



Editor's Note

Shared vision, growing partnerships

As we close 2025, we are excited to share the second edition of PPH Insights, our monthly newsletter that keeps stakeholders, partners, and the public updated on postpartum haemorrhage (PPH) and maternal health. This platform ensures timely information, evidence-based insights, and practical updates on initiatives saving mothers' lives across Kenya and beyond.

In this edition, readers will find EPPH Project Lead's reflections on the End PPH Initiative and its growing global influence; stakeholder mobilization and engagement involving national and county governments, the Council of Governors, professional and student associations, global health organizations, humanitarian agencies, universities, research institutions, non-profits, consultancy firms, healthcare providers, and the media; and media advocacy efforts, including 10 stories across TV, radio, newspapers, and digital platforms.

We highlight preparations for 2026 milestone activities: the PPH Autumn School, ROAMING Blood Drive, PPH Data Ecosystem, Research & Development agenda, World PPH Conference, 3rd PPH Run, and World PPH Day, alongside efforts to expand stakeholder networks and strengthen media advocacy.

Cont'd. on Pg. 2>>

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From The EPPH Project Lead


Ending postpartum haemorrhage demands vision, unity and bold action. Over the past year, the End PPH Initiative, under the PPH Foundation in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society, and Midwives Association of Kenya, has grown into a stronger, more coordinated force, deepening partnerships with county governments, national institutions, professional bodies and civil society. The 6th Stakeholders' Consultative Forum reaffirmed that eliminating PPH is not a health sector task alone, but a shared agenda requiring political goodwill, community involvement, and cross-sector collaboration.

Our work is also attracting interest beyond Kenya, with countries across Africa and partners in other continents looking to learn from our approaches such as the ROAMING blood bank model, strengthened referral systems and community-led awareness efforts. This growing exchange reflects our broader ambition, to position the PPH Foundation as a continental and global leader in PPH elimination.

As we look towards 2026, we shift from awareness to measurable impact. Initiatives like the PPH Run, the PPH School and the scaling up of emergency blood access will build capacity, strengthen systems and save lives. My vision is a movement that transcends borders, united by evidence, innovation and the belief that no woman should die from preventable bleeding after childbirth. Together, we can make PPH history.



*Prof Moses Obimbo
End PPH Initiative Project Lead*

 *No mother dies from
preventable bleeding
after childbirth*

>> *Editor's Note: Cont'd. from Pg. 1*

The newsletter also brings you the Science Corner, offering clinical insights, research highlights, and innovations in PPH prevention and management, as well as the PPH Foundation's Daily Pulse, our online bulletin providing daily updates, feature stories, and expert perspectives.

Through these segments, PPH Insights reflects a shared vision, growing partnerships, and a global movement toward a future where no mother dies from preventable postpartum bleeding.



*Warm regards,
Rose Mukonyo
Project Administrator,
Public Relations & Media
Liaison officer
PPH Foundation*

Updates

Stakeholder Mobilization and Engagement

Communities, institutions and leaders are increasingly recognizing PPH as a national priority

The End-PPH Initiative, a project of the PPH Foundation, in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society of Kenya and The Midwives Association of Kenya, continues to deepen collaboration across sectors through deliberate stakeholder mobilisation and coordinated engagement. In the activities leading up to the 6th PPH Stakeholders' Consultative Forum, the initiative convened a wide coalition of partners, including representatives from national and county governments, the Council of Governors, medical professional associations, medical student associations, global health organisations, humanitarian agencies,

its growing continental influence. Through these shared commitments, the End-PPH Initiative continues to build a strong, coordinated movement dedicated to safeguarding mothers' lives.

Following the PPH Run, media advocacy entered a stronger phase marked by sustained coverage, deeper partnerships and increased national visibility for the End-PPH Initiative. In the weeks after the event, mainstream outlets continued to highlight the outcomes of the run, the ROAMING blood initiative and Kenya's leadership in continental PPH advocacy. In the month of November alone, a total of ten stories were published across television, radio, newspapers and digital



consultancy firms, non-profit organisations, global research bodies, universities, healthcare institutions and the media. This diverse participation reflected a shared recognition that ending postpartum haemorrhage demands collective effort.

Discussions centred on expanding community awareness, strengthening provider training, improving referral pathways and enhancing access to blood and emergency care. Stakeholders also reviewed the forthcoming WHO-aligned PPH guidelines, with many expressing readiness to support rapid adoption once released for local use. Counties signaled strong interest in scaling the ROAMING blood and typing scheme and advancing data-driven decision-making. Professional bodies committed to standardizing PPH protocols, while academic and research institutions pledged to support implementation research, monitoring tools and training.

Development partners highlighted opportunities for technical collaboration and expressed interest in adapting Kenya's emerging model to other regions, reinforcing

platforms, with a strong focus on creating awareness on PPH, the ROAMING blood initiative and neonatal health, reinforcing the broader maternal health agenda.

Digital engagement also grew, with trained journalists and social media influencers continuing to amplify key messages beyond the event period. Their consistent reporting has strengthened public understanding of PPH as a preventable cause of maternal death and expanded the narrative around timely action and community-led solutions.

Looking ahead, the PPH Foundation, in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society and the Midwives Associations of Kenya, plans to broaden its media partnerships at national and county levels. This will include expanded collaborations with community radio stations, newsroom health desks and regional content creators to localize PPH storytelling. The Foundation will also roll out structured digital campaigns aligned with World PPH Day, the PPH Academy in collaboration with WHO and the upcoming 2026 PPH Run.

Media Advocacy

Sustained coverage, deeper partnerships, increased visibility

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Amplifying PPH messages beyond the event period deepens public understanding and strengthens community solutions



PPH Run



Setting the Stage for 2026

With growing momentum from partners and stakeholders, preparations for 2026 are fully underway under the leadership of Prof Moses Obimbo, the End PPH Initiative Project Lead. The year ahead marks a decisive shift from awareness to implementation, with coordinated efforts to scale programmes, strengthen systems and position Kenya as a continental and global leader in ending postpartum haemorrhage.

Key milestones include the first World PPH Conference scheduled for 22 to 24 July, followed by the PPH Research Week from 13 to 17 July, which will advance evidence generation and cross-disciplinary collaboration. The launch of the national PPH Data Dashboard in June will support data-driven decision-making, while the PPH Autumn School and the ROAMING Blood Drive planned for March to April will build provider capacity and improve emergency readiness.



Momentum from partners and stakeholders is setting the stage for national and continental impact

Preparations for the 3rd PPH Run on 27 September and the World PPH Day commemorations on 5 October have also begun, with an expanded goal of reaching all 47 counties and strengthening regional participation across Africa. These activities will be supported by enhanced media advocacy, broader community engagement and deliberate expansion of the stakeholder base, ensuring stronger national ownership and global resonance.

Together, these initiatives signal a bold, coordinated plan to accelerate progress and save mothers' lives.



GLOBAL UPDATES

Connecting With Global Action


Building Stronger Partnerships to End Postpartum Haemorrhage

Global momentum toward ending postpartum haemorrhage has continued to grow, and the End PPH Initiative, in collaboration with the University of Nairobi, KOGS and the Midwives Association of Kenya, is aligning its work with these international developments. During the 6th Stakeholders Meeting, the concept of the PPH School was introduced as a major step toward continuous learning for healthcare providers. This aligns closely with the WHO PPH Academy, which is strengthening global capacity through accessible digital training and updated technical guidance. Together, these two platforms create a pipeline for practical learning, in-service skills development and the adoption of the new WHO PPH guidelines at national and subnational levels.

The announcement of the World PPH Day marked a historic moment for the PPH Foundation. It provides a rallying point for Kenya and the global community to push unified messaging, evidence-based advocacy and stronger public awareness. For the Foundation, preparations for 2026 include early stakeholder mobilisation, coordinated

campaigns, development of targeted communication materials and alignment with global partners to ensure that messages reach communities, policymakers and health workers.

By connecting Kenya's work with worldwide action, the End PPH Initiative positions the country as a leading voice in shaping the direction, tools and momentum for eliminating postpartum haemorrhage.

 *Kenya is aligning its work with global momentum to end postpartum haemorrhage*



Science Corner

County Governments Stakeholder Engagement

Counties are becoming hubs for local innovation, policy uptake, and maternal health accountability

County governments continue to play a defining role in advancing the End PPH Initiative across Kenya. Over the past months, the PPH Foundation in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society, has strengthened its engagement with counties through targeted follow-ups, coordination meetings and direct collaboration with county health departments. These engagements have focused on maintaining the gains made during the 2025 activities, improving county level preparedness for maternal emergencies and ensuring counties remain central partners in the national movement to end postpartum haemorrhage.

Plans are already underway through the Council of Governors Health Committee to deepen county-level involvement in PPH prevention and response. Counties have

expressed interest in scaling the roaming blood programme, participating in the 2026 PPH Run and adopting the new WHO aligned PPH guidelines once released for local use. Several counties have also begun discussions on dedicated advocacy efforts, data strengthening and community mobilisation strategies, signalling a growing commitment to advancing PPH interventions at subnational level.

The Foundation is working closely with county officials to build stronger ownership of PPH interventions and to ensure each county becomes an active hub for local innovation, policy uptake and maternal health accountability. This year's focus is to transition counties from participation to leadership in the PPH agenda.

“Plans are already underway through the Council of Governors Health Committee to deepen county-level involvement in PPH prevention and response.”



Engaging Different Arms of Government

National leadership is essential to sustain momentum in PPH elimination

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.

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.

“The project seeks to bridge critical gaps in Kenya's blood supply chain, especially during obstetric emergencies



Activities

Stakeholder Feedback and Commitments

Stakeholders are committed to scaling the Initiative into all 47 counties

During the 6th Stakeholders Meeting, stakeholders provided extensive reflections on the End PPH Initiative, highlighting strengths, emerging challenges and clear action points. Many expressed pride in the Initiative's growth, acknowledging the strong collaboration that enabled the 2025 activities, especially the expansion of county participation, community mobilisation, and the launch of new programmes such as the Roaming Blood Scheme. Stakeholders recognized the consistency of media advocacy, the inclusion of diverse groups and the strong engagement from midwives, clinicians, youth networks and county teams.

They also identified areas requiring greater attention, including the need for deeper county-level political goodwill, improved partnership mapping, enhanced local media engagement and stronger mobilisation of youth, influencers and academic institutions. Stakeholders underscored the importance of more coordinated logistics and early planning for national events.

Across all groups, there was a strong commitment to scaling the Initiative into all 47 counties, strengthening advocacy through the Council of Governors, engaging First Ladies and county health officers, and building a culture of regular blood donation. Stakeholders also pledged to amplify PPH messaging through their networks and support innovations such as the PPH School, the data dashboard and the continued rollout of the Roaming Blood Scheme.



“Strong collaboration enabled the expansion of county participation, community mobilisation, and the launch of the Roaming Blood Scheme”

Science Corner

Climate Change and Maternal Health

High Temperatures/Heat stress increase the risk of Postpartum Hemorrhage

Climate change has been implicated in increasing the risk of postpartum hemorrhage through direct effects of heat stress occasioned by heat waves and extreme weather events^{1,2}, and indirectly through food and water security that may result in anemia and other nutritional deficiencies³.

The effects of climate change also increase co-morbidities directly associated with PPH such as anemia, pre-eclampsia, gestational diabetes mellitus, placenta abruptio, antepartum hemorrhage, premature rupture of membranes and material infection, as well as disrupting access to essential supplies and commodities⁴.

Heat stress in particular predisposes to uterine atony putatively through morphological and functional disruption of the uterine smooth muscle and inflammation. A recent study at the coastal county of Kilifi, in Kenya which experiences high ambient temperature revealed that there is a link between high ambient temperature and prolonged postnatal bleeding⁴.

These studies suggest that appropriate heat adaptation options such as body cooling behavior, and minimizing exposure to excessive heat may constitute mitigating actions to reduce postpartum hemorrhage.

References

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5. Photo by ArtHouse Studio: <https://www.pexels.com/photo/a-person-wearing-a-brown-sweater-holding-a-burning-globe-4310289/>



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Activities

The PPH Foundation's Daily Pulse

The PPH Foundation launched Daily Pulse to ensure timely, accurate and accessible information on postpartum haemorrhage reaches health professionals, policymakers, stakeholders and the public. With PPH remaining one of the leading causes of maternal death, staying informed on best practices, research updates, and community interventions is critical for saving lives and strengthening maternal health systems. Daily Pulse provides a platform to share evidence-based insights, highlight innovations, and showcase ongoing efforts across Kenya and beyond.

Stay up to date with the PPH Foundation's Daily Pulse, our online bulletin that brings you fresh and insightful content on postpartum haemorrhage every day. Below are some of the most-read and shared stories from the last month:

The Hidden Causes of Postpartum Hemorrhage; a deep dive into the medical, tissue-related and clotting triggers behind PPH.

<https://endpph.com/pulse/the-hidden-causes-of-postpartum-haemorrhage>

The Emotional and Social Impact of Postpartum Haemorrhage; a reflective piece on the often-overlooked psychological and family effects experienced by survivors.

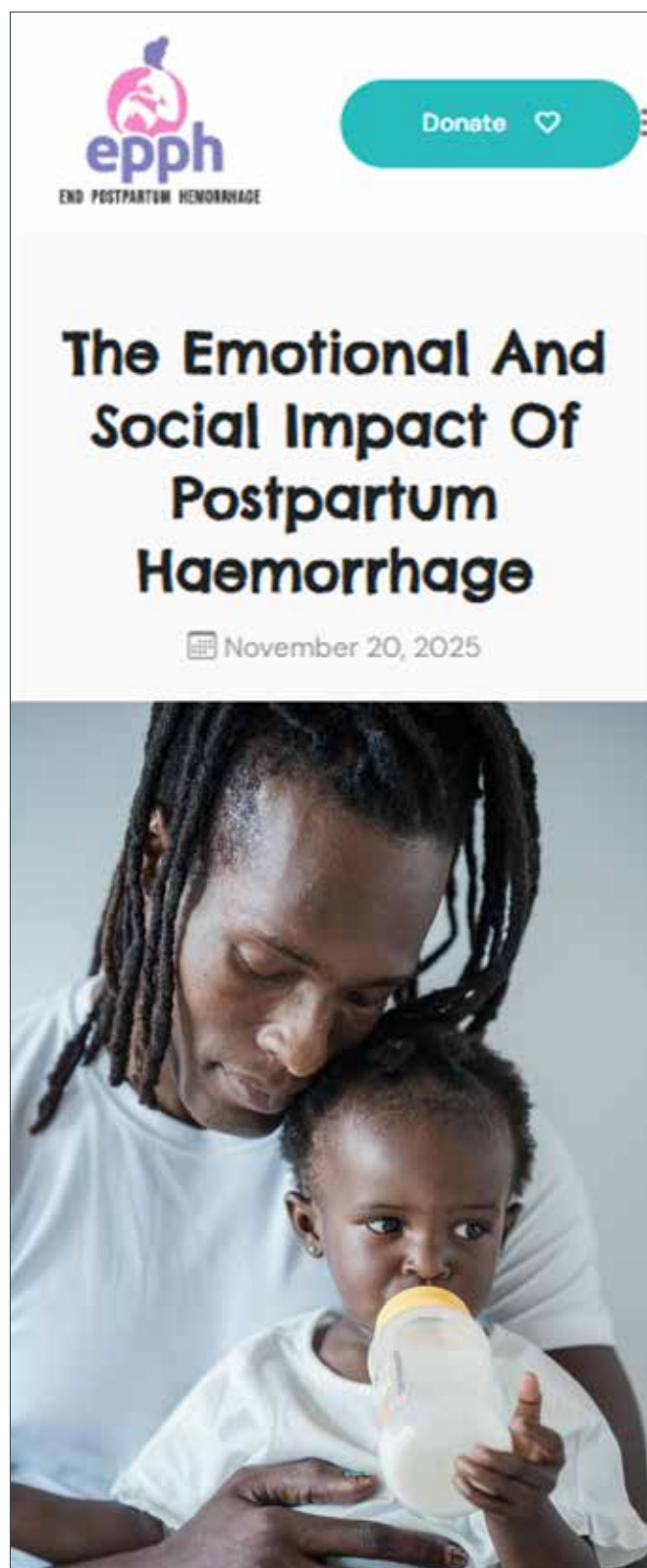
<https://endpph.com/pulse/the-emotional-and-social-impact-of-postpartum-haemorrhage>

What To Do When PPH Happens: Emergency Response; a practical guide on immediate actions to take when PPH occurs to save lives.

<https://endpph.com/pulse/what-to-do-when-pph-happens-emergency-response>

We encourage you to visit the website regularly for new articles, from clinical insights and research updates to personal stories and policy developments. Bookmark the Daily Pulse page and check in daily for fresh content on everything from A to Z about PPH.

“PPH Foundation's Daily Pulse, our online bulletin that brings you fresh and insightful content on postpartum haemorrhage every day



Closing Reflections

Momentum built so far is only the beginning of a much larger movement

As we conclude this second edition, we acknowledge the growing energy and collective commitment that continue to shape the End PPH Initiative. The progress highlighted in this issue reflects the dedication of partners across counties, national leadership, the media, professional bodies and community networks who are working together to elevate postpartum haemorrhage as a national priority.

The journey ahead calls for sustained collaboration, deeper engagement and stronger alignment with global action. With the upcoming programmes, expanded county partnerships, the World PPH Day preparations and the road toward the 2026 Run, the momentum built so far is only the beginning of a much larger movement.

We extend our appreciation to every stakeholder who continues to contribute insights, leadership and action. Thank you for staying connected with the PPH Foundation. Together, we remain committed to safeguarding mothers' lives and driving Kenya toward a future where postpartum haemorrhage is no longer a threat to women and families.



PPH Foundations Partners

