

# WOMEN'S EMPOWERMENT IN MATERNITY CARE THROUGH OUTCOMES MEASUREMENT WITH AN MHEALTH TOOL



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DECREASING PREVENTABLE MATERNAL DEATHS  
 REQUIRES THE PARTICIPATION OF ALL  
 HEALTHCARE STAKEHOLDERS

COVID-19 has caused a setback in achieving the maternal mortality target established in the Sustainable Development Goals.

Due to COVID-19, Mexico had a 60% increase in maternal deaths since 2019.

Guerrero is one of the most vulnerable states in Mexico: 68% of its population has not enough income to get the basic products to survive\*. Maternal mortality ratio increased from 59.1 in 2019 to 72.4 in 2020\*\*.

Human rights for maternity care. Women's empowerment is an internationally supported human-rights policy to improve maternity care and decrease maternal mortality.

Promoting women's participation in maternity care. The project aimed to find an integrated solution to encourage women's participation to provide a complete evaluation integral evaluation for maternity care in Guerrero, Mexico.

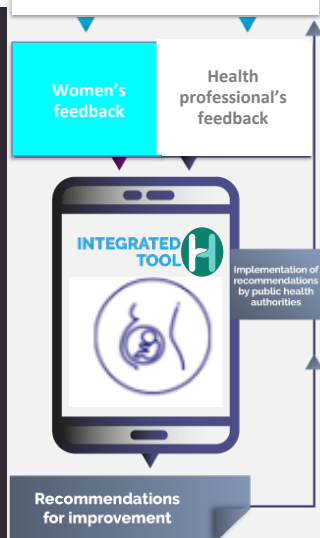


## TRANSDISCIPLINARY APPROACH FOR MATERNITY CARE IMPROVEMENT

A women-centered qualitative management tool was designed and includes:

- ▶ women reported outcomes
- ▶ women's experience with care
- ▶ health professional's feedback

## MATERNITY CARE PROVISION



## Empowering women, empowering social workers using ICHOM Pregnancy and Childbirth set

An integral evaluation tool to improve maternity care should have a woman-centered approach that empowers women by:

- ▶ improving skills for self-care during pregnancy and postpartum and
- ▶ ensuring their participation in maternity care programs.

The use of outcomes measurement is key to evaluate quality maternity care, but it is not sufficient to empower women in low resource settings.

## METHODS:

1. Conceptualization (interdisciplinary research, prototype design)
2. Testing (focus groups, interviews, expert consultation)
3. Local adaptation: **Pregnancy and Childbirth ICHOM Set** translation with WHO methodology\*\*\* and pilot.
  - ▶ 358 women in Guerrero were surveyed by
  - ▶ 29 local social workers, health professionals, and administrative staff of the Ministry of Health of Guerrero.
  - ▶ 173 women used tool in Mexico.

## Application of ICHOM Pregnancy and Childbirth set made women reflect about their condition and made them feel they were well cared for.



**Confidence in taking care of baby:**  
*"I think it's a question that leaves me thinking since I'm a new mother and I hadn't thought of what to do."*

**Anxiety at childbirth:**  
*"It is an adequate question. They care for what we feel in the moment."*

**Breastfeeding intention:**  
*"It's interesting [the question] because it helps appreciate breastfeeding even before [giving birth]"*

Surveyed mothers in Guerrero, Mexico.

## Social workers also felt empowered

## REFERENCES:

Allen Repko, Interdisciplinary Research: Process and Theory, University of Indiana (SAGE Publications, 2008).  
 \* Toledo É. Derechos humanos y pobreza en Guerrero (Anexo 1). Note: Products include food + other products  
 \*\* DGE. Informe Semanal de Notificación Inmediata de Muerte Materna (Epidemiologic Weeks 52 of 2019 and 53 of 2020).  
 \*\*\* World Health Organization (WHO). Process of translation and adaptation of instruments [Internet. Cited 2020 Jan 29].  
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