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## Gebyar Safe Motherhood Campaign in Indonesia

**A**liansi Pita Putih Indonesia (APPI), White Ribbon Alliance Indonesia has been busy with a two month Safe Motherhood Awareness Campaign in May and June, called "Gebyar Safe Motherhood." The campaign was structured around the theme of birth preparedness and complication readiness and aimed to elicit active community participation, strengthen partnerships among stakeholders, and advocate for policy change. In Javanese, *gebyar* means a bright flash of light to bring attention to something — in this case, Safe Motherhood. The campaign raised awareness that every pregnancy is at risk, and did so by collaborating with numerous stakeholders in multiple sectors of society, from community members and celebrities to NGOs and private businesses.



The timeframe of May and June was chosen to coincide with multiple special events, including: Kartini Day on April 21 (named for a national hero who died of postpartum hemorrhage), The International Day of the Midwife on May 5, the 8th Anniversary of APPI on May 8, and the Anniversary of IBI (Indonesian Midwives Association) on June 24.

The campaign included 11 different activities and over 2,500 participants. Among the activities was a **Peace March of Pregnant Women** in Jakarta to raise community awareness toward giving much needed attention and assistance to pregnant women. Approximately 700 people participated in the March, including representatives of the Ministry of Women Empowerment, National Council of Women, UNFPA, USAID, private businesses, and more than 30 famous celebrities and movie stars. The March helped community members realize that Safe Motherhood is not only a health issue but also a fundamental

human right. The March strengthened the network of Safe Motherhood stakeholders and encouraged corporate social responsibility.

Another campaign activity was the Bakti Social, which provided a **free health clinic** to community members in Jakarta, with services such as antenatal and postnatal care, family planning, and immunizations. Over five hundred community members participated. The event was undertaken to expose the need for accessible health and family planning services — which was underscored by the large number of people seeking care. The Bakti Social was held in collaboration with IBI, supported by

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In Javanese, *gebyar* means a bright flash of light to bring attention to something — in this case, **Safe Motherhood.**

The White Ribbon is dedicated to the memory of all women who have died in pregnancy and childbirth. It is a symbol that unites the individuals, organizations, and communities who are working together to make pregnancy and childbirth safe for all women and newborns.

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## NEWS FROM A BOARD MEMBER

Dear WRA Members,

*The work of the National Alliances and the commitment and participation of the member country organizations is the life blood of this Alliance. And it is you that keeps us in focus — a focus on each and every woman who is creating a new life... but may die in that effort. As Board Members, we see the faces of these*



*women from your photos, video clips or in person, if we have the opportunity to visit you. It inspires us in our work and pushes us to do more.*

*As members of the Board of Directors, we work to provide guidance and assistance to the Global Secretariat. And they, in turn, work closely with you. There is truly a commitment by WRA leadership to listen to those who know best — you. And we only wish that we could do all that you ask but we do try. I have personally been with the WRA from the beginning and am very pleased to serve on the Board. As Treasurer, I have worked with Bridget and Theresa to ensure that systems are in place to support the WRA. The WRA is an exciting organization that has seen amazing growth over the past few years. With the National Alliance staff's continued commitment and effort — as well as yours — we will strengthen and create organizational systems to support the WRA over time. We will also continue to push and advocate for changes in policies and practices that improve women's and infants' health and lives. And more importantly, we will empower women to speak up and be heard.*

*As the director of a project that works to save women's lives from postpartum hemorrhage (PPH), I was very pleased to see that PPH was chosen by WRA South Africa as their focus topic during the Malawi WRA workshop in October 2006. The Prevention of Postpartum Hemorrhage Initiative (POPHI) has materials available and welcomes the possibility of interacting with the WRA in South Africa, if needed. For other WRAs, if the members make a decision to focus and put effort into the prevention or early treatment of PPH, please let us know and we will assist as possible.*

*I will be stepping down from the Board of Directors this year but I remain committed to assist the WRA in its efforts whenever I can. And I will be reading this newsletter to find out the latest contributions of WRA to the safe motherhood movement. Thank you again for all of the incredible work done by the WRA members around the globe. You are truly inspiring!*

—Deborah Armbruster

# Safe Motherhood Celebrated at Redeemer's University (RUN) in Nigeria

This year marks the twentieth anniversary of the Safe Motherhood Initiative (SMI) launched in Nairobi, Kenya. To mark the event at the Redeemer's University, Nigeria a Choreo-Musical Drama titled IBIDUNNI devised and directed by Bunmi Julius-Adeoye was staged at the university auditorium on 5th and 6th of June, 2007.

The performance was colorful yet thought provoking and reflected some of the issues associated with safe motherhood.

At the end of the second day of the production there was an interactive session whereby members of the audience including the players, made comments about the play and the dramatic content.

Below are some of the comments:

## **PROF. OYEWALE TOMORI – VICE CHANCELLOR, RUN**

Part of the money used by the government to refurbish the big hospitals in the city should have been used to equip the hospitals in the rural areas where these local people attend ...we can also ensure safe motherhood through simple basic hygiene.

## **MR. E. ADEPOJU – CHIEF PHARMACIST, RUN**

The drama was educative, the theme well thought out and the message precise, very clear as to what they want to achieve.... But there is the need to stress the benefit of some of the practices which the play was trying to promote.

## **MR AKINTAYO C.O. MANAGEMENT SCIENCE, RUN**

The students have performed very well and we have some lessons to learn. I had the opportunity of working in the department of Obstetrics & Gynecology, University College Hospital (UCH), Ibadan, for a long time, there we discovered that some people prefer going to the local maternity centres instead of attending the hospitals. This is due to the fear of medical tests which they believe would gulp money....Nurses should not forget that they are dealing with human beings...they should give these women immediate attention.

## **MR. BABALOLA – COACH, RUN**

It is very important for husbands to support their wives. In the play the husband supported his wife all the way.



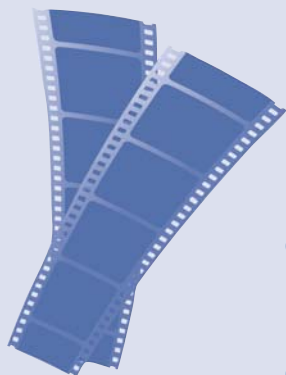
## **MS OYELEYE DAIRO LECTURER, DEPT. OF HISTORY AND INTERNATIONAL RELATIONS, RUN**

Post-natal period is very important in safe motherhood ...retained placenta is an issue. Also in some parts of the country early marriage system and total belief in traditional herbs pose as threats to safe motherhood.

According to the director of the play, who is also the head of the Department of Theatre Arts, the performance was not only an academic exercise but also the contribution of the school towards achieving the United Nations Millennium Development Goal number five which is to reduce maternal mortality by 75% by the year 2015.

For more information, contact Olubunmi Julius-Adeoye at [bunobs@yahoo.co.uk](mailto:bunobs@yahoo.co.uk)

# Combattre La Mortalité Maternelle Et Infantile Par L'Image: L'Alliance Du Ruban Blanc Du Burkina Faso S'Y Attaché



Comme partout ailleurs, la situation de la mortalité maternelle au Burkina Faso est encore alarmante, 484 décès pour 100 000 naissances. Un chiffre qui ne doit laisser personne indifférent, mais les actions semblent tarder à venir ou du moins quasi insuffisantes. C'est pourquoi, dans le but de contribuer à cette lutte, l'Alliance du Ruban Blanc Global, grâce au financement de la Banque Mondiale en partenariat avec celle du Burkina Faso ont initié la formation de quelques uns de ses

membres dans le film vidéo et le montage afin d'apporter plus de témoignages des acteurs, des communautés, des professionnels de la santé et décideurs par les images. Notons que cette expérience tire sa source d'une expérience précédente de la Tanzanie avec le film vidéo « Play your Part » ou Joue ta Partition soutenue par une équipe d'experte de l'Alliance du Ruban Blanc de l'Angleterre.



Ainsi donc du 22 avril au 6 mai 2007, Huit membres de l'Alliance du Ruban Blanc se sont mis à l'école du film vidéo pour apprendre qui pour la première fois non seulement à manipuler un appareil vidéo, à faire des prises de vue, à élaborer un scénario ou à participer au montage du film vidéo. Parmi les huit participants, on compte trois qui sont venus de Fada Ngourma et cinq de Ouagadougou, soit six agents de santé et deux communicateurs. Une expérience unique d'autant plus que cette fois ci, ce ne sont pas les professionnels du cinéma qui tiennent la caméra, mais des amateurs, bénévoles qui veulent aussi à travers le renforcement de leurs capacités se faire entendre et participer à la cause des femmes qui décèdent sans que personne ne puisse avoir l'opportunité de se prononcer là dessus pour que cela s'arrête. Ils ont pris donc la décision de se former car ils sont non seulement des professionnels de la santé ou du développement en contact avec les populations et les décideurs, mais aussi et surtout avec les victimes et leurs parents.

Une formation qui se veut très pratique car en très peu de temps, il faut vite apprendre à découvrir la vidéo, ses fonctions et comment cadrer une prise de vue en fonction de la position du soleil ou de l'objectif visé. Pour ce faire, les explications et

démonstrations sont suivies d'exercices pratiques sur le terrain à l'issus desquels l'on découvre davantage d'autres besoins comme ceux de savoir faire des interviews, de travailler en équipe et de décrire les parties filmées afin de faciliter le montage.

Faire du cinéma est tout un art, mais un art basé sur la réalité des faits, aussi les participants avec leurs formateurs ont essayé de décrire le scénario qui devrait leur guider pour ce film en fonction des cibles. Au Burkina Faso, on a décidé de prioriser les populations et les décideurs comme cibles. Aussi les étapes du scénario comprennent une présentation de la situation de la mortalité maternelle, son ampleur à travers les statistiques, les facteurs causes de la mortalité maternelle en utilisant les trois retards (retard pour rechercher les soins, retard pour aller à la formation sanitaire et le retard pour accéder aux soins adéquats), les actions possibles à tous les niveaux pour réduire la mortalité maternelle et infantile et enfin une invite à l'unité d'action à travers l'adhésion à l'Alliance du Ruban Blanc.

Ce scénario n'est point passif car à toutes les étapes, on donne la parole aussi bien aux professionnels de la santé qu'aux populations afin que chacun puisse donner sa lecture de la situation et sa contribution. Tout se passe comme un forum entre acteurs de la santé maternelle et néonatale qui veulent à tout prix résoudre un problème qui leur est commun.

Un autre fait non moins important est la grande mobilisation des populations et des agents de santé sur le terrain pendant le tournage du film dont les effets sont multiples. Cette approche participative a été une opportunité de sensibilisation et de conscientisation des acteurs sur les questions de mortalité maternelle en même temps qu'elle nous donne l'occasion de recueillir leur opinions et suggestions sur ces questions. Et enfin pour tous un appel à l'action en faveur de santé maternelle et infantile.

Bien que le film ne soit pas à sa fin, il suscite déjà un grand intérêt à tous les niveaux et il est prévu une fois le film terminé de l'utiliser à plusieurs niveaux pour sa diffusion à savoir les télévisions nationales, lors des grandes rencontres et dans les villages. Du reste cette expérience pour l'équipe du Burkina n'est qu'à ses débuts et avec le matériel et les compétences acquises, l'équipe devrait poursuivre l'expérience en abordant d'autres thèmes plus en détails relatifs à la santé maternelle et infantile.

# Fighting Maternal and Infant Mortality with Images: The White Ribbon Alliance of Burkina Faso Launches a New Initiative

The maternal mortality situation in Burkina Faso, estimated at 484 deaths per 100,000 births is extreme. With the objective of contributing to this fight, the White Ribbon Alliance Global and the Burkina Faso Alliance, with financial support from the World Bank, initiated the training of some of its members in videography to gather more evidence from stakeholders, including communities, health professionals and decision makers.

From April 22nd to May 6th, 2007, eight members of the WRA embarked on video training for the first time. Among the eight participants, three came from Fada Ngourma and five from Ouagadougou. Six participants were health workers and two were maternal health advocates. A unique experience was that this time it was not professional filmmakers who had the cameras but volunteer amateurs who were using their experience to create a voice for themselves and participate in the fight against maternal mortality. The training was meant to be very practical and participatory and within days participants were interviewing and filming in their communities.

To make film is an art, but an art based on reality and facts was what guided these participants and their trainers. In Burkina Faso, we decided to highlight the general population and decision-makers as the target groups. The stages of the film consisted of a presentation on maternal mortality, the scale of the problem through statistics, factors causing high maternal mortality using the "three delays" (delay to seek care, delay to go to the health center, and delay to access appropriate care), possible actions at all levels to reduce infant and maternal mortality, and finally an invitation to join efforts through membership in the WRA.

The filming was very active because at all stages the population and health professionals were given the opportunity to engage and explain what action they would take to solve the various problems. It created a forum between different neonatal and maternal health professionals who wanted to get to the bottom of a common problem at all costs. This participative approach was an opportunity to sensitize and work toward changing the behavior of stakeholders on the issues of maternal mortality at



the same time as it gave the opportunity to gather their opinions and suggestions.

Although the film is not finalized yet, it has already drawn significant interests at all levels, and it is planned that it will be broadcast through different channels, including national television, during big meetings and in villages. This experience was just the beginning for the Burkina team and with the materials and skills acquired, the team will follow up with other topics related to maternal and child health.

—Jérémié Zoungrana  
National Coordinator, Burkina Faso

...This time it was not professional filmmakers who had the cameras but volunteer amateurs who were using their experience to create a voice for themselves...

Hesperian proudly announces the publication of our newest book:

## A Health Handbook for Women with Disabilities



To download this book in its entirety, visit our website: [www.hesperian.org](http://www.hesperian.org)

Women with disabilities often discover that the social stigma of disability and inadequate care are greater barriers to health than the disabilities themselves. A Health Handbook for Women with Disabilities will help women with disabilities overcome these barriers and improve their general health, self-esteem, and abilities to care for themselves and participate in their communities.

This groundbreaking handbook was developed with the help and experience of women with disabilities in 42 countries; women whose disabilities include blindness, deafness, amputations, paralysis, learning difficulties, small stature, epilepsy, arthritis, and cerebral palsy. The book is full of useful advice on organizing for disability-friendly health care, caring for daily needs with limited access to equipment, having healthy and safe sexual relationships, choosing family planning methods that work best with specific disabilities, preparing for pregnancy and childbirth, and defending against violence or abuse.

“A Health Handbook for Women with Disabilities is an outstanding accomplishment! It combines the experiences and advice from women with disabilities

throughout the world with up-to-date, professional health information. The book captures the real life situations of women with disabilities and their issues, their experiences and their desires. This book is a ‘must-have’ for health professionals, international development organizations, international women’s organizations and anyone who believes in equality for women with disabilities.”

— Susan Sygall, Co-founder and CEO of Mobility International USA, and a MacArthur Fellow

Feel free to check out our other downloadable women’s health materials, including *Where Women Have No Doctor* (also available in Spanish – *Donde no hay doctor para mujeres*), *A Book for Midwives* (coming soon in Spanish – *Un libro para parteras*), and our Women’s Health Exchange (¡Saludos! in Spanish) newsletters, all available on our website: [www.hesperian.org](http://www.hesperian.org).

Thanks to all of you who continue to make the Hesperian Foundation and our books a growing success across the globe!

## Gebyar Safe Motherhood Campaign in Indonesia

*continued from page 1*

UNFPA and local authorities of Jakarta, and proved that activists are joining hands with government and donor agencies.

**Safe Motherhood seminars and workshops** also occurred in various provinces, reaching 525 participants, along with several villages establishing Desa KIBBLA: “alert villages” where all community members have plans in place for pregnancy and childbirth.

Other activities ranged from a **blood drive** to the launch of a **weekly national radio broadcast** to educate the public about Safe Motherhood. Youth were incorporated into the campaign with an event called RAPPi (Youth APPI) that trained students how to be **peer-educators on reproductive health issues**. Advocating for policy



change, through raising awareness that 2 Indonesian women die every hour from pregnancy or birth related complications, resulted in

**promises of increased budget and strategic planning from politicians.**

—Annie Briggs

## WABA Men's Initiative

Fathers /Men can provide much needed support to breastfeeding mothers. Research shows that a mother is much more likely to breastfeed if her partner or parents are supportive of her doing so.

The WABA Men's Initiative was born in October 2006. The inaugural meeting was held in Penang, Malaysia, in conjunction with the World Alliance for Breastfeeding Action (WABA) Gender Training Workshop.

WABA Men's Initiative envisions a world where breastfeeding is a cultural norm and where men support women and families to feed and optimally care for their infants and young children, thus contributing to a just gender equal and healthy society. The mission is to create an enabling environment where men, particularly fathers, participate actively and share responsibilities with women in optimally caring for their infants and young children, through advocacy, education and capacity building.

The members are working to increase and enhance involvement of fathers in parenting and supporting breastfeeding & to increase the participation of men, especially fathers, in childcare and sharing domestic responsibilities, including raising men's awareness on women's and children's rights, reproductive health issues and safe sex & also support efforts that ensure greater gender equality in all societies in order to bring about an enabling environment for breastfeeding, family health and well-being.

Everyone seems to talk about breastfeeding mothers and most pictures of breastfeeding show mothers and babies together. But, what about the father? Is there really such a thing as a "breastfeeding father" and can he be included in the breastfeeding experience? If a mother decides to breastfeed is the father an important member of the breastfeeding team? Many experienced fathers will answer with a resounding "Yes". But a new dad might think that his role in breastfeeding is a minor one. Not so! Studies show that the attitude of the baby's father is the most important factor in whether or not a mother begins and continues to breastfeed.

New babies crave human contact. They enjoy being close enough to hear a heartbeat, feel skin, smell their parents, hear the sound of their voices and experience the on going motion and activity of the

human body. And why not? They have just emerged from a world where they were surrounded by all of these sensations. While mother can provide all of these through breastfeeding, dad can provide them in so many terrific ways.

There are many ways for a father to connect to his new infant. First time fathers, especially, need to be encouraged to hold their newborns, because they are often hesitant to hold the tiny babies. Bringing the baby to the mother to breastfeed is a great way to demonstrate to the baby that the father can, in fact, meet his baby's needs. His baby will be well aware of the fact that the father is the transportation to the food.

Since supporting a family in today's economy can seem overwhelming, the cost savings of breastfeeding are also a good benefit for fathers as well as mothers. A family's income can stretch that much further if there is no formula to buy, and breastfed babies generally have fewer health problems, resulting in lower health care costs. Many feel they can't afford not to breastfeed. Also a healthier baby is a happier baby, and there may be fewer long nights of staying up with a sick or cranky baby.

The support of a baby's father can help the breastfeeding relationship succeed. The father can head off discouragement, deflect negative comments from friends and relatives, help calm a fussy baby and bring the mother food and drink while she is breastfeeding. Most importantly the baby's father can remind the new mother that breastfeeding is one of the most important things she can do to get their baby off to a good start in life.

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*"Breastfeeding is enhanced and the nursing couple sustained by the loving support, help, and companionship of the baby's father. A father's unique relationship with his baby is an important element in the child's development from early infancy."*

**Qamar Naseem**  
Coordinator South Asia  
World Alliance for Breastfeeding Action (WABA)

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## The WRA Board of Directors Meets in Washington, DC



On June 4th and 5th the WRA Board of Directors met at the offices of the Global Secretariat in Washington, DC. This meeting followed a 2-day meeting of the Board in February and a conference call held in April.

As the Board of Directors is responsible for overseeing the work of the Global Secretariat, several finance and operational issues were addressed at this meeting. The Board reviewed the financial status of the Global Secretariat, examining the organizational budget and potential fundraising opportunities. An important function of the Global Secretariat is to provide technical assistance and support and information to the global members and national

alliances; the WRA staff in Washington, DC are always in search of new sources of funds for these activities.

The Board also discussed long term strategies for the WRA including how to increase international awareness of the WRA and its activities. WRA staff, Directors and global members are urged to represent the WRA at safe motherhood-related events and to share their experiences with the Global Secretariat. The Board will continue to work with the Global Secretariat to develop a long-term plan to raise international awareness of safe motherhood issues and the work of the WRA members around the world.

The Board of Directors approved Affiliation Agreements presented by National Alliances in Bangladesh, Indonesia, Malawi, Nepal, Pakistan and South Africa. These alliances join those in Tanzania and Zambia as officially-affiliated National Alliances of the White Ribbon Alliance for Safe Motherhood.

This meeting also provided Board members with the opportunity to review the responses from the WRA members who completed the annual membership survey in May and to prepare for the June 6th Annual Membership Meeting. The next Board meeting will be a teleconference, scheduled for September 12th.

### WRA Receives One World Award from BBC



At BBC's 2007 One World Media Awards, WRA's participatory film "Play Your Part" received a special award for development media for "an outstanding and unique contribution to the communication of sustainable development and human rights."

Congratulations to the WRA Tanzania team and all involved!

To view the film, visit [www.whiteribbonalliance.org/PLAYYOURPART](http://www.whiteribbonalliance.org/PLAYYOURPART)

### Want to contribute to the WRA newsletter?

Please share technical updates, news from your Alliance, or member activities or programs with us.

Contact Betsy McCallon at [bmccallon@whiteribbonalliance.org](mailto:bmccallon@whiteribbonalliance.org) with your submission or ideas.



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