Birthing is still a very dangerous proposition for many who do not have easy access to medical services.

The maternal health crisis in India may be a complex issue – involving an array of socio– economic factors – the low status of women, lack of education and awareness to inadequate infrastructure – hospitals, trained staff, transport, poor roads etc.

The solution however, is simpler than we imagine. It is in providing skilled, supportive and preventive care for all women and infants, at the community level – it is in creating a first line management of complications and emergency care.

Pregnancy and childbirth are normal physiological processes in a woman's life. Every woman hopes to enjoy this special journey. Yet, there is nothing quite as fraught with pain and fear.

Sadly, in India, maternal care facilities are lacking. Despite reduction in maternal and infant mortality rates, India still records the highest deaths in the world.

We believe that it is possible to make drastic and enduring reduction in both maternal and infant mortality, through a womancentered, more 'natural' and less invasive maternity care.

Our mission is to make pregnancy and childbirth safe. We want to create a cadre of health workers and services, which would provide professional yet affordable care to women, during pregnancy and childbirth.

www.promise.org.in

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## call the MIDWIFE



## in safe HANDS

Two-thirds of the nearly million babies and almost 50,000 women who die each year from birth complications could be saved if they had access to a trained midwife and a dedicated maternal health care system.

In fact, a skilled midwife can easily recognize a potential problem, or a high-risk pregnancy during antenatal checkups and refer the mother for emergency care before it turns into a lifethreatening complication. idwifery is a collaborative practice with easy and seamless access to emergency obstetric help when necessary.

Nearly 90 percent of the essential care needed by women and newborn can be provided by a professionally trained midwife – in hospitals, remote health facilities and in the communities.

The survival and health of mothers and the newborn have a better chance in the hands of a midwifery based health provision, that is highly skilled, well spread and accessible to all.





Being the first-level care givers, midwives are close to the woman and her family.

A sensitive and supportive care, can help avoid many unnecessary interventions, and save the patients from multiple referrals, and delays in life-saving measures.

Midwives as the essential link in the continuum of care from the community to the complex clinical set-up can address most of the needs of women.

In fact they can bring women into the healthcare system at the most effective and efficient time.