

MATERNAL CARE

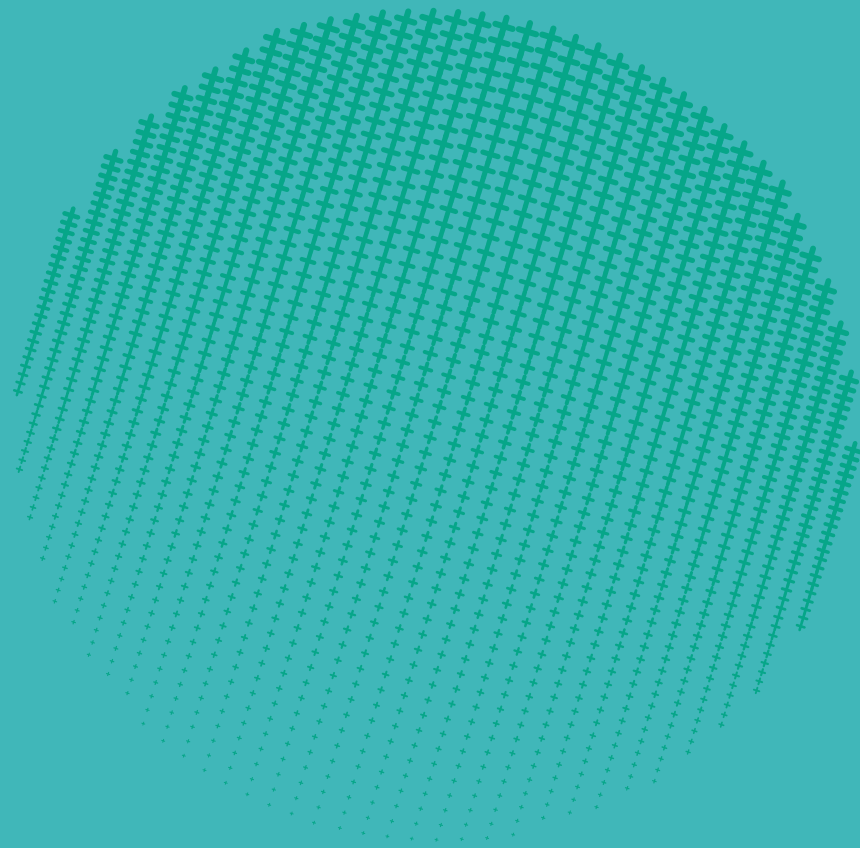
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This presentation focuses on **Postnatal and Newborn care.**



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Introduction

Postnatal and Newborn Care: The First Embrace of Life

Across the world, millions of women and newborns face their most fragile hours not during pregnancy or childbirth—but immediately afterward.

This is the chapter of postnatal and newborn care, a time when survival, health, and bonding intersect in powerful but often overlooked ways.



The First 24 Hours: Critical for Mother & Baby

Continuous Observation

The World Health Organization (WHO) recommends mother and newborn stay under observation for at least 24 hours post-birth.

Prompt Response

Someone should be present and vigilant to respond quickly to any changes in the health status of the mother or her newborn during these critical hours.

Monitor for Complications

This crucial period allows healthcare providers to monitor closely for any immediate complications that may arise in either mother or baby.



Newborn Care Basics: Keeping Baby Safe & Healthy

The initial months are critical for a newborn's development and safety. Follow these guidelines for optimal care.

Warmth & Cleanliness

Ensure your baby is kept warm, clean, and in a well-ventilated environment to prevent illness and discomfort.

Regular Check-ups

Schedule and attend all recommended newborn check-ups with your pediatrician. These visits are vital for monitoring growth and development.

Safe Sleeping Practices

To reduce the risk of SIDS, always place your baby on their back to sleep on a firm mattress with no loose bedding, pillows, or toys in the crib.

Cont: Caring for the Newborn



Warmth

Skin-to-skin contact (kangaroo care) regulates temperature, heart rate, and breathing while strengthening the mother-baby bond.

Feeding

Breastfeeding within the first hour delivers colostrum—the golden "first milk" rich in antibodies—and lowers infection risk.

Infection Prevention

Clean cord care and hand hygiene are lifesaving for newborns with fragile immunity

Breastfeeding Benefits & Best Practices

Breastfeeding offers immense benefits for both baby and mother, fostering a strong bond and providing essential nutrients and protection.

For Baby: Breast milk provides crucial antibodies, protecting against infections, promoting brain development, and reducing the risk of SIDS.

Early Start: Initiate breastfeeding as soon as possible after birth. Skin-to-skin contact helps calm the baby and encourages a natural latch.

For Mother: Breastfeeding aids in uterine recovery, helps with postpartum weight loss, and can lower the risk of certain cancers.



Postnatal Care for the Mother: What to Expect

Prioritizing your recovery is key to a healthy postpartum period. Pay attention to these essential aspects of self-care.

Rest & Nutrition

Adequate rest is crucial. Eat healthy, balanced meals and drink plenty of clean water to support healing and energy levels.

Monitor Bleeding

Keep track of postpartum bleeding (lochia). Seek urgent care if bleeding becomes excessively heavy, foul-smelling, or persists

Personal Hygiene

Maintain good personal hygiene, especially frequent handwashing, to prevent infections for both yourself and your newborn.

Intimacy & Planning

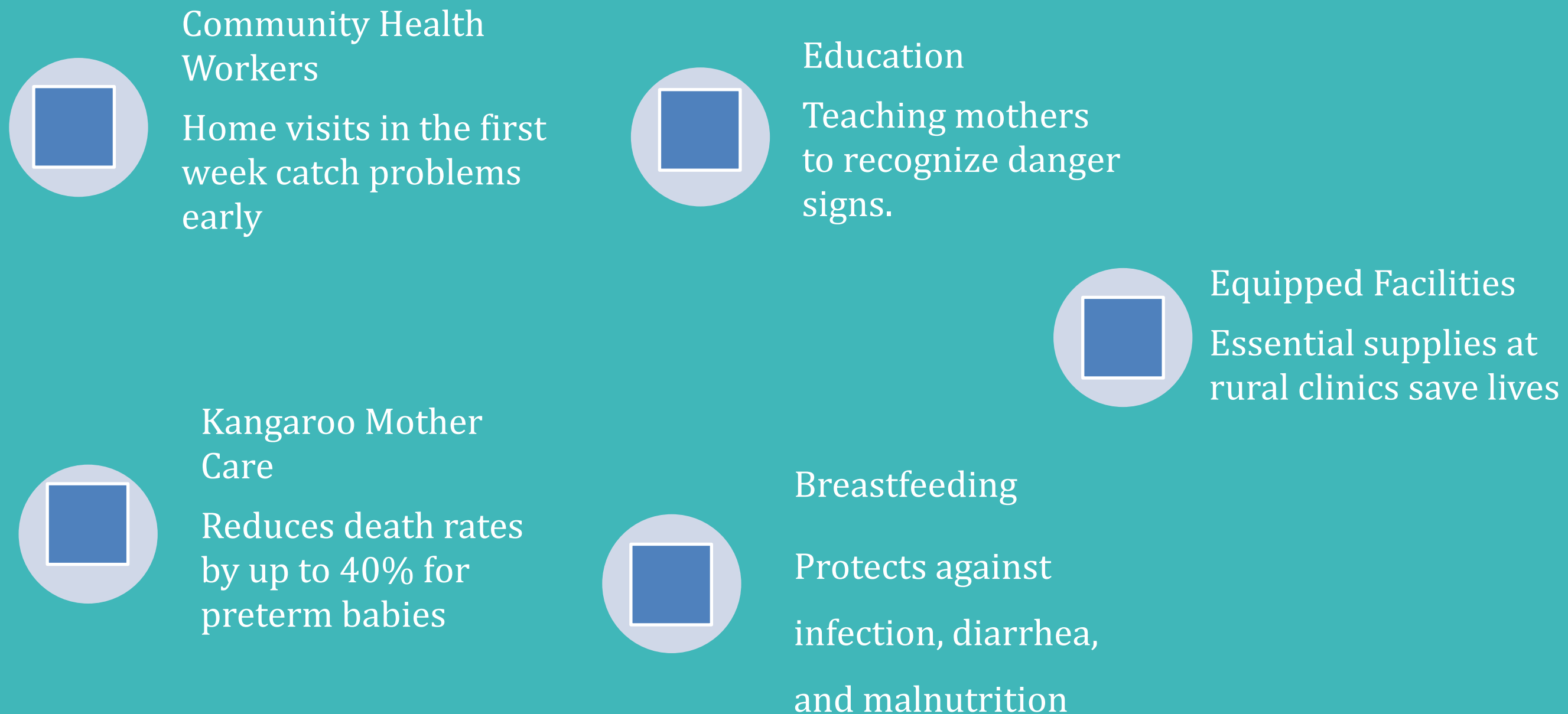
Avoid sexual intercourse until perineal wounds have fully healed.

Discuss family planning options with your healthcare provider.



Turning the Tide: Strategies to Reduce Preventable Newborn Deaths

Every year, nearly 2.3 million babies die in the first month of life—yet most of these deaths are preventable with simple, proven interventions.



Your Postnatal Journey: Empowered & Supported

Embrace your postnatal journey with confidence, knowing you have the tools and support systems to thrive.

Build Your Team

Proactively identify and connect with your postpartum care team, including medical providers, family, and friends, even before birth.

Stay Connected

Keep an accessible list of contacts for all care providers and support persons. Don't hesitate to reach out when needed.

Prioritize Well-being

Make rest, nutritious food, and bonding time with your baby non-negotiable priorities for your physical and emotional health.

Timely Care Matters

Remember: timely care, ongoing support, and proactive attention to health signals create the best possible start for both mother and newborn.



Community & Facility Support Systems

Robust community and healthcare infrastructure are vital for ensuring timely and effective postnatal and newborn care, especially in emergencies.

Critical Access & Services:

Access to emergency obstetric and newborn care should be available within **2 hours**.

Healthcare facilities must provide **24/7 delivery care**.

Essential utilities like **electricity and running water** are non-negotiable.

Resource & Transport Needs:

Reliable **communication systems** are necessary for urgent calls.

Availability of **life-saving medicines** and equipment.

Reliable **transportation options** are crucial for emergency transfers to higher-level care facilities.



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The Postnatal Follow-Up Gap in Rural Communities



Distance and Transport Barriers

Long journeys to distant facilities discourage check-ups

Shortage of Health Workers

Overburdened staff cannot offer consistent follow-up

Cultural Practices

Some traditions keep mothers confined indoors, delaying care

Financial Constraints

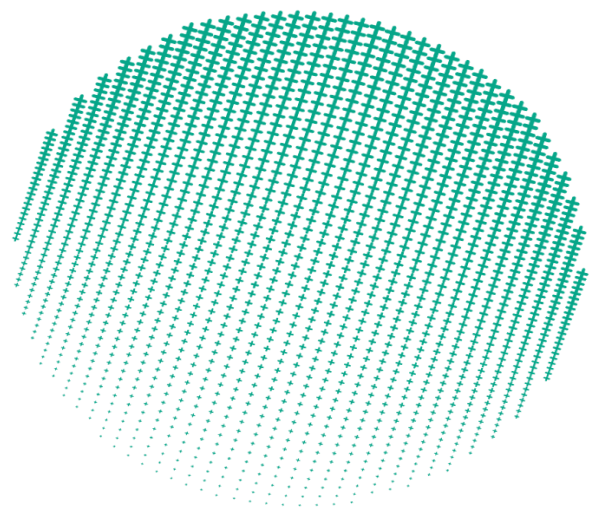
Transport and clinic fees often take a backseat to daily survival needs



Conclusion

Beyond Survival: Thriving Together

Reducing preventable newborn deaths means building a culture of care: every grandmother washing hands before holding a baby, every father ensuring his partner rests, every community health worker making that home visit, and every government investing in rural clinics.



When mothers and newborns are supported in those early days, they don't just survive—they thrive.

THANK YOU

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