



Health Begins with Her

Amref's Big Give Match-funded Christmas Challenge

In partnership with The Big Give, the UK's biggest online match-funding platform, we're launching the **Health Begins with Her** campaign this winter to train midwives, **so women and their babies are supported, before, during and after birth.**

£ = £ £



Every two minutes, a woman dies from preventable causes related to pregnancy and childbirth - two thirds of these women live in sub-Saharan Africa. Access to support from a trained midwife can end this.

From midday on **#GivingTuesday** November 29th until 6th December 2022, every donation made to this campaign will be doubled. We are aiming to raise £100,000 and unlock match funding to train even more midwives to support mothers to give birth safely and ensure their new-born babies have the best start in life.

£20k

could train **40** midwives in Zambia in respectful maternity care

£100k

could support **20** midwives to become fully qualified in South Sudan and save lives - in a country where there are only **309** midwives

Midwife **Hellen Hadia** with baby Joel, in Maridi, South Sudan. Joel's mother had a difficult breech presentation, but thanks to Hellen's support, he was born safely.





“ More women should have a Hellen ”

Miriam Joseph

Midwife Hellen Hadia visits Miriam Joseph and her baby son Joel

The Challenge

South Sudan is one of the most dangerous places in the world to give birth, where only one in five births takes place in the presence of a skilled health worker.

This was what 25-year-old Miriam Joseph faced when she experienced complications while pregnant in Maridi, South Sudan. Miriam’s baby was in a breech position, making delivery difficult – and dangerous. It left her with the frightening prospect of having a c-section.

Thanks to the trusting relationship she developed with Hellen, her assigned midwife, the complications were quickly identified, and the danger subsided. Hellen supported Miriam to safely deliver her healthy baby boy, Joel.

“More women should have a Hellen,” says Miriam.

Yet for many women in Miriam’s community there is no Hellen and complications like hers too often result in death. This is preventable. When a woman gives birth with the support of a trained midwife, any complications can be immediately addressed to stop preventable deaths.

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Miriam Joseph and her two children in Maridi, South Sudan

Our work to date

Improving maternal health is at the heart of our work. Every year, Amref supports thousands of midwives, doctors and health workers across sub-Saharan Africa who are working for change by supporting mothers and their babies



Third year Midwifery students Magret, Hellen and Suzan

- In **South Sudan**, Amref is supporting midwifery students to complete their three-year diploma and become fully qualified.

- In **Zambia**, we have been working with communities to improve the quality of maternal, newborn and child health by building the capacity of health workers and training midwives on respectful maternity care to improve services.
- Throughout the COVID-19 pandemic, Amref trained **530 nurses and midwives in Uganda** with new, life-saving skills through our online e-Learning programme. We have seen a significant reduction in maternal and infant mortality rates in the health facilities whose staff have been enrolled on the e-Learning programme.
- In **Tanzania**, our Uzazi Uzima (“Safe Deliveries”) programme has significantly reduced the number of maternal and child deaths in the Simiyu Region by improving access to antenatal services. **Since the start of the project, the number of births that take place at a health facility has risen from 24% to 80%.**

How will we achieve this?



We will train and support more midwives through face-to-face and online learning

– meaning they have the option to upskill without having to take time off from their vital work. Our training covers technical skills and – just as importantly – patient care. Amref-trained midwives can ensure women have a positive experience of birth and feel respected and listened to throughout the process.



We will build the capacity of local health systems to provide quality health services; to improve access to quality antenatal care; to empower and educate the communities on their sexual and reproductive health and rights; and to encourage an uptake of those services.



We will include sexual and reproductive health in our maternal health programmes so that women are equipped to make informed choices about family planning and contraception.



We will advocate at the highest levels for additional investments in maternal healthcare – including a significant increase in the number of trained midwives and nurses available to support women throughout their pregnancies.

With your support, we can continue to build on this work to improve mothers and babies’ access to quality health care.

- ▶ **£2,500** once matched could provide **£5,000** to train **20 midwives** in **Uganda** in new-born care online via Amref's e-Learning platform
- ▶ **£5,000** once matched could provide **£10,000** to train **20 midwives** in **Zambia** in respectful maternity care
- ▶ **£15,000** once matched could provide **£30,000** to cover the costs of **4 tutors** to teach the midwifery diploma course for one year in **South Sudan**
- ▶ **£25,000** once matched could provide **£50,000** to train **10 midwives** in **South Sudan** supporting them to become fully qualified through the three-year midwifery diploma course

How do I get involved?

The Amref Big Give Challenge page will go live on 29th November and you can donate through it until 6th December. All donations to **Health Begins with Her** will be used to support lasting health change in sub-Saharan Africa and improve access to quality health care for mothers, babies, and their communities.

During The Big Give Challenge week your donation will be DOUBLED!

▶ **DONATE**

Go to <https://bit.ly/AmrefBigGive> between 29th November and 6th December

▶ **AND SHARE!**

Send this campaign page link to colleagues, friends, and family to get them involved too.

If you would like a reminder sent to you when the campaign goes live, please return the form below.

If you require any further information please email eilidh.naismith@amrefuk.org or call her **020 3371 0390**



Name/Organisation

Email

Telephone

I would like to support the Health Begins with Her campaign with a Gift of £

Thank you very much for your generous support to Amref Health Africa.

Eilidh will be in touch to follow up with a reminder when the campaign page goes live.

Amref Health Africa UK, 15-18 White Lion Street, London N1 9PD

Registered Charity Number: 261488 Annual Review and Accounts: <https://amrefuk.org/our-impact/impact-reports>

