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11th Edition



NEWSLETTER

WELCOME NOTE



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Program Director, Smiles for Mothers - Nigeria

Dear <<First Name>>,

I am thrilled to bring you the 11th edition of the Smiles for Mothers Newsletter, dedicated to empowering mothers and improving maternal health in Nigeria. With each edition, our goal is to keep you informed and inspired as we work towards making a positive impact.

In this edition, we highlight the [Smiles for Mothers program playbook](#), a compendium of our activities, experiences, achievements and lessons from the roll-out of the WHO recommendations in Kano, Lagos and Niger states. This is intended to serve as a resource

and roadmap for healthcare professionals, policymakers, donors and academics, for the adoption and rollout of the WHO recommendations on uterotonics for the prevention of postpartum haemorrhage (PPH); including the introduction of heat-stable Carbetocin.

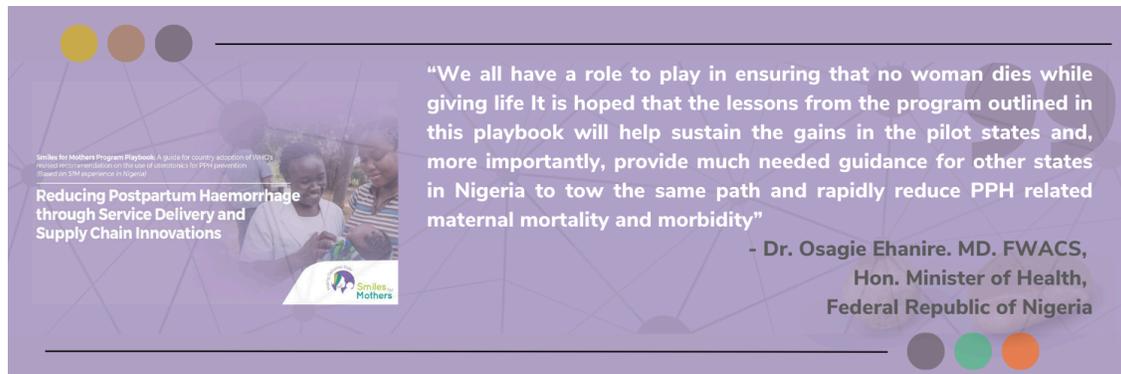
I want to express my heartfelt gratitude to every one of you who continuously engage with our newsletters, your support and involvement are invaluable to our mission. To catch up on previous editions of the newsletter, you can visit our [newsletter archives](#).

I hope you find this edition of our newsletter informative, and I look forward to your feedback, thoughts, and suggestions via email at info@smilesformothers.com.

Cheers!

Uche

Introducing the Smiles for Mothers Playbook: A guide for country adoption of WHO's revised recommendations uterotonics' use for PPH prevention



What is the Smiles for Mothers Playbook?

The Smiles for Mothers Playbook is a comprehensive guide to implementing the latest WHO guidelines for the prevention of post-partum haemorrhage (PPH) in Nigeria. The playbook has 116 pages with 8 chapters that detail the Smiles for Mothers program. The program utilized the market-shaping value chain for health systems strengthening from market insights to the patient's journey, and it is intended to serve as a resource for the adoption and rollout of the WHO recommendations on uterotonics for the prevention of PPH; including the introduction of heat-stable Carbetocin and other new medicines.

The playbook is a culmination of the activities, experiences, achievements, and lessons from the roll-out of the WHO recommendations by the Smiles for Mothers program in Kano, Lagos, and Niger States with funding from MSD for Mothers and collaboration with the Federal Ministry of Health.

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Why was the Smiles for Mothers Playbook created?

The Playbook was created to aggregate the significant progress made in the implementation of the Smiles for Mothers program from 2020 to 2022 in three pilot states, Kano, Lagos, and Niger. The goal is for the other 34 states in Nigeria to use this resource to roll-out the WHO recommendations on uterotonics for PPH prevention in their states, scaling up the successful interventions piloted by the Smiles for Mothers program. This will ultimately lead to a nationwide reduction in PPH occurrence in women.

About the Playbook

Rationale and purpose of the SfM Playbook

Objectives

 To serve as a reference tool for the adoption and rollout of the WHO recommendations on uterotonics for the prevention of PPH; including the introduction of heat-stable Carbetocin.

 The playbook will also share the experiences, achievements and lessons learned from Smiles for Mother's journey rolling out the WHO recommendations in Kano, Lagos and Niger states, Nigeria.

Guidance on its use

- The playbook is not intended for use as a narrative document and read cover to cover. Rather, it is designed as a **reference resource that users can interact with to obtain specific pieces of knowledge** and tools to facilitate the adoption and rollout of the WHO recommendations and introduction of HSC
- It is not a policy statement to layout or enforce a specific policy direction. Instead, it represents a **framework of what is critical to think about for successful adoption of the WHO recommendations**. The content will not be a firm prescription for any specific course of action
- The framework the playbook provides can however be used to **guide the adoption and rollout of other guidelines and introduction of new products**

How should the Smiles for Mothers Playbook be used?

The playbook is intended to be used as a guide document for healthcare professionals, policymakers, and stakeholders involved in maternal health initiatives who are rolling out the WHO recommendations in the other 34 states in Nigeria or introducing a new drug similar to this intervention. It is not a policy document, rather, it is a framework that provides guidance on the adoption and rollout of the WHO recommendations on uterotonics for the prevention of PPH, including the introduction of heat-stable Carbetocin.

By following this playbook, you can navigate the Smiles for Mothers implementation process more effectively. The navigation guide in the document helps you skip to specific chapters or sections of the playbook, and the insights in the playbook provide valuable guidance for other regions and states seeking to make significant improvements in maternal health.

Playbook navigation guide

The screenshot shows the 'Policy Review' chapter with a 'Section Overview' panel. Callouts include:

- 'Table of Contents' icon: Use this tab to go back to the playbook's table of contents.
- 'More in shared drive' icon: Click on this button to find more information about specific topics in the shared drive.
- 'Jump to previewed page' icon: Click on this icon to skip to previewed page in another chapter.
- 'Back to main page' icon: Use this icon to jump back from the previewed page to the main section.
- '3.1 Policy mapping' callout: Click on chapter sub-section to jump to the first page of that sub-section.
- 'Section Overview' callout: Use "section overview" to have a quick view of the chapter content.
- 'Shared Drive' callout: Click on the icons to jump to the material in the shared drive.
- 'SIM Experience' callout: The purple bar indicates the 'SIM Experience' pages.

Download the Playbook

Snapshot of Chapter 8 of the Playbook - "The Client's Journey"



SECTION 8 Section Overview

Client's Journey

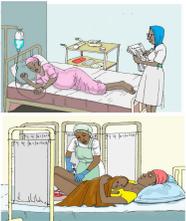
Relevant documents		
<p>Objectives of playbook chapter</p> <ul style="list-style-type: none"> Share the process and tool for developing the patient literacy materials Describe how the patient literacy materials will be used as a community engagement tool to generate demand for facility-based antenatal services and delivery Share challenges, lessons learned and recommendations for implementing a community engagement tool to increase demand for facility-based antenatal services and delivery 	<p>Key activities</p> <ul style="list-style-type: none"> Development of patient literacy materials Demand generation for facility based antenatal services and delivery 	<p>Materials included</p> <ul style="list-style-type: none"> Patient Literacy Materials

8.1 Development of patient literacy materials
 Develop Patient Literacy Materials through research and stakeholder consultations in each state

Development process

- Conversations with women in the communities to understand the knowledge gap and their delivery experiences
- Synthesized concise messages from the conversations
- Refined messages through engagements with key opinion leaders
- Final set of images across 4 themes

The patient literacy materials are used as a community engagement tool to generate demand for facility-based antenatal services and delivery



8.1 SIM Experience – Development of patient literacy materials
 Multi-stakeholder consultations informed revisions

SIM Experience

Finalization of key messages → Development of illustrations → Internal review of illustrations and messages → State-level testing and approval → Final printing and dissemination

Kano	Lagos	Niger
<ul style="list-style-type: none"> Worked with State Health Educator to select 2 communities Translated key messages to Hausa Language Liaised with TBAs and health facilities to identify 20 women who qualify as target audience Conducted testing sessions Updated documents and liaise with State Health Educators Received government approval for the materials 	<ul style="list-style-type: none"> Worked with State Health Educator to select 2 LGAs Liaised with LGA Health Educators to select participants Conducted pilot testing sessions with 16 women Updated documents and review with State Health Educators Translated materials into Yoruba and Pidgin English Finalized and received government approval for the updated materials 	<ul style="list-style-type: none"> Selected 3 communities where 31 women participated in the focus group discussions Translated key messages into Hausa, Nupe, and Gbagyi Liaised with state HCD champions to test the patient literacy materials Reviewed and finalized documents with state to make updates

The Patient Literacy Material is designed to be relevant to the local community context and can be translated into various local languages to address specific knowledge gaps related to maternal health.



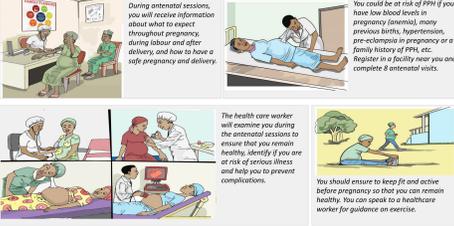
8.2 Demand generation for facility-based antenatal services and delivery
 Design patient literacy materials to drive uptake of ANC services and delivery at the health facilities

During antenatal sessions, you will receive information about what to expect throughout pregnancy, during labour and after delivery, and how to have a safe pregnancy and delivery.

You could be at risk of PPH if you have low blood levels in pregnancy (anaemia), many previous births, hypertension, pre-eclampsia in pregnancy or a family history of PPH, etc. Register in a facility near you and complete 8 antenatal visits.

The health care worker will examine you during the antenatal sessions to ensure that you remain healthy, identify if you are at risk of serious illness and help you to prevent complications.

You should ensure to keep fit and active before pregnancy so that you can remain healthy. You can speak to a healthcare worker for guidance on exercise.



8.2 SIM Experience – Demand generation for facility-based antenatal services and delivery
 Patient literacy materials are used to educate women on the importance of seeking care at the health facilities

SIM Experience

The patient literacy materials were primarily used within communities, to educate women who may not ordinarily attend health facilities in order to generate demand for facility-based antenatal services and delivery. They were disseminated to different health facilities in the program states to raise awareness about the use of uterotonics to prevent PPH.

The program worked with state officers in the community engagement space to identify 90 community engagement personnel (30 in each program state) who were local to communities surrounding the 18 program implementation facilities.

Over a 6-month period, the community engagement personnel reached 13,985 women of reproductive age, and men with relevant information to increase demand for facility-based services. The health literacy enhancement efforts especially targeted wellness in pregnancy, danger signs of pregnancy, and health care services required to significantly reduce maternal and newborn mortality in Nigeria.



Download the playbook

Subscribe to our newsletter [here](#). Visit our [newsletter archives](#) to read previous editions. For more information on the Smiles for Mothers program, please reach us at info@smilesformothers.com

This newsletter is a collaborative effort of Bukola Shaba, Naanma Kangkum, Lola Ameyan and Chukwunonso Nwaokorie representing the views of the Smiles for Mothers consortium

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