



WHY ARE WOMEN DYING?

Some key factors include;

- **Lack of knowledge and awareness** on the importance of **early booking**
- Most mums are **unaware** of most of the **danger signs** of pregnancy
- Most women come from **poor socio-economic status**
- **Inequity** amongst women is still a major issue
- Lack of **prioritizing their need** to be seen by a qualified health professional
- **Geographical isolation** is a barrier to most women in the interior and outer islands in Fiji
- Most women have this **fear of visiting the hospital** and the type of services that is provided
- Some women are simply **ignorant** of the seriousness of their medical condition
- **Non use of contraceptive methods** to plan the number of children to have and when to have them

Our Goals

To reduce Fiji's Maternal Mortality Rate by three quarters and improve maternal and child health by the year 2015 and beyond

Objectives

- To **raise awareness** on safe motherhood amongst citizens, international non-governmental organizations (NGOs), government agencies, NGOs and community-based organizations in Fiji.
- To **build alliances** to save women's lives through broad-based partnerships amongst organizations and individuals in Fiji such as health, education, human rights, religion and government

To act as a **catalyst for action** to address the tragedy of maternal deaths in our country as illustrated in our overall goal and to expand on our current safe motherhood efforts in the future.

For more information contact;

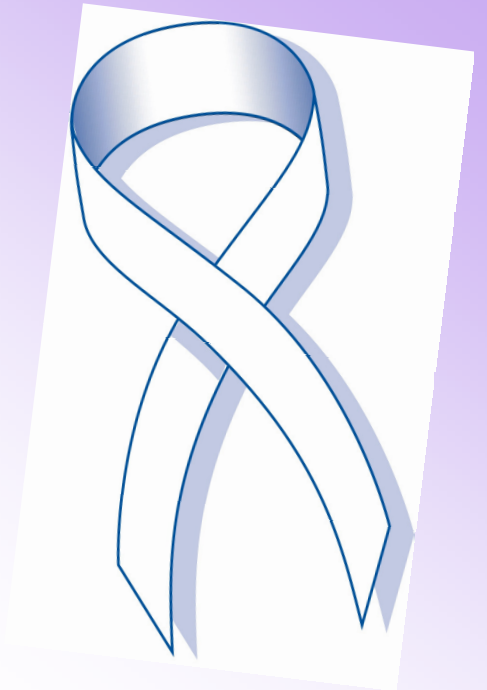
M a g g i e K a m a
Program Officer

Fiji White Ribbon Safe Motherhood Initiative
T : 3311700 ext 1214 M : 9455041

www.fwrsi.org.fj

**The Fiji School of Medicine is proud to support the
Fiji White Ribbon Safe Motherhood Initiative**

Fiji White Ribbon Safe Motherhood Initiative (FWRSI)



The Fiji White Ribbon Safe Motherhood Initiative (FWRSI) is a local coalition of groups and individuals formed to promote increased public awareness of the need to make pregnancy and childbirth safe for all women in Fiji.

The FWRSI is also a member of the White Ribbon Alliance for Safe Motherhood which is an international coalition of organizations from all over the world with the same motive of promoting women's health.



The significance of the White Ribbon

The white ribbon, as adapted from the White Ribbon Alliance, is dedicated in memory of all women who have died in pregnancy and childbirth. It is a symbol that unites the individuals, organizations, and communities who are working together to make pregnancy and childbirth safe for all women. Not only does the color white signify grief and death, it also signifies hope and this places women's health in the spotlight.



Who can be part of the group?

Individuals and organizations with a commitment to the health and well-being of women and

their families are welcome to join.

To find out how to get involved, contact the secretariat on the address at the back of this brochure.

Benefits of joining the group

Organizations and individuals benefit from sponsoring and participating in the White Ribbon Project because you;

- Are part of a global effort to make safe motherhood a more visible issue locally and internationally
- Build partnerships with governments and NGOs
- Develop a network of groups with common interests and goals

Most importantly helping prevent your mother, sister, daughter and friend die from pregnancy and its complications.

Current members

Fiji School of Medicine (FSMed), Fiji School of Nursing (FSN), Ministry of Health (MoH), Fiji Health Sector Improvement Program (FSHIP), AUSAID, World Health Organization (WHO), UNFPA, Fiji Women's Crisis Centre (FWCC), Fiji Arts Council (FAC), Conservatorium of Music, CWM-Midwifery Association, Soqosoqo Vakamarama, Western Health Task Force, Pacific Counselling and Social Services (PCASS).

Check out our website www.fwrsi.org.fj



Safe motherhood means ensuring that all women receive the care they need to be safe and healthy through pregnancy and childbirth

Problems at a Glance

- Every day at least 1600 women die from complications of pregnancy and childbirth around the world.
- **This means, one woman dies every minute**
- 50 more million suffer from permanent disability and long term illness
- In Fiji, 30 out of 100,000 women die every year from pregnancy and childbirth complications.
- Sadly, most of these deaths are preventable