



2026
HAPPY NEW YEAR

Editor's Note

Steady Progress, Growing partnerships, Stronger Voices

This edition of the newsletter reflects a year of steady progress, growing partnerships, and stronger voices speaking out against postpartum haemorrhage. From expanded continental engagement and scientific leadership, to sustained media advocacy and community-driven initiatives, the stories shared here highlight how collective action is shaping the movement to end preventable maternal deaths.

As you read through these updates, we invite you to see them not just as achievements, but as building blocks for the work ahead. Each story underscores the importance of collaboration, evidence, and communication in turning awareness into impact.

We thank our partners, stakeholders, and contributors for walking this journey with us, and we look forward to continued engagement as we advance shared solutions for maternal health.



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

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From The EPPH Project Lead

As we reflect on the past year, it is evident that the collective effort to end postpartum haemorrhage is gaining momentum across Kenya and the region. Through strong partnerships, evidence-driven advocacy, and growing public engagement, the End PPH Initiative continues to demonstrate that preventable maternal deaths can be addressed through coordinated and sustained action.

Over recent months, we have expanded continental collaborations, engaged emerging African scientists, and strengthened platforms that elevate maternal health in public discourse. Initiatives such as the ROAMING Blood Initiative and sustained media advocacy reflect our commitment to translating research, innovation, and communication into practical solutions that save lives. These efforts reinforce the importance of working across sectors, disciplines, and borders to address the complex drivers of postpartum haemorrhage.

Equally important is the role of knowledge and storytelling. Through platforms such as the PPH Daily Pulse and partnerships with Kenyan media, postpartum haemorrhage is increasingly being framed as both a clinical emergency and a societal issue that demands attention, accountability, and policy action.

As we look ahead, our focus remains on strengthening African-led solutions, deepening partnerships, and ensuring that evidence informs practice and policy. Ending postpartum haemorrhage is within reach. With continued collaboration, innovation, and resolve, we can secure a future where no woman dies from preventable bleeding during childbirth.



*Prof Moses Obimbo
End PPH Initiative Project Lead*

 *Our efforts reinforce the importance of working across sectors, disciplines, and borders to address the complex drivers of postpartum haemorrhage.*



Updates

Globalizing the End PPH Movement



The End PPH Initiative, a project of the PPH Foundation in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society, and the Midwives Association of Kenya, continues to expand its continental footprint by building strategic relationships with maternal health leaders and institutions across Africa. This growing engagement reflects a commitment to positioning postpartum haemorrhage as a shared African challenge requiring coordinated regional solutions.

In November, 2025, Prof Moses Obimbo, End PPH Initiative Project Lead, led consultations with teams in Botswana, Zimbabwe, Cameroon, Nigeria, Ethiopia, Congo, Malawi, and Zambia, including high-level engagements during a regional visit to Lusaka. These discussions focused on leveraging professional, academic, and policy networks to establish partnerships that can accelerate learning, harmonize

approaches, and strengthen advocacy on postpartum haemorrhage.

The engagements explored collaboration opportunities in health worker training, adoption of standardized PPH prevention and response protocols, research and data sharing, and coordinated advocacy through global platforms. Emphasis was placed on south-to-south learning pathways that enable countries to exchange practical solutions grounded in similar health system contexts.

A key outcome is groundwork toward a pan-African PPH Run planned for 27 September 2026, envisioned as a unifying advocacy action to raise awareness, mobilise communities, and elevate PPH as a public concern. Through these efforts, the Foundation is strengthening a continental movement that prioritizes women's survival during childbirth across borders and health systems.



We are building a continental movement to ensure every woman survives childbirth



Prof Obimbo's POHER Keynote Reinforces the End PPH Vision for the Year Ahead

The End PPH Initiative was represented at the Pan-African Organization for Health, Education and Research, POHER, Annual Meeting in Lusaka, Zambia, where Prof Moses Obimbo delivered a keynote address to more than 300 young scientists from across Africa. The meeting, organized by Harvard Professors Dr Akwi Akwi Asombang and Dr Seth Bloom, brought together early-career researchers focused on advancing health, science, and innovation on the continent.

In his address, Prof Obimbo reflected on his journey as a clinician, scientist, and advocate, highlighting the responsibility health professionals carry to ensure that research and clinical practice translate into tangible community impact. He urged young scientists to align their work with pressing health challenges, including postpartum haemorrhage, which remains a leading cause of preventable maternal deaths.

The discussions closely aligned with the End PPH Initiative's focus on evidence, innovation, and advocacy as drivers of change. Prof Obimbo emphasised the importance of locally relevant science, interdisciplinary collaboration, and the use of emerging tools to strengthen women's health outcomes.

A side meeting during the conference explored advances in the vaginal microbiome, metabolomics, and the application of artificial intelligence in advancing vaginal health, reinforcing the role of cutting-edge science in maternal health solutions.

Insights from the Lusaka engagement will inform the Initiative's plans this year, particularly in strengthening research partnerships, nurturing African scientific leadership, and advancing advocacy that influences practice and policy toward ending preventable maternal deaths.



Young scientists have the power to transform maternal health and end preventable deaths.



PPH Run



Postpartum Hemorrhage amplified on EWENE Journalists training forum

During a recent journalist training hosted by UNICEF and the Ministry of Health under the EWENE initiative, Dr Kireki Omanwa, President of the Kenya Obstetrical and Gynaecological Society and a Co-Lead of the End PPH Initiative, highlighted the importance of sustained advocacy in maternal health. He emphasized that amplifying messages on postpartum haemorrhage requires linking them with other critical maternal health issues such as diabetes, illegal abortions, menopause, and teenage pregnancies.



Focusing on issues closely related to PPH helps reach wider audiences and reinforces safe motherhood.

"Continued advocacy by focusing on matters closely related to PPH helps in reaching wider audiences and reinforces the importance of safe motherhood," Dr Kireki noted, stressing the need for journalists to report responsibly on maternal health.

The training under EWENE, which seeks to improve reporting on maternal and newborn health, aligns with the goals of the End PPH Initiative, a collaborative effort by the PPH Foundation, University of Nairobi, Kenya Obstetrical and Gynaecological Society, and the Midwives Association of Kenya to eliminate preventable maternal deaths from postpartum haemorrhage.





PPH Daily Pulse Gaining Traction

The PPH Daily Pulse is steadily establishing itself as a go to source for insightful, evidence based content that is strengthening advocacy and driving increased traffic to the End PPH Initiative website. Since its launch as part of the Initiative's broader communications strategy, Daily Pulse has delivered compelling stories that link postpartum haemorrhage with wider health and human rights issues, boosting engagement among health professionals, policymakers, media, and the public.

One of the most widely read articles, [Understanding Postpartum Haemorrhage](#), explains why PPH remains one of the leading causes of maternal death and outlines current global recommendations for early recognition and management, highlighting the urgency of rapid, coordinated response to save lives.

Another impactful piece, [Postpartum Haemorrhage and Human Rights](#), reframes PPH as not only a medical emergency but also a violation of women's rights to life,

dignity, and quality health care. This perspective broadened the conversation beyond clinical spaces, engaging civil society and policy audiences and reinforcing the need for equitable access to emergency obstetric care.

Together, these articles have expanded the Daily Pulse audience, increased website visits, and strengthened public discourse. As the End PPH Initiative grows, Daily Pulse will remain central to turning awareness into sustained advocacy and action to end preventable maternal deaths.



Daily Pulse is turning awareness into action to end preventable maternal deaths



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Youth For Safe Motherhood, Why Young People Are Now Critical To Ending Postpartum Haemorrhage

By The PPH Foundation Across Kenya, a new generation is stepping forward to c...



PPH, Why The First Hour After Birth Matters Most

By The PPH Foundation The first hour after childbirth is the most critical wi...

Gearing to scale the ROAMING Blood Drive in 2026

The End PPH Initiative, in collaboration with the University of Nairobi, the Kenya Obstetrical and Gynaecological Society, and the Midwives Association of Kenya, is gearing up to expand its lifesaving efforts with the ROAMING Blood Drive scheduled for March–April 2026. The initiative will target counties with the highest rates of postpartum haemorrhage, building on the successful pilot conducted from 15th September to 2nd October 2025. The pilot, shared at the PPH Stakeholders' Consultative Forum on 14th November 2025, provided vital insights for scaling up operations.

Prof Julius Ogeng'o, the project champion, said the pilot, conducted at Pumwani Hospital, six other Nairobi sites, and in Eldoret, Homa Bay, Kajiado, Kakamega, and Mombasa, collected 875 units of blood, catalogued blood groups for 759 individuals, and mapped a clear process for future drives. Its success confirmed the feasibility of expansion, prompting stakeholders to approve scaling to additional PPH "hot spot" counties.

Blood is critical in fighting postpartum haemorrhage, a leading cause of maternal death in Kenya. Timely access to safe blood can be the difference between life and death. The ROAMING Blood Initiative not only provides essential transfusions but also raises maternal health awareness, encourages community engagement, and seeks new partnerships to save more mothers.

The March–April 2026 drive marks a major step toward ensuring health facilities in high-risk counties have reliable blood access, emphasizing that ending preventable maternal deaths requires medical readiness, community action, and strong collaborations.



The ROAMING Blood Initiative is saving lives and empowering communities to support safe motherhood





Sustained Media Advocacy

The End PPH Initiative continues to gain strong visibility across Kenyan media platforms, driven by coverage that goes beyond event reporting to tell deeper, solutions focused stories on maternal health and the urgent need to end postpartum haemorrhage. This sustained engagement reflects a growing awakening among journalists, who are increasingly committed to amplifying the PPH agenda through informed analysis and human centred reporting.

In December, several articles stood out for their reach and impact. [Boda Girls Save Mothers One Free Ride at a Time](#), published by The Standard, highlighted how community led transport solutions are improving access to maternity services and reducing delays that contribute to PPH. By focusing on lived experiences, the story underscored the importance of systems that support women to reach health facilities on time. The Standard

This and other stories signal a shift toward more sustained, issue driven reporting that strengthens public awareness and policy engagement. In 2026, the PPH Foundation and End PPH partners recommit to working closely with media to support accurate, solutions oriented coverage that keeps women, health workers, and communities at the centre of the narrative.



Journalists are amplifying the PPH agenda, keeping women and communities at the centre of the story

The image shows a news article from The Standard newspaper. The main headline is "Boda girls save mothers one free ride at a time". The article features a photograph of several red motorbikes, with one in the foreground labeled "BODA GIRLS". A woman in a yellow shirt is seen on one of the bikes. The article discusses a program where women riders transport pregnant women from across Ugenya Sub-County. It includes a sidebar for job recruitment and a section for latest articles.

Activities

Reflections on the UNICEF–End PPH Initiative Media Partnership

The power of strategic media partnerships in advancing maternal health advocacy

The past year demonstrated the power of strategic media partnerships in advancing maternal health advocacy. Through the collaboration between UNICEF and the End PPH Initiative, nearly three-quarters of the total media coverage on postpartum haemorrhage was generated from joint efforts, underscoring the value of sustained engagement with journalists beyond event-based reporting.

A key pillar of this partnership was targeted media training, which equipped journalists with the knowledge, context, and tools needed to report accurately and responsibly on postpartum haemorrhage. By combining technical expertise with real-world case studies, the training helped journalists tell deeper, human-centred stories that highlighted both the causes of PPH and the solutions required to end preventable maternal deaths.

The availability of strong case studies further strengthened reporting, enabling media practitioners to connect data with lived experiences from health facilities and communities. This approach resulted in stories that not only informed

the public but also elevated PPH as a critical public health and policy issue, contributing to broader conversations on health system strengthening, blood access, and emergency obstetric care.

As the End PPH Initiative looks ahead, there is a strong commitment to sustaining and expanding this collaboration with UNICEF. Continued partnership will be essential in influencing more consistent media coverage, deepening public understanding of PPH, and shaping policy dialogue at national and county levels. By working together, media, development partners, and health stakeholders can continue to drive awareness, accountability, and action toward ending postpartum haemorrhage.



Working with media helps deepen understanding, shape policy, and drive action to end postpartum haemorrhage





Investment Case for Fem-Tech in PPH

High Temperatures/Heat stress increase the risk of Postpartum Hemorrhage

Postpartum hemorrhage (PPH) remains the leading cause of maternal mortality globally, accounting for approximately 27–30% of deaths and disproportionately affecting Sub-Saharan Africa [1,2]. Most of these deaths are preventable through early risk identification, timely administration of uterotronics, tranexamic acid, rapid referral, and structured decision support [2–4].

Fem-Tech supports this continuum by providing digital risk stratification, AI-enabled early obstetric warning systems, smart blood-loss quantification, and protocol-driven decision support. Integrated referral platforms and geo-enabled dashboards help reduce delays, while post-PPH digital follow-up monitors anemia, Sheehan's syndrome, fertility, and mental health outcomes often missed after discharge [3–5].

Investing in PPH-focused Fem-Tech saves lives, strengthens health systems, improves data visibility, and advances global frameworks such as EWENE/EPMM, UHC, and crisis-responsive innovation [1,2].



Fem-Tech is transforming PPH care through early detection, smart decision support, and better follow-up



Closing Remarks

Together, we can ensure that preventable maternal deaths become a thing of the past

As we close this edition, we celebrate the progress made through collaboration, innovation, and shared commitment to ending postpartum haemorrhage.

Each story highlights the dedication of health workers, researchers, media, and communities working together to save lives. Looking ahead, we remain focused on strengthening partnerships, advancing evidence-based solutions, and amplifying advocacy across the continent.

Together, we can ensure that preventable maternal deaths become a thing of the past, and that every woman has the chance to survive and thrive during childbirth.



PPH Foundations Partners

