

BIRTH AND BABIES: MESSAGES

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About the Message Library

People affected by disaster must have access to timely, appropriate and accurate information to help them keep themselves and their families safe and well. They should know their rights, entitlements and be able to give feedback. Responders have a duty to put in place appropriate, systematic and coordinated mechanisms to ensure this.

Our Message Library offers clear, concise and simple messages on a range of topics as templates for you to adapt and use in the context you are working in. These are intended to help you make a quick start on communicating with communities while you further develop mechanisms for on-going dialogue with diverse groups within each community.

For help contextualising and using the messages we recommend you do our e-learning course and read the following technical guidance.

E-learning

<https://kayaconnect.org/course/info.php?id=768>

Guidance

<https://www.cdacnetwork.org/tools-guidance/cdac-message-library-user-guidance>

What is a safe and hygienic birth?

A safe and hygienic birth involves the following. A clean location for delivery to reduce the risk of infection for the mother and baby; clean hands for preventing the spread of germs; the mother's perineum should be clean, to avoid infection in case of tearing; a clean razor blade and string for tying and cutting the umbilical cord; a clean cloth for wiping the baby; and soap and boiled, clean water to keep hands and perineum clean.

Why delivering your baby in a health facility is important

Delivering your baby with a skilled birth attendant, such as a trained, qualified midwife, doctor or nurse in a health facility reduces the risk of something going wrong. Find out where your nearest health facility is and make plans to have your baby there.

How to have a safe, clean birth

Any tool used to cut the cord should be cleaned, boiled or heated over a flame, and allowed to cool. For the first week after birth, the baby's umbilical stump must be kept clean. No substances should be put on the stump.

What to expect at a health facility

Staff at health facilities are there to help you during the delivery of your child. You should be treated with respect and dignity. To find out more about what happens during delivery and your rights, contact [insert info].

What are clean delivery kits?

Clean delivery kits may be available to pregnant women in emergency situations if they are unable or are prevented from giving birth in a health facility. The kits include items and instructions to help women have a safe and hygienic delivery. To find out where you can get a clean delivery kit, contact [insert info here].

Why is it important to plan ahead in case of obstetric emergency?

Early preparation for the birth of your child is important. Make sure you know when you are due to give birth, where to go to give birth, how long it will take to get there (distance, condition of the roads, time and availability of transportation), have saved money for the costs of delivery and transport, know who will go with you and where to go if complications during pregnancy or

delivery arise. If you are giving birth in a health facility, plan what you need to take with you and what costs may be involved.

What to do as soon as your baby is born

Putting your naked, new-born baby on your chest or stomach immediately after it is born is important because it reassures the baby and helps keep him/her warm. It also helps you create a close relationship with your baby and supports early breastfeeding. Breastfeeding is one of the most effective ways to ensure child health and survival, so mothers should initiate breastfeeding by putting the baby to the nipple of the breast within one hour of birth. Other actions that support the well-being of your new-born baby include: delaying washing the baby for at least 6 hours after birth (preferably 24 hours) and making sure water is warm, but not too warm, and clean; and wrapping the baby in a clean cloth. These are all beneficial for you and your baby.

What are the danger signs of poor neo-natal health?

Know how to recognise the danger signs in a new-born and get immediate help if problems occur. Seek help from your nearest health facility immediately if your baby has any of these danger signs: no interest in or is not able to feed; if your baby has red, swollen eyelids and discharge from his/her eyes; if your baby has a fever and/or rash; if your baby has a convulsion or fit; if your baby has yellowish skin or eyes or your baby's skin changes colour quickly; has reduced activity, difficult breathing or feels cold. Your nearest health centre is [insert info].

See also the topic area: Breastfeeding

REFERENCES

For more information on this topic, we recommend you read the following references.

World Health Organization (2022). **Fact sheets/Detail/Newborns: improving survival and well-being.**

<https://www.who.int/news-room/fact-sheets/detail/newborns-reducing-mortality>

World Health Organization (2022). **Breastfeeding.**

<https://www.who.int/health-topics/breastfeeding>

HELP US KEEP THE LIBRARY UP TO DATE

If you would like to contribute to topic reviews, have found a message that needs greater clarity, or wish to create a new topic, please contact us at info@cdacnetwork.org.