

Every day, women are dying from excessive bleeding after childbirth¹



Global problem

Excessive bleeding after childbirth, known as **postpartum haemorrhage (PPH)**, is the **leading direct cause of maternal mortality worldwide**.²

14 million

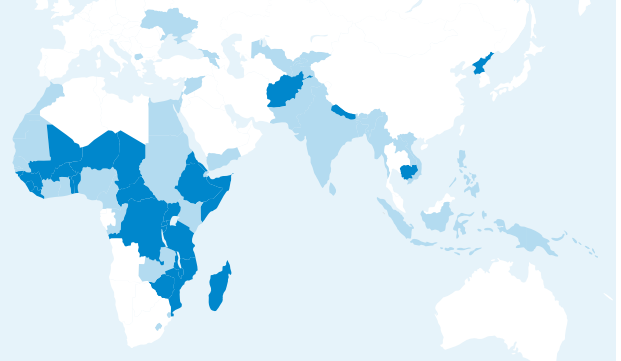
women are affected by PPH each year²

Over 90%

of PPH deaths occur in low- and lower-middle income countries³

70,000

women die each year due to PPH²



The majority of deaths due to PPH could be avoided²

Extended impact

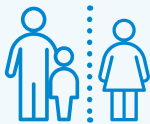
Even for those who survive PPH, it can result in the need for **serious medical interventions** including:^{4,5}



Surgery and hysterectomy



Blood transfusions to address severe anaemia



As well as the tragic loss of life, a mother's death can have a **devastating impact** on her family's health, education and economic situation.^{6,7}

Preventing PPH



The most common cause of PPH is **uterine atony** where the uterus fails to contract adequately after the delivery of a baby.⁸

PPH prevention and treatment involves medicines, called uterotonics, which help the uterus to contract, stopping the bleeding.^{2,9}



Effective prevention could reduce the incidence of PPH and ultimately **reduce maternal mortality in countries which face the highest burden** – part of the United Nation's Sustainable Development Goals.^{4,6,7}

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