



Mother and Childcare

Your Passion,
our Commitment

PHILIPS

Current Status and Key Issues

In 2000, the United Nations and its Member States set out a series of eight time-bound targets with a deadline of end-2015, known as the Millennium Development Goals (MDGs). Two of the eight Goals relate to Maternal & Child Health issues: MDG 4 – reduce child mortality and MDG 5 – improve maternal health.

To date, progress on achieving MDG 4 and MDG 5 by end-2015 has varied across the African continent. Greater progress has been made on MDG 4.

- Maternal death rates continue to be driven by preventable issues arising during labor, which could be addressed with access to appropriate health professionals.
- Complications during birth affect the infant mortality rate (IMR); however, maternal health and access to services are also important factors.

The major challenges in making progress toward achieving MDG 4 and MDG 5 include the cost of providing access to high-quality healthcare across the large rural areas within many African countries, shortages and equitable distribution of skilled health workers, and social issues affecting women's propensity to use health services when available.

Africa Healthcare Status – Where are we now?

Maternal & child health in Africa



In 2010 more women died in pregnancy in Sub-Saharan Africa than anywhere else in the world, with the region accounting for more than half (56%) of the 287,000 deaths recorded globally

7x

42% of women aged 20 – 60 years in Sub-Saharan Africa are at risk of premature death, 7 times higher than their counterparts in affluent countries



Children in Sub-Saharan Africa are 17 times more likely to die than in developed regions, with 1-in-8 children dying before their fifth birthday



29% of global neonatal deaths occur in Africa



37%

The number of children under five who died in Northern Africa increased by 37% between 1990 to 2010, globally the figure rose by just 9%

Healthcare systems in Africa



Less than half of the women who give birth in Africa receive care from skilled personnel, stated African Health Ministers in 2012

In Kenya, there are only 2 doctors to care for every 10,000 people, compared to 24 doctors for every 10,000 people in the USA



A recent study in West Africa revealed only 1% of women had ever been screened for cervical cancer

Training & Education

Philips is committed to help African countries improve MDG 4 and 5. We believe this goal can be achieved best when approached from a broad, holistic, structural perspective, hence our collaborative Fabric of Africa campaign; not only by providing hardware and financial support, but also by providing access to education, sharing of best practices, knowledge transfer and improved collaboration between public and private stakeholders.

We at Philips recognize the importance of bringing education to the market. Through our signature program – Cape Town to Cairo Road Show, we have hosted clinical education and application training workshops that addressed the best-practices in the maternal, newborn and child health continuum of care, to decrease the associated healthcare risks of pregnancy, labor, delivery and neonatal care in the immediate postnatal period.

“We have run these training events in over 20 countries for three years and to date have trained close to 1 500 healthcare professionals across the continent.”



SPEAK TO US TODAY TO FIND OUT ABOUT OUR EDUCATION AND TRAINING SOLUTIONS.

Examples of some of the courses we can provide:

Antenatal care – OB Ultrasound scanning

- Basic Scanning Techniques in Obstetric Ultrasound
- 3D/4D Obstetric scanning
- Fetal Heart

Labor & Delivery – OB Monitoring & maneuvers

- Maternal & Fetal heart monitoring – CTG (Cardiotocography) application
- Obstetric maneuvers

We also have the capabilities of providing structured courses on a specific area within a NICU or PICU environment

- Developmental care for premature babies
- Jaundice management
- Respiratory care
- Infant warming
- Therapeutic support and positioning





Products and Solutions

Philips is committed to delivering the next generation of care for mother and child, right from the beginning. We provide you with innovative, clinically proven solutions and a broad range of support – from hospital to home.

In the hospital, our breakthrough imaging and monitoring products, developmentally supportive NICU and PICU solutions, and advanced clinical information systems help you plan better, work more efficiently, and make more informed clinical decisions.

When it's time to go home, Philips is there with nursing, feeding, soothing, jaundice management, and monitoring solutions you can use to help mothers, babies and their families get off to a healthy start.



Contact us:
www.philips.com/fabricofafrica