International Childbirth Initiative
12 Steps to Safe and Respectful MotherBaby-Family Maternity Care
What is the ICI?

At its core, ICI is an implementation and quality improvement process that strives to achieve the 12 Steps for Safe and Respectful MotherBaby-Family Maternity Care through self-evaluation and reflection at the facility level. ICI is also a global resource network of facilities striving to share learning and improve the provision of care.

- ICI was created by the joint effort of the International Federation of Gynecology and Obstetrics and the International MotherBaby Childbirth Organization.
- ICI includes 30 partner organizations and is growing.
- ICI is open to all birthing facilities who are willing to commit to delivering safe and respectful MotherBaby-Family Maternity Care.
International Childbirth Initiative

Step 1: Treat every woman and newborn with compassion, respect and dignity...

Presented By: Elena Ateva, White Ribbon Alliance
A People-Led Movement

White Ribbon Alliance (WRA) is a global advocacy movement for reproductive, maternal and newborn health and rights. WRA is comprised of a vast network of affiliated Alliances, networks, coalitions and individuals.
Step 1

Treat every woman and newborn with respect and dignity, fully informing and communicating with the woman and her family in decision making about care for herself and her baby in a culturally safe and sensitive manner ensuring her the right to informed consent and refusal.
Incorporate a rights-based approach, preventing exclusion and maltreatment of the marginalized and socioeconomically disadvantaged, and including protection of HIV-positive women and women who experience perinatal loss. Under no circumstances is physical, verbal or emotional abuse of women, their newborns and their families ever allowed.
What Women Want:

“Total respect for my body”

Mutesi, 18, Uganda
What Women Want Campaign
What Women Want:

“To cherish and care for me”

Naindancy, 41, Malawi
What Women Want Campaign
What Women Want:

“I want respectful behavior from health professionals”

Swasti, 32, Nepal,
What Women Want Campaign
• View survey responses from women and girls, in their own words, from more than 100 countries.

• Compare and contrast between countries, response topics and age groups.

• Browse responses by maternal and newborn healthcare category, such as Antenatal Care, Labor & Delivery, Post-Partum Care, Better Facilities, or filter for your own specific keywords and search terms.

• Listen to women and act!

• [Website Link]

Respect and Dignity
The Universal Rights of Women and Newborns

- Consensus document
- Developed by a group of MNH professionals, including activists, provider associations, human rights attorneys, USAID, WHO, UNICEF, and OHCHR
- Updated charter incorporates better rights that pertain specifically to newborns
The RMC Charter is based on widely accepted human rights standards

Global:

- International Covenant on Civil and Political Rights
- International Covenant on Economic, Social and Cultural Rights
- Convention on Elimination of all forms of Discrimination against Women
- Convention on the Rights of the Child

Regional:

- European Convention on Human Rights in Biomedicine
- African Charter on Human and People’s Rights
- American Convention on Human Rights
Informed Consent

European Convention on Human Rights and Biomedicine:

Art. 5 “An intervention in the health field may only be carried out after the person concerned has given free and informed consent to it. This person shall beforehand be given appropriate information as to the purpose and nature of the intervention as well as on its consequences and risks. The person concerned may freely withdraw consent at any time.”
Informed Consent

- Informed consent is the process of establishing a relationship of trust between a provider and a client.
- This needs to happen in advance of any emergency so there is ample time to discuss and address any concerns.
- Informed consent is a process not a document signed, especially in a hurry or under duress.
Using your BRAIN

**BENEFITS**: What are the benefits of doing this procedure, receiving this treatment or taking this medication?

**RISKS**: What are the risks involved?

**ALTERNATIVES**: Is there something else we could try?

**INSTINCTS**: What is my gut telling me? Do I want to do this?

**NOTHING**: What would happen if we did nothing or waited for a while?

Step 1 Indicators

1. Feedback mechanisms are provided for addressing complaints (such as a complaint box).

2. A grievance process is defined and available to mothers and their families.

3. The charter on Respectful Maternity Care: The Universal Rights of Childbearing Women is displayed.

4. Local observers witness respectful treatment.

5. Women’s questionnaires and/or interviews show compliance with this Step.
Exemplar of Step 1
Respectful Maternity Care in India
The Government of India (GoI) has integrated RMC into the national quality of care (MHQoC) policy and standards for care: the Labour Room and Quality Improvement initiative (LaQshya). Respectful Maternity Care is one of the three pillars of the LaQshya initiative. The RMC charter is displayed in all participating healthcare facilities.
• SUMAN Guidelines aim to create a responsive health care system which strives to achieve zero maternal and infant deaths through quality care provided with dignity and respect.

• The SUMAN Service Guarantee Charter states: “All Pregnant Women/Infants visiting SUMAN designated public health facilities are entitled to the following free services: Respectful care with privacy and dignity”

• Sets up a redress mechanism so women can report disrespectful care
Other Steps Related to Step 1

- Step 2 – free services
- Step 3 – midwifery care
- Step 4 – continuous support and companion of choice
- Step 10 – respectful and positive work environment
Take Home Messages

1. Respectful care is What Women Want
2. It is based on universally accepted human rights
3. Political commitment to guarantee respect and dignity is needed at all levels
Acknowledgements

All women and girls who have shared their powerful voices to demand respect and dignity in reproductive, maternal and neonatal care!
Resources

2019 UPDATED RMC RESOURCE SUITE: https://www.whiteribbonalliance.org/rmcresources/

• **RMC CHARTER:** Respectful Maternity Care Charter: Universal Rights of Women and Newborns: Arabic, English, French, Spanish, Russian.

• **RMC BROCHURE:**
  - Commercial print-ready informational brochure: Arabic; English; French; Spanish; Russian
  - US letter desktop printer ready informational brochure: Arabic; English; French; Spanish; Russian
  - A4 desktop printer ready informational brochure: Arabic; English; French; Spanish; Russian
Resources

- **RMC POSTER:** Arabic; English; French; Spanish; Russian

- **POWERPOINT TEMPLATES:** English, French, Spanish

- **SOCIAL MEDIA:** Social Media Toolkit

- **PODCAST:** Brave Voices Bold Actions Podcast; *Season 1: Respectful & Dignified Care*

- **SAFER TOGETHER CAMPAIGN** – protecting RMC during COVID-19: https://www.whiteribbonalliance.org/safertogether

- **RMC Wiki Database**
References

1. WRA, What Women Want Campaign, 2018-2021: https://www.whiteribbonalliance.org/whatwomenwant/
2. WRA, What Women Want Dashboard, 2021: https://whatwomenwant.whiteribbonalliance.org/
Thank you!

For more information:
Eateva@whiteribbonalliance.org