



Editor's Note

Welcome to the first issue of PPH Insights!

This newsletter marks an important milestone in our collective journey to end preventable maternal deaths caused by postpartum hemorrhage (PPH). At the PPH Foundation, we believe that safe motherhood begins with informed communities, empowered health workers, and coordinated action across every level of care. Across Kenya and beyond, the call to Take a Step for Her has grown into a movement that unites communities, health professionals, policymakers, and partners in one shared mission; to make childbirth safe for every woman.

The stories in this edition reflect that momentum. From the powerful turnout at the 2025 PPH Awareness Run and the expansion of the ROAMING Blood Bank, to the declaration of 5 October as World Postpartum Haemorrhage Day at the FIGO Congress in Cape Town, each milestone demonstrates what can be achieved when awareness meets action.

We have seen remarkable leadership from county governments, unwavering support from national institutions,

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and renewed commitments from global partners. The participation of more than 10,000 Kenyans in this year's run, the growing presence of PPH Foundation initiatives in the regions, and the strong media coverage all affirm that the message of safe motherhood is resonating more deeply than ever.

As we look ahead to 2026, the Foundation's upcoming Training School, PPH Conference, and next Awareness Run promise to build on this progress. These efforts, together with ongoing innovations and advocacy, will strengthen capacity, connect communities, and sustain the momentum toward zero preventable maternal deaths.

To all our partners, sponsors, and supporters; thank you for walking this journey with us. Every story shared here is a testament to your commitment and collaboration. Together, we are not just raising awareness; we are rewriting the story of maternal health in Kenya and beyond.

Together, we take a step for her.



Warm regards,
Rose Mukonyo
Project Administrator, Public
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PPH Foundation

Feature

The PPH Run

National Outlook: The PPH Run 2025; A United Movement for Mothers



The PPH Run 2025 cemented its place as Kenya's foremost public health advocacy event, bringing together over 10,000 participants at the Ulinzi Sports Complex in Nairobi and nearly 2,000 more across regional centres. Themed End Postpartum Haemorrhage: Run for Her and Save Her Life, the event transcended geographical, institutional, and professional boundaries, uniting policy makers, healthcare workers, students, humanitarian agencies, civil society, and corporate partners in one shared mission, to save mothers' lives.

From its modest beginnings in 2024, the Run evolved into a continental movement. In 2025, it expanded to six additional Kenyan counties and four African nations; Tanzania, Uganda, Rwanda, and Zambia, demonstrating Africa's growing commitment to ending preventable maternal deaths. The day was marked by the spirit of solidarity, inclusivity, and purpose, as thousands of men, women, and children filled the streets with colour and energy.

The Nairobi event was officiated by Dr Patrick Amoth, Director General for Health, who reaffirmed government actions to strengthen maternal health. He highlighted the rollout of essential PPH medicines and national training programmes for healthcare providers, aligning with the End PPH Initiative's goal of zero maternal deaths from bleeding after childbirth.

Universities, hospitals, and professional associations formed the backbone of participation, while the presence of international partners like WHO, UNICEF, and FIGO reflected the growing global momentum. Media coverage amplified the message nationwide, ensuring that the call to Run for Her reached millions.

Feature: PPH Run

The success of the PPH Run 2025 demonstrated what coordinated advocacy, community engagement, and institutional partnership can achieve. It was not just a run, but a national statement of unity, compassion, and commitment; Kenya's collective stride toward a future where no mother dies while giving life.

Regional Round-Up: PPH Run 2025 Spreads the Call to Save Mothers

The 2025 edition of the PPH Run became a powerful national movement, extending beyond Nairobi to six regions; Homabay, Kajiado, Kakamega, Makueni, Mombasa, and Eldoret, uniting Kenyans under the theme "End Postpartum Haemorrhage: Run for Her, Save Her Life." Coordinated by the Kenya Obstetrical and Gynaecological Society (KOGS) through its regional presidents, the runs brought together county governments, hospitals, universities, and local partners, all supported by the National Organising Committee to maintain a unified campaign identity.

In Eldoret, health professionals and officials from as far as Nandi and West Pokot called for better blood transfusion services and emergency obstetric care, with KOGS pledging to make the run an annual advocacy platform. Homabay's event, led by boda boda riders and youth groups, focused on teenage pregnancy and safe delivery, with local leaders promising to institutionalize the PPH Run and strengthen emergency obstetric capacity.

Kajiado hosted one of the most colourful events, drawing over 800 participants, including Morans and Shuka women. Discussions centred on curbing home deliveries, improving maternal nutrition, and addressing harmful cultural practices. County leaders pledged to invest in essential

supplies like Non-Pneumatic Anti-Shock Garments and enhance data systems for maternal health tracking.

In Kakamega, health leaders from Bungoma and Busia joined the run, which sparked dialogue on blood shortages and emergency preparedness. The county committed to forming a maternal health task force and supporting vulnerable teenage mothers through social protection programmes. Makueni's run through Wote Town, accompanied by a marching band, reinforced the importance of antenatal care and hospital deliveries.

Mombasa recorded the largest turnout, with over 3,000 participants, wide stakeholder participation, and emotional testimonies from PPH survivors. Dr Mitei, KOGS Coast Regional President, highlighted anaemia as a key risk for women in low-altitude areas.

Across all regions, the 2025 PPH Run emerged as more than a sporting event; it was a united call to action for safer motherhood and stronger local health systems.



Sections of activities during the regional PPH Run, 2025



Feature: PPH Run

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Strong Media Coverage

The 2025 PPH Awareness Run made a strong impact across Kenya's media landscape, transforming a sporting event into a national movement for maternal health advocacy. Major outlets including The Standard, The Star, Kenya News Agency, Health Business Kenya, and vernacular stations covered the event, amplifying the call to end preventable maternal deaths caused by postpartum haemorrhage, the leading cause of maternal mortality in Kenya.

Held under the theme Run for Her, the event united participants nationwide, with simultaneous runs in Nairobi, Mombasa, Eldoret, Kakamega, Homa Bay, and Makueni. Media reports captured not only the energy of the day but also the shared commitment of healthcare professionals, policymakers, private sector partners, and communities to act against the silent tragedy of PPH.

Coverage went beyond the races themselves, sparking national conversations about emergency obstetric preparedness, blood availability, and the need to strengthen Kenya's health systems. The stories also highlighted the leadership of the PPH Foundation in driving awareness and partnerships that translate advocacy into real change. Through broad national and regional attention, the 2025 run achieved more than visibility; it renewed public resolve to make PPH prevention a shared national priority and pushed awareness into tangible action.

In partnership with UNICEF, the PPH Foundation further strengthened advocacy by training journalists on accurate and data-driven reporting about postpartum haemorrhage and maternal health. The training equipped reporters with knowledge, tools, and insights to help the public better understand the risks, causes, and prevention of PPH.

This collaboration has built a strong network of informed journalists dedicated to sustained coverage of maternal health. Through their storytelling, they are shaping public dialogue, influencing policy, and helping families appreciate the importance of skilled care during childbirth; a growing national media movement committed to saving mothers' lives and advancing safe motherhood across Kenya.



The Director General of Health During a media interview after the PPH Run, 2025 at Ulinzi sports complex in Nairobi

UPDATES:



Training and Capacity Building

Training of EPPH Advocacy Champions Builds a Powerful Movement for Maternal Health

In a major step to strengthen public awareness and community engagement in the fight against postpartum haemorrhage, the End Postpartum Haemorrhage Initiative (EPPH-i) under the PPH Foundation trained and commissioned over 200 advocacy champions across Kenya. The initiative sought to build a critical mass of advocates to amplify the campaign's message through awareness creation, social media engagement, and community mobilisation.

The participants included social media influencers, journalists, midwives, nurses, clinicians, and medical and nursing students from the University of Nairobi, Kenyatta University, JKUAT, Mount Kenya University, and KMTC, as well as healthcare workers from Level 3 to Level 6 hospitals in Nairobi and Makueni counties. Supported by the International Centre for Reproductive Health Kenya (ICRH-K) and Better4Kenya, the training was led by leading maternal health experts including Prof Moses Obimbo Madadi, Dr Frederick Kireki Omanwa, Prof Anne Kihara, Dr Eunice Atsali, Dr Bridgette Wandji, and Prof Julius Ogeng'o.

The sessions featured interactive presentations, discussions, and role plays on the causes, risk factors, and management of postpartum haemorrhage, global and national maternal health frameworks, and effective

advocacy strategies under the Run for Her campaign. Champions were also guided on linking research with advocacy, showing how scientific evidence can strengthen maternal health action.

Journalists underwent a focused three-day training on accurate, ethical, and impactful reporting of maternal health. The interaction between health experts and the media created a shared understanding of the urgency to act and the influence of storytelling in saving lives.



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>> *Training & Capacity Building: Cont'd. from Pg. 5*

Since their commissioning, the advocacy champions have become the driving force of the EPPH-i movement, mobilising participants for the PPH Run 2025, promoting blood donation through the Roaming Blood Bank, and leading online and community conversations. Through this effort, the PPH Foundation is nurturing a new generation of informed, passionate advocates dedicated to ending preventable maternal deaths and ensuring every mother's life is valued.



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Training sessions for EPPH advocacy champions

Activities

ROAMING Blood Typing and Donation Scheme

A Lifeline in Motion

In 2025, the PPH Foundation piloted the ROAMING Blood Typing and Donation Scheme, an innovative initiative aimed at ensuring safe, readily available blood for mothers, particularly in rural and underserved areas. Implemented under the End Postpartum Haemorrhage Initiative (EPPH-i), ROAMING; Rural Outreach and Mobilization Initiative for Network Growth, was inspired by the concept of a walking blood bank, linking communities directly to lifesaving blood services. The project seeks to bridge critical gaps in Kenya's blood supply chain, especially during obstetric emergencies, and complements the awareness efforts of the Run for Her campaign.

Over an 11-day pilot phase, more than 800 units of blood were collected across twelve sites; seven in Nairobi County and others in Homabay, Kajiado, Kakamega, Mombasa, and Eldoret, coinciding with the PPH Run 2025. Nearly 760 individuals underwent on-site blood group testing using Eldon Cards..

Each participant consented to join a new digital donor network, forming the base for a mobile application that will match donors to patients in real time. The initiative was powered by strong partnerships between the PPH Foundation, the University of Nairobi, the Kenya Obstetrical and Gynaecological Society, and the Midwives Association of Kenya, alongside the Ministry of Health, Kenya Red Cross Society, Kenya Tissue and Transplant Authority, Eldon Biologicals A/S, and the Nairobi County Government.



“The project seeks to bridge critical gaps in Kenya's blood supply chain, especially during obstetric emergencies, and complements the awareness efforts of the Run for Her campaign.”

Beyond blood collection, the project produced a digital blood group registry and a prototype web-based management system. The pilot proved that community-driven, tech-enabled blood collection is both feasible and impactful. The next phase will expand ROAMING to more rural counties, integrating Artificial Intelligence and mobile technology to strengthen donor coordination and save more mothers' lives.



Updates

Partnerships and Collaborations

Building Stronger Partnerships to End Postpartum Haemorrhage

The success of the End Postpartum Haemorrhage Initiative (EPPH-i) under the PPH Foundation is built on strong partnerships across government, academia, civil society, the private sector, and international development agencies. In 2025, the Foundation expanded this network, uniting committed partners to ensure no mother dies from preventable bleeding after childbirth.

Longstanding collaborators including the Ministry of Health, University of Nairobi, Kenya Obstetrical and Gynaecological Society (KOGS), Midwives Association of Kenya, UNICEF, WHO, CHAI, CHAK, MEDS, LWALA Community Alliance, Eldon Biologicals, FERRING Pharma, and the World Bank continued to provide vital technical, material, and advisory support. These partnerships have influenced maternal health policy, strengthened emergency obstetric care, and powered key interventions such as the ROAMING Blood Bank and the national PPH Run.

New alliances formed in 2025 with the Beginnings Fund, ICRH-Kenya (OMMI), Gates Foundation, AMREF Health Africa, KEWOPA, Kenya Scouts and Girl Guides Associations, Council of Elders, Council of Governors, and Ruai Family Hospital infused new energy and expanded advocacy to youth, faith groups, and community networks.

A key milestone was the EPPH-i Journalist Colloquium, held in July 2025 at the Stanley Hotel with UNICEF support, where journalists from over twenty media houses were trained on postpartum haemorrhage reporting. This led to extensive media coverage, community engagement, and mobilisation for the 2025 PPH Run. Another highlight was the Fifth Stakeholders' Consultative Forum, convened on 22 August 2025 at Pan Pacific Suites, which reviewed progress and planned upcoming campaigns, with partners pledging continued logistical, material, and communication support.

UNICEF supported training and communications; the Beginnings Fund provided logistics; CHAI and AMREF Health Africa led stakeholder mobilisation; LWALA Community Alliance hosted the forum; and ICRH-Kenya, Better4Kenya, FERRING Pharma, FIGO, Ruai Family Hospital, MSI Reproductive Health, MEDPAL, and BOYA Ltd offered sponsorships and logistical aid. The Foundation also acknowledges the county governments of Nairobi, Mombasa, Homabay, Kakamega, Kajiado, Makueni, and Uasin Gishu, alongside the Kenya Red Cross Society, Kenya Defense Forces, and National Police Service for ensuring coordination and safety.

Together, these partnerships reflect a united national commitment to make every birth safe and end postpartum haemorrhage for good.



Participants during the 5th PPH Stakeholders' forum at Pan Pacific Suites in Nairobi on 22nd August, 2025

GLOBAL UPDATE

Global Action on PPH

World Postpartum Haemorrhage Day

A major milestone in the global maternal health agenda was achieved at the International Federation of Gynecology and Obstetrics (FIGO) World Congress, where 5 October was officially declared as World Postpartum Haemorrhage Day. The new global observance will be marked annually to raise awareness, strengthen advocacy, and accelerate efforts to end preventable deaths caused by excessive bleeding after childbirth.

The declaration, endorsed by FIGO, the World Health Organization, and the International Confederation of Midwives, reflects a growing global commitment to coordinated action against postpartum haemorrhage, which remains the leading cause of maternal deaths worldwide. It also reinforces the updated WHO guidelines calling for early intervention once blood loss reaches 300 millilitres, along with the use of a comprehensive treatment bundle to save lives.

Importantly, this global recognition aligns closely with the vision and advocacy efforts of the PPH Foundation, which has consistently championed awareness, innovation, and system readiness in the prevention and management of postpartum haemorrhage. The concept of dedicating a day

to PPH awareness has long been part of the Foundation's agenda, and its realisation at the global level marks a proud and affirming moment for the organisation and its partners.

For Kenya and the region, World PPH Day provides an opportunity to unite governments, health institutions, and communities around a shared goal; zero preventable maternal deaths. It is a call to action for all stakeholders to support awareness campaigns, policy advocacy, and training initiatives aimed at saving mothers' lives.

Each year on 5 October, the PPH Foundation invites partners, sponsors, and the public to join this global movement; to honour mothers, champion safer childbirth, and reaffirm the collective commitment to safe motherhood for all.

Global Guidelines Bring New Force to the Fight Against PPH

The global campaign to end postpartum haemorrhage (PPH) has taken a major step forward with the World Health Organization's release of updated recommendations on

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Prof. Moses Obimbo and other speakers at welcome ceremony of the XXV FIGO Congress in Cape Town on 5th October, 2025

>> *Global Action on PPH: Cont'd. from Pg. 9*

the assessment and management of PPH, alongside a strategic Roadmap for 2023–2030. These landmark instruments mark a turning point for the global movement championed by the PPH Foundation and its partners in Kenya and beyond.

Published in late 2023, WHO's Recommendations on the assessment of postpartum blood loss and use of a treatment bundle for postpartum haemorrhage introduced two key changes: the shift from visual estimation to objective measurement of blood loss at birth, and the formal endorsement of a treatment bundle for PPH care. The accompanying Roadmap to Combat Postpartum Haemorrhage 2023–2030 provides a global framework for coordinated investment, innovation, and advocacy to reduce the burden of PPH, particularly in low- and middle-income countries.

The new recommendations replace outdated or inconsistent national protocols by offering clear, evidence-based guidance: measure blood loss using calibrated tools and, once PPH is detected, implement a standardized bundle of interventions including uterotonics, uterine massage, tranexamic acid, and

timely escalation measures. These align closely with the clinical and advocacy agenda of the PPH Foundation and the End Postpartum Haemorrhage Initiative (EPPH-i).

For Kenya, the guidelines validate ongoing efforts and create renewed opportunity to strengthen maternal health systems. They reinforce the country's commitment to evidence-based care while driving resource mobilisation and policy implementation at national and county levels. In his global presentations, Prof Moses Obimbo has cited the WHO updates as a catalyst for scaling Kenya's progress and sharing lessons internationally.

Going forward, the PPH Foundation will use the WHO guidance as a benchmark for training, monitoring, and evaluation. It will guide the procurement of life-saving supplies such as heat-stable uterotonics and measurement devices, support community mobilisation, and shape advocacy for systemic change. Together, these tools mark a shift from awareness to action, moving the global PPH movement toward measurable, lasting impact.



Science Corner

The heredity factor in Postpartum haemorrhage

Although in many cases of postpartum haemorrhage (PPH) no risk factor(s) can be identified, the list of risk factors for PPH continues to grow. Research evidence suggests that heredity plays a significant role. A study in Norway using medical birth registry in about 1million parent-offspring combinations revealed that a history of PPH among close Relatives influences recurrence risk of PPH in a pattern consistent with the proportion of shared genes. The recurrence was higher through the maternal line. Accordingly, the recurrence between siblings was highest between full sisters, followed by maternal half- sisters, paternal half-sisters and partners of full brothers¹. Further evidence came from a recent prospective study in France on a cohort of 16,382 women over a period of 3.5 years, also showing that a family history of PPH may be a risk factor for postpartum haemorrhage after vaginal delivery. These two studies suggested a hereditary haemorrhagic phenotype². Only last year, scientists identified possible genes that may be responsible for PPH³.

Sources:

1. Linde et al. Acta Obstet Gynecol Scand, 2021; 100(2): 2278-2284
2. Anouilh et al. Am J Obstet Gynecol MFM, 2023; 5(9):101062
3. Westergaard et al. Nat Genet, 2024; 56(8): 1597-1603

EVENTS UPDATE

Looking Ahead: Upcoming Events

Strengthening Capacity and Building Momentum for 2026

As part of its continued commitment to end preventable maternal deaths, the PPH Foundation is preparing key activities in 2026 designed to deepen impact through research, innovation, and public engagement. These plans build on the momentum from global discussions at the recent FIGO Congress, where Professor Moses Obimbo Madadi emphasised the importance of coordination, preparedness, and strengthened systems to reduce deaths from postpartum haemorrhage.

The PPH Awareness Run 2026 will once again rally communities across Kenya around the cause of safe motherhood. Building on the success of past editions, the upcoming run will combine public awareness, health education, and community participation. It will also feature a nationwide blood donation drive in support of the ROAMING Blood Bank initiative, linking citizen involvement directly to lifesaving action for mothers.

The third edition of the PPH Run, scheduled for September 27, 2026, will be scaled to twelve new counties and

extended to eight additional African countries. Plans are also underway to expand the Run's global reach, with pilot events expected in India, the United States, and the United Kingdom. This expansion marks a new chapter in the internationalisation of Kenya's leadership in maternal health advocacy and community mobilisation.

Complementing these efforts, the ROAMING Blood Typing and Donation Scheme will be scaled to two high-priority rural counties, Vihiga and Murang'a. Through systematic blood drives and the integration of Artificial Intelligence for donor matching and logistics, the initiative aims to build a more responsive, data-driven blood supply network for maternal emergencies.

The PPH Foundation remains committed to working with its partners, sponsors, and health institutions to ensure that 2026 becomes a year of stronger systems, greater awareness, and renewed global solidarity in the fight to end postpartum haemorrhage.

Closing Reflections

Together, We Take a Step for Her

As we close this edition, we reflect on a year of remarkable progress and unity. From the thousands who turned out across Kenya and beyond for the PPH Run, to the health workers and communities strengthening local action in the counties, every step taken has moved us closer to a future where no mother loses her life while giving life.

Across the nation, the Roaming Blood Bank has shown what innovation can achieve when compassion meets technology, while the launch of the new WHO guidelines has renewed global momentum for safer childbirth. On the world stage, Professor Moses Obimbo's engagements; from FIGO to high-level global forums, have placed Kenya at the centre of a growing international movement to end postpartum haemorrhage.

These stories, and the partnerships that make them possible, remind us that the journey toward safe motherhood is one of shared purpose. Each collaboration, each act of generosity, and each commitment strengthens the bridge between knowledge and action.

As we look to 2026, with new trainings, advocacy efforts, and community outreach on the horizon, we invite every reader, partner, and supporter to continue taking that step for her, to run, to give, to act, and to help make safe motherhood a lasting legacy for generations to come.



Prof Anne Kihara, the president of FIGO leading participants during the PPH Run, 2025 at Ulinzi Sports Complex on 28th September, 2025

PPH Foundations Partners

