

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



14,000,000

women develop PPH each year³

480,000

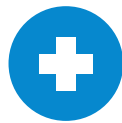
mothers died from PPH between 2003-09²

99%

of deaths occur in low and lower-middle income countries³

EXTENDED IMPACT

If a woman survives PPH, it can result in the need for serious medical interventions including:⁴



Surgery and hysterectomy



Blood transfusions to address severe anaemia

When a mother dies it can have a devastating impact on her family:^{5,6}



Three out of four healthy babies die within 6 months of the mother dying



Daughters have to adopt the role of the mother and may miss out on an education



The loss of income leads to a deepening cycle of poverty for the family



PREVENTING PPH

The majority of deaths from PPH could be avoided through preventative treatment, such as uterotonics that cause the uterus to contract, controlling bleeding.^{3,7} Effective prevention could reduce the burden of PPH

on the woman's health and the impact it has on her family, ultimately reducing maternal mortality – part of the United Nation's Sustainable Development Goals.^{4,5,6,8}



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