



No issue is more central to global well-being than maternal and perinatal health. Every individual, every family and every community at some point is intimately involved with pregnancy and the success of childbirth. Yet every day, 1600 women and over 5000 newborns die due to complications that could have been prevented.

## Our Mission

Accelerated country support to scale up access to essential interventions in order to reduce maternal and newborn morbidity and mortality and achieve universal coverage.



It notes with great concern that at current trends, the international community will fail to meet its Millennium Development Goals of reducing by three-quarters the maternal mortality ratio, and reducing by two-thirds the 'under-five' mortality rate. If these targets are to be met then the international community will need to redouble its efforts. What has been missing until now is a concrete global plan – and focused efforts at the country level – to translate these international commitments into lives saved.

MPS BRIEFING

## Strategic Approach

The MPS global strategy proposes WHO work with countries and partners to achieve universal coverage of essential maternal and newborn interventions, which includes skilled care for all mothers and newborns. Additionally, it links maternal and perinatal health to other health interventions as well as enhancing the overall health system development. It places maternal and newborn health firmly within the context of sector-wide approaches to health and the national development plan, highlighting the way maternal and newborn care services can both benefit from and contribute to health system development and the alleviation of system-wide barriers.

A cornerstone of the global MPS strategy is the Integrated Management of Pregnancy and Childbirth (IMPAC) approach. IMPAC is a quality policy, technical and managerial approach to

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## Our Vision

A world in 2015 in which:

- pregnancy, childbirth, postpartum and newborn care are highly valued;
- universal coverage ensuring skilled care at every birth is a priority;
- interventions for universal coverage are sustained with quality in conditions of diverse social values, and changing social, economic and political conditions;
- the MPS initiative is seen as crucial for wider strengthening of health systems and a key element of efforts to attain the MDGs; and
- development partners and civil societies collaborate in achieving universal coverage of skilled care for all women and newborns.

Ultimately, a world in which women go through pregnancy and childbirth safely and newborn babies are assured health.

*Making a difference in countries*

# Strategic Approach

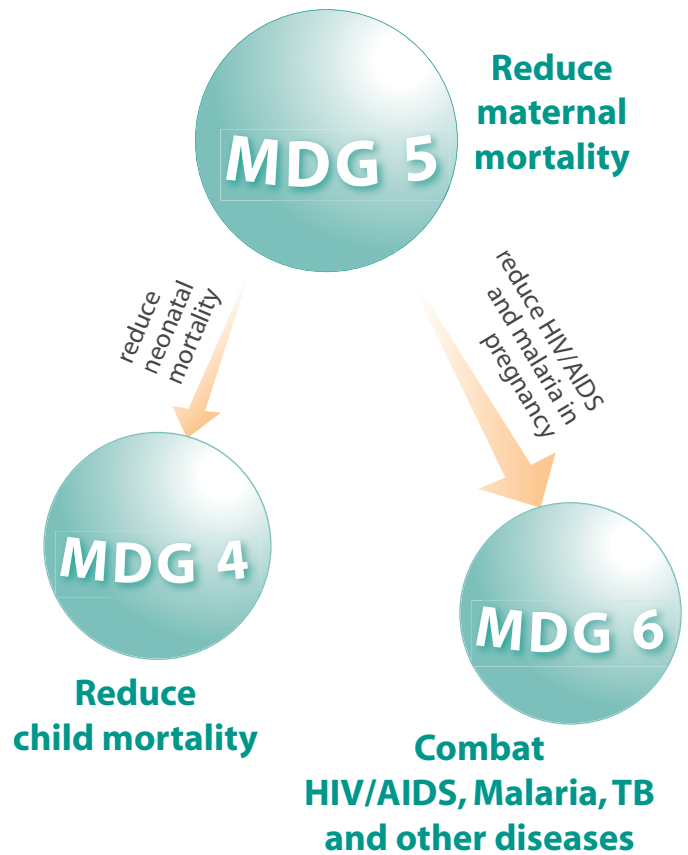
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maternal and newborn survival and improvement of health. It includes guidance and tools to improve the health system response, health workers skills, and family and community action and care.

The MPS global strategic approach comprises four strategic areas:

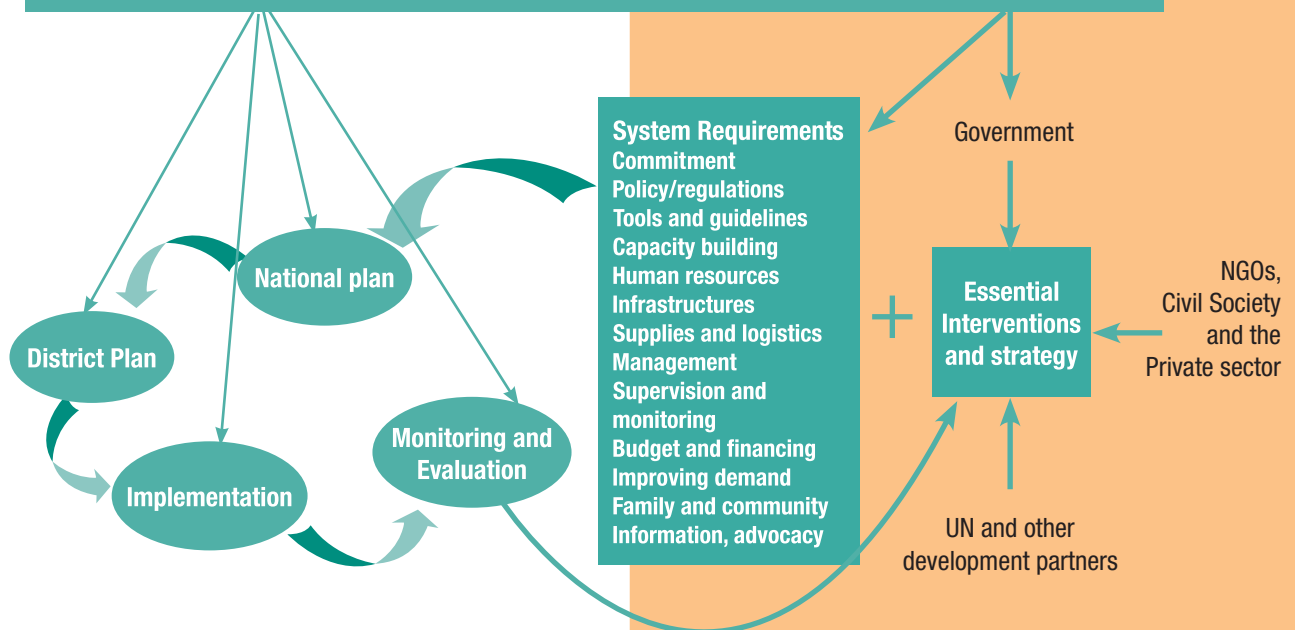
- ▣ **Strategic direction 1**  
Building a conducive social, political and economic environment to support timely actions in countries
- ▣ **Strategic direction 2**  
Responding to country needs to achieve universal coverage of essential interventions that will ensure skilled care at every birth within the context of a continuum of care
- ▣ **Strategic direction 3**  
Building effective partnerships across relevant programmes and partners for coordinated actions in countries
- ▣ **Strategic direction 4**  
Strengthening assessment, monitoring and evaluation for better decision-making by policy-makers and planners

**Maternal Health (MDG 5) provide a unique opportunity to address MDG 4 and MDG 6**



## Operational framework of support to countries

**WHO/MPS main inputs: building capacity, supporting implementation of evidence-based norms and interventions, policy and programme support, providing technical support and assistance, monitoring and evaluation, building partnerships and consensus, information, advocacy and resource mobilization**



*Ensuring skilled care for every birth*