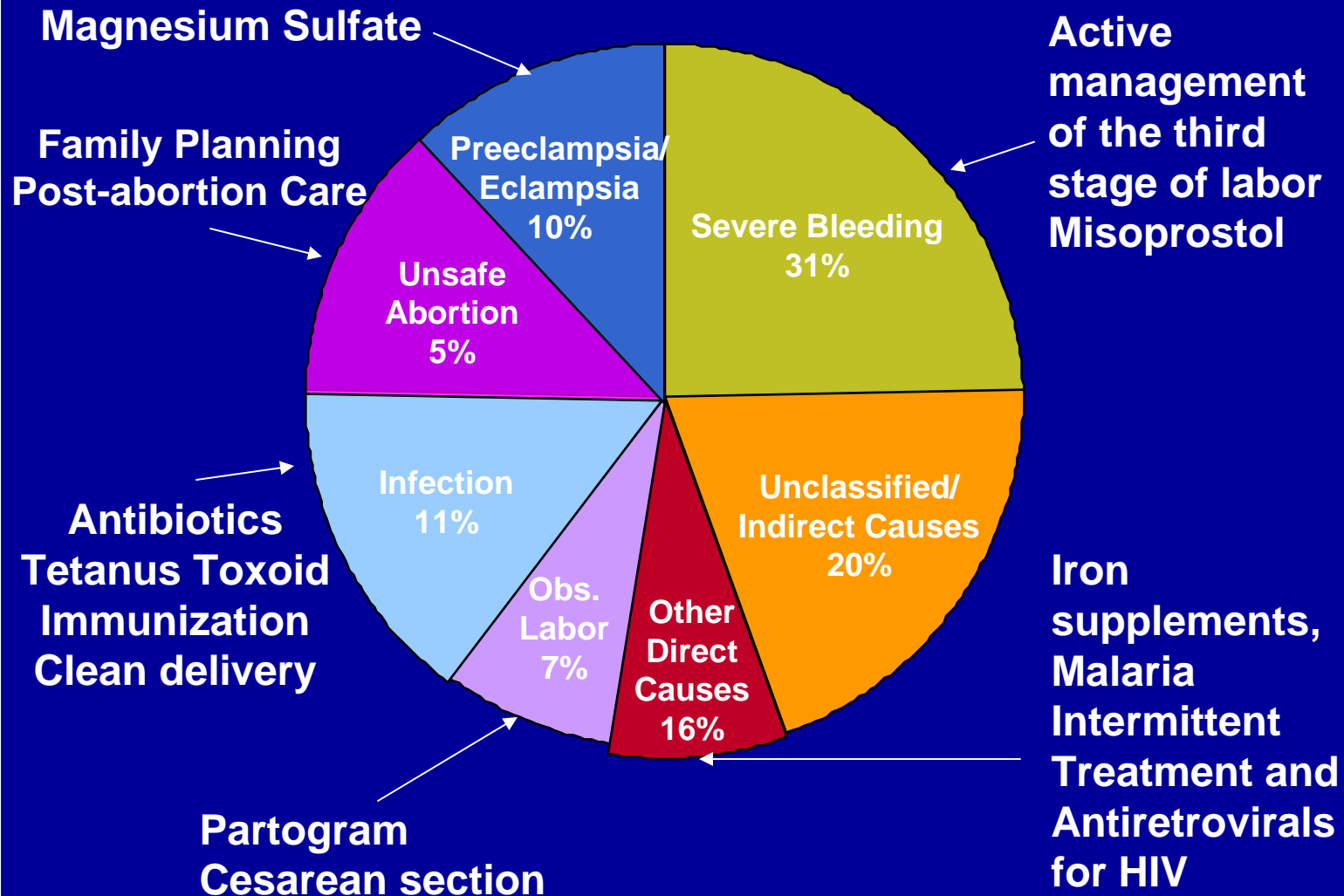


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# High Impact Interventions for Major Causes of Maternal Mortality



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# Country Level Activities

🎗 Working with Governments to hold them to account:

- Increasing the numbers of SBAs through data gathering, presenting the evidence and advocacy campaigns in Tanzania
- Increasing access to SBAs and quality care through ‘social watch’ and ‘public hearings’ in India
- Increasing health service funding and using participatory film to advocate in Burkina Faso



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# Increasing and Tracking SBAs in Tanzania

- WRATZ identified critical shortages of SBAs and launched a campaign to advocate for “adequate qualified staff to be employed to provide skilled attendance at community and health facilities at all levels.”

## In just 6 months...

The number of skilled birth attendants increased:

Sumbawanga district: 13 to 16

Monduli district: 3 to 8

The number of facility births increased:

Sumbawanga: 227 to 497

Monduli: 0 to 18



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# Orissa, India-Public Hearings to demand accountability

*“When a maternal death occurs, our family is ruined. You, the collector, never feel the sorrow and the pain that our families feel. You are meant to provide us with a quality service but we are not getting it. So whom do we hold accountable for maternal deaths?” “Answer us before you give any speeches. Can you identify one woman in this huge gathering who has given birth safely in a hospital without bribing?”*

- ⌘ Lack of transportation;
- ⌘ Neglected health service delivery system;
- ⌘ Failure to provide quality service;
- ⌘ Poor implementation of the JSY benefit scheme;
- ⌘ No place for people to stay when they escort women to the health facility for delivery



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# *Avec Nous* Advocacy in Action in Burkina Faso

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- Following WRA BF's success in advocating for an increase in the country's health budget by 10%, the alliance continued pressing for change, participating in an interactive capacity-building initiative that uses participatory film as a medium for advocacy





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A MATTER OF LIFE AND DEATH - Message (HTML)

Message Insert Options Format Text

Paste Clipboard Arial 8 Search text Address Book Check Names Attach File Attach Item Business Card Calendar Signature Follow Up Spelling

To... 'LEADERS OF THE WORLD'

Cc... Laura Bush, Sarah Brown, Carla Sarkozy, Svetlana Medvedev, Lauren Harper, Veronica Lario, Kiyoko Fukuda, Joachim Seuer

Subject: A MATTER OF LIFE AND DEATH

Dear Global Leaders,

Every minute of every day a woman dies in pregnancy. That's half a million women dying each year; over 80% of these deaths are avoidable. This is inexcusable and it has to stop now. You can help do this.

We write to you, our leaders, on behalf of all women – please do what you can to put this issue at the top of the political agenda.

These shameful statistics have remained unchanged for 20 years. At the UN Secretary General's MDG Summit, we insist on a breakthrough. Please, do what you can to help make it happen.

On behalf of us all.  
With urgent best wishes,  
The Undersigned


# Thank You!



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Join the WRA  
Visit:

[www.whiteribbonalliance.org](http://www.whiteribbonalliance.org)