



## Prevention of Postpartum Hemorrhage Initiative (POPPHI)

The **Prevention of Postpartum Hemorrhage Initiative (POPPHI)** is a three-year project awarded to a partnership of PATH, RTI International, and EngenderHealth in July 2004. PATH provides the technical leadership for this project. The International Confederation of Midwives (ICM) and the International Federation of Gynecology and Obstetrics (FIGO) are also important collaborators in this effort.

This project is part of USAID's broader special initiative to reduce postpartum hemorrhage, the single most important cause of maternal death worldwide, through expanded use of active management of the third stage of labor (AMTSL), an intervention that significantly reduces the incidence of postpartum hemorrhage. The special initiative will achieve the following results:

- Expand AMTSL through non-training approaches to improve provider practice.
- Improve the quality and availability of AMTSL at the facility level.
- Improve the quality and availability of AMTSL at the community level.
- Make uterotonic drugs and devices available at a low cost to countries.

Under the umbrella of the special initiative, the objective of POPPHI is to expand the use of AMTSL for prevention of postpartum hemorrhage. POPPHI provides technical and managerial support for the implementation of the special Initiative and performs the following tasks:

- Assist USAID to coordinate and collaborate with all implementing partners and new partners, especially regulatory agencies in countries and partners in the private sector.
- Support professional associations for the launch of the November 2003 joint ICM/FIGO statement on AMTSL.
- Develop a small grants program to assist local country professional associations to promote AMTSL.
- Provide USAID missions and regional bureaus with technical assistance for focused activities.
- Monitor the uptake of AMTSL globally, whether funded centrally, through field support or mission bilateral programs, or by other donor and/or host country health programs.

POPPHI is mandated to work closely with other partners of the special initiative, particularly Rational Pharmaceutical Management Plus (RPM Plus), PATH's HealthTech program, and the new Access to Clinical and Community Maternal, Neonatal and Women's Health Services (ACCESS). RPM Plus is responsible for pharmaceutical forecasting, procurement, and logistics; HealthTech is responsible for activities related to the product development of oxytocin in the Uniject™ prefilled injection device (Uniject is a trademark of BD); and ACCESS promotes the use of AMTSL in facilities and in the community by establishing clinical standards and guidelines, strengthening systems for provider skills and supervision, and developing training and information, education, and communication (IEC) materials.

POPPHI's activities are focused on one essential goal: saving mothers' lives. By accelerating the routine use of AMTSL around the world, the POPPHI project is working to help women have safe births—and longer lives.

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