

Every day, women are dying from excessive bleeding after childbirth¹



Global problem

Excessive bleeding after childbirth, known as **postpartum haemorrhage (PPH)**, is the **leading direct cause of maternal mortality worldwide**.²

14 million

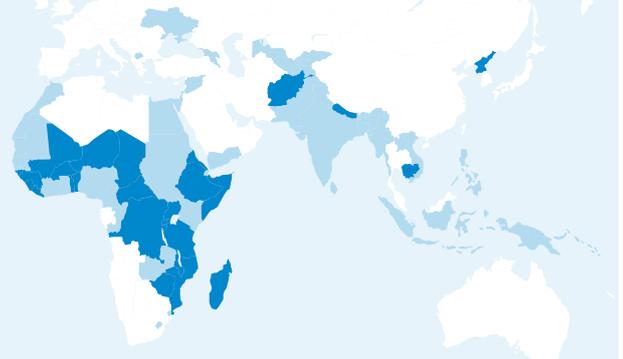
women are affected by PPH each year²

Over 90%

of PPH deaths occur in low- and lower-middle income countries³

70,000

women die each year due to PPH²



The majority of deaths due to PPH could be avoided²

Extended impact

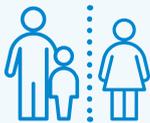
Even for those who survive PPH, it can result in the need for **serious medical interventions** including:^{4,5}



Surgery and hysterectomy



Blood transfusions to address severe anaemia



As well as the tragic loss of life, a mother's death can have a **devastating impact** on her family's health, education and economic situation.^{6,7}

Preventing PPH



The most common cause of PPH is **uterine atony** where the uterus fails to contract adequately after the delivery of a baby.⁸

PPH prevention and treatment involves medicines, called uterotonics, which help the uterus to contract, stopping the bleeding.^{2,9}



Effective prevention could reduce the incidence of PPH and ultimately **reduce maternal mortality in countries which face the highest burden** – part of the United Nation's Sustainable Development Goals.^{4,6,7}

References

- Weeks A. The prevention and treatment of postpartum haemorrhage: what do we know, and where do we go to next? *BJOG*. 2015;22:202-10.
- World Health Organization. Priority diseases and reasons for inclusion. Postpartum haemorrhage. Available at: http://www.who.int/medicines/areas/priority_medicines/Ch6_16PPH.pdf Last accessed: October 2020.
- World Health Organization. Trends in maternal mortality 2000 to 2017. 2019. Available at: <https://apps.who.int/iris/bitstream/handle/10665/327596/WHO-RHR-19.23-eng.pdf> Last accessed: December 2020
- El-Refaey H. and Rodeck C. Post-partum haemorrhage: definitions, medical and surgical management. A time for change. *British Medical Bulletin*. 2003;67:205–217.
- Yakasai I. Complications of Hysterectomy: A Review. *British Journal of Science*. 2013;9(2):78–87.
- Family Care International. A Price too High to Bear: The costs of maternal mortality to families and communities – Summary of Research Findings. March 2014. Available at: https://www.icrw.org/wp-content/uploads/2016/10/TB_Price_v3.pdf
- Molla M. *et al.* Impacts of maternal mortality on living children and families: A qualitative study from Butajira, Ethiopia. *Reproductive Health*. 2015;12 (Suppl 1):S6.
- Breathnach F, Geary M. Uterine atony: definition, prevention, nonsurgical management, and uterine tamponade. *Semin Perinatol* 2009;33:82–87
- World Health Organization. Making Pregnancy Safer – A Newsletter of Worldwide Activity Issue 4. Available at: http://www.who.int/maternal_child_adolescent/documents/newsletter/mps_newsletter_issue4.pdf Last accessed: October 2020.
- Every Woman Every Child. The global strategy for women's, children's and adolescents' health (2016-2030) 2015. Available from: http://www.everywomaneverychild.org/wp-content/uploads/2017/10/EWEC_GSUpdate_Full_EN_2017_web-1.pdf Last accessed: October 2018