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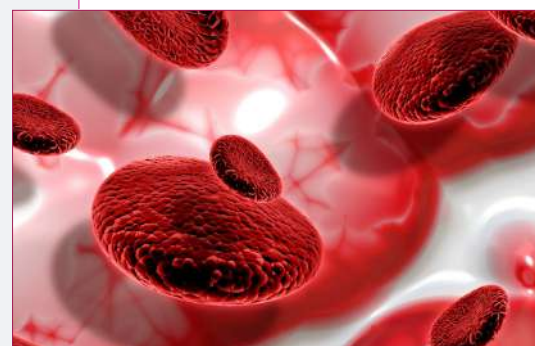
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In this issue...



Turning Knowledge into Action for Safer Motherhood

This edition captures a growing movement to turn knowledge into action for safer motherhood.

From stakeholder mobilisation and registration for the 3rd PPH Run to the ROAMING Blood Initiative, support for young innovators, youth engagement, and sustained media advocacy, the Foundation continues to build partnerships beyond the health facility.

Our Science Corner further reminds us that preventing PPH begins long before childbirth, with healthier women, stronger systems and action across the life course.

As we approach the 3rd PPH Run, we invite you to join this collective effort to prevent avoidable maternal deaths.



*Warm regards,
Rose Mukonyo
Project Administrator,*

*Public Relations &
Media Liaison officer
PPH Foundation*

From The Project Lead

Prevention, Preparedness and Rapid Response

Preventing postpartum haemorrhage requires more than effective clinical management; it requires systems capable of anticipating risk, recognising deterioration early and responding rapidly.

The End PPH Initiative therefore applies an integrated approach spanning prevention, preparedness, blood availability, innovation, community engagement, research and data. The ROAMING Blood Initiative addresses a critical component of emergency readiness by strengthening pathways for donor mobilisation, blood collection and linkage with facilities where timely transfusion may be required.

Our investment in innovation follows the same systems principle. Supporting hackathon winners creates a pathway from promising ideas to implementation, evaluation and potential scale.

Community mobilisation, including the PPH Run, further connects maternal health with broader public participation and institutional ownership. Underpinning these efforts is evidence generated through research and strengthened data systems.

Our goal is measurable system improvement: earlier recognition, faster response, stronger preparedness and fewer preventable maternal deaths.



*Prof Moses Obimbo
Project Lead, End Postpartum
Haemorrhage Initiative*

Strengthening Stakeholder Commitment to the 3rd PPH Run



PPH Foundation convened the 9th PPH Stakeholders Forum held at Pan Pacific on 26th August 2026, bringing together diverse partners from professional bodies, civil society organisations, humanitarian organisations and medical student organisations to strengthen collaboration and build momentum towards the 3rd PPH Run, scheduled for 27 September 2026.

The forum provided an opportunity for the Foundation to brief stakeholders on preparations for the upcoming Run and engage partners on how they could contribute to expanding its reach and impact. Discussions focused on strengthening stakeholder participation, community mobilisation and coordinated support for the event.

Participants reaffirmed their commitment to the PPH Run and pledged to mobilise more participants through their respective networks, institutions and communities. Stakeholders also expressed willingness to support the initiative through advocacy, communication, mobilisation and other forms of support that would contribute to the success of the Run.

The engagement demonstrated the growing collective ownership of the PPH Run as a platform for bringing attention to postpartum haemorrhage and encouraging communities and institutions to take action.

Through continued stakeholder engagement, PPH Foundation is working to build a broader movement around the prevention of PPH, with the 2026 Run providing an opportunity for partners across sectors to unite behind the shared goal of advancing safer motherhood in Kenya.

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Updates

Launch of Registration for the 3rd International PPH Run

As part of the 9th PPH Stakeholders Forum held on 26 August 2026 at Pan Pacific Serviced Suites Nairobi, PPH Foundation officially launched registration for the 3rd PPH Run, scheduled for 27 September 2026 across different counties in Kenya.

The launch marked an important milestone in preparations for this year's Run, which brings together communities, health professionals, organisations, partners and members of the public to raise awareness and mobilise action towards preventing postpartum haemorrhage.

Registration for the 3rd PPH Run is free, and individuals committed to participating are encouraged to register and invite others within their networks to join. The response following the launch has already demonstrated strong enthusiasm, with more than 500 people registering within the first day after the registration link went live.

The Foundation continues to call on individuals, organisations and communities across the country to register, participate



and support the 2026 Run. Through collective participation, the Run will help amplify conversations around postpartum haemorrhage and the importance of timely access to lifesaving maternal healthcare.

With registration officially open and momentum building, PPH Foundation looks forward to welcoming an even larger number of participants on 27 September 2026.

Making PPH The Centrepiece in National Health Conversations

Postpartum Haemorrhage (PPH) became the centrepiece during the Ministry of Health- RMNCAH maternal health programme KNH-UON Webinar on obstetric emergencies under the theme ***Okoa Mama: Strengthen Every Level, Save Every Mother*** held on 30th July, 2026.

During the webinar, attended by over 2000 health professionals, the head of maternal health in

the Ministry of Health, Dr Loise Nyanjau and the endPPH project lead Prof Moses Obimbo led a team of obstetricians and other maternal health experts to discuss the deployment of the E-MOTIVE bundle from dispensary (level 1 health facility) to national referral (level 6) hospital. The webinar was sponsored by the Ministry of Health.



Feature

Strengthening National Blood Ecosystem Through Collective Action

During the 9th PPH Stakeholders Forum held on 26 August 2026, PPH Foundation provided an update on the progress of the **Roaming Blood Initiative**, highlighting ongoing efforts to strengthen blood availability for women who may require urgent care during childbirth.

The overview was presented by Prof Julius Ogeng'o, Co-Lead of the End PPH Initiative, who shared progress made under the initiative and highlighted the importance of strengthening community-based blood mobilisation and linkages with health facilities.

The forum also provided an opportunity to discuss plans for integrating a blood drive into the 3rd PPH Run, scheduled for 27 September 2026. The proposed blood drive will provide an additional platform for mobilising voluntary blood donors while connecting the Run's broader maternal health message with practical action to improve access to blood.

Stakeholders welcomed the initiative and expressed their commitment to supporting the blood drive through mobilisation, participation and other forms of partnership. These commitments will contribute to expanding the reach of the initiative and strengthening collaboration among organisations working towards improved maternal health outcomes.

Through the ROAMING Blood Initiative and its integration with the PPH Run, PPH Foundation continues to promote a community-driven approach to strengthening blood availability and supporting timely access to lifesaving care.



The forum also discussed plans for integrating a blood drive into the 3rd PPH Run, scheduled for 27 September 2026



Partnerships

Entrenching PPH Foundation as Implementing Partner in Beginnings Fund Initiative

In August 2026, PPH Foundation participated in the announcement of the Beginnings Fund at the Ministry of Health, joining other partners brought together to support efforts to strengthen maternal and newborn health. Prof. Moses Obimbo, Project Lead, represented the Foundation during the engagement.

PPH Foundation is an implementing partner with the Beginnings Fund and will contribute to the initiative

through the training and re-skilling of frontline healthcare workers. The Foundation's role will focus on the use of innovative training technologies, including Proximie and virtual reality, to enhance practical skills development among frontline health workers.

With support from the Beginnings Fund and the Ministry of Health, the partnership will facilitate the integration of these novel technologies into healthcare worker training. The collaboration provides an opportunity for PPH Foundation to expand innovative approaches to capacity building and contribute to strengthening frontline preparedness for maternal health emergencies.

Awarding innovation Grants

The PPH Foundation has taken another step towards translating innovation into practical solutions for maternal and women's health awarding grants to the winning teams of the 2026 Maternal, Neonatal and Women's Health Hackathon.

The three winning teams, Mama na Mtoto+, Neonoptix and Afyanode, were presented with their initial grant cheques during the 9th PPH Stakeholders Forum held on 26 August 2026 at Pan Pacific Serviced Suites, Nairobi. The grants will support the teams as they begin implementing and further developing their innovative solutions.

Mama na Mtoto+ received KSh 300,000, Neonoptix was awarded KSh 200,000, while AfyaNode received KSh 150,000. The grants will be disbursed in phases, with funding linked to the progress and implementation of the respective projects.

Through the initiative, PPH Foundation is strengthening

the connection between innovation, research and implementation, providing young innovators with an opportunity to transform ideas generated during the hackathon into solutions with potential to address challenges affecting maternal and women's health.

The Foundation will continue working with the teams throughout the project period to support implementation, monitor progress and contribute to creating sustainable solutions that can strengthen maternal healthcare.



Partnerships

Using the Arts to Advance Women's and Maternal Health

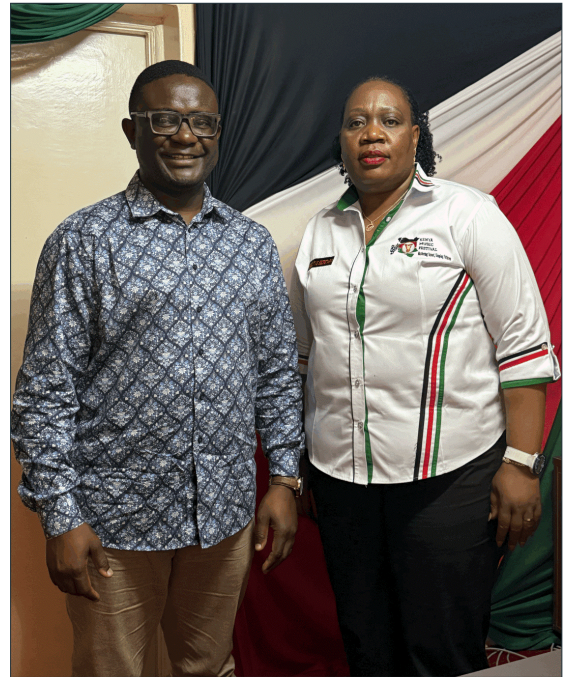
The EndPPH Initiative is exploring the potential of the performing arts to advance awareness on women's and maternal health in Kenya.

Representing the Initiative, Prof. Moses Obimbo attended the Kenya Music Festival National Finals, where he held discussions with Dr. Janet Langat, Executive Secretary of the Kenya Music Festival, on the possibility of making Women's and Maternal Health the theme of next year's festival.

The proposed theme would engage learners from primary and secondary schools, TVET institutions, universities and teacher training colleges through music, drama, dance and spoken word to address issues including heavy menstrual bleeding, anaemia and postpartum haemorrhage. These conditions are often poorly understood and stigmatized, yet can have serious consequences for women and their pregnancy outcomes.

The discussions reflected the EndPPH Initiative's approach to women's health as a continuum, with prevention beginning long before pregnancy through improved menstrual health, anaemia prevention, knowledge and timely care-seeking.

With the Kenya Music Festival reaching learners, teachers, families and communities across the country, the partnership could turn creative expression into an avenue for health education, stigma reduction and community action, while empowering young people to become champions for women's health.



The partnership could turn creative expression into an avenue for health education, stigma reduction and community action



Partnerships

Mobilising Young People for Maternal Health: PPH Foundation Engages Girl Guides and Boy Scouts

PPH Foundation is strengthening its engagement with the Girl Guides Association and the Boy Scouts Association as part of efforts to build strategic partnerships for the 3rd PPH Run, scheduled for 27 September 2026.

The engagement seeks to bring the two associations on board as key partners in mobilising their members to participate in the nationwide run and amplify awareness on postpartum haemorrhage, PPH, and the importance of preventing maternal deaths.

During the engagement, the associations expressed their commitment to supporting the initiative and mobilising their members to participate in the run. Collectively, they have pledged to mobilise more than one million members across their networks, creating an opportunity to reach young people and communities in different parts of the country.

The partnership reflects PPH Foundation's commitment to expanding community participation in the fight against PPH by working with organisations that have established networks and a strong presence at community level.

Through the collaboration, PPH Foundation hopes to harness the reach of the Girl Guides and Boy Scouts movements to promote participation in the run, encourage conversations on maternal health and strengthen community ownership of efforts to end preventable maternal deaths.



PPH Foundation is an implementing partner with the Beginnings Fund and will contribute to the initiative through the training and re-skilling of frontline healthcare workers



In the Global Space

In the Global Space: End Postpartum Haemorrhage (endPPH) Movement Escalates to ECSACOG

The end postpartum haemorrhage (endPPH) movement which was started in Kenya in 2024 by the PPH Foundation was escalated to the East, Central and Southern Africa College of Obstetrics and Gynaecology (ECSACOG) Countries namely Eswatini, Ethiopia, Kenya, Lesotho, Malawi, Mozambique, Rwanda, South Sudan, Tanzania, Uganda, Zambia and Zimbabwe, during the ZSOG-ECSACOG Annual Scientific Conference which took place on August 20-21, 2026 in Harare, Zimbabwe.

During this Conference under the theme, "Standardizing Obstetric and Gynaecologic care in the ECSA region to achieve Zero preventable death," Prof Moses Obimbo the endPPH Project Lead elaborated the foundation's progress, achievements, and milestones of the



movement towards combating preventable maternal deaths. Regional Standardization and implementation of advanced Management Guidelines took centre stage.

Out of that discussion, the member countries committed to joining the movement, starting with the upcoming 3rd edition of the International PPH run, as the flagship advocacy event of the endPPH movement.

Strengthening Regional Partnerships for PPH Prevention and Maternal Health Innovation

Prof. Moses Obimbo, EndPPH-i Project Lead, visited the African Institute of Biomedical Sciences and Technology (AIBST) in Zimbabwe, where he met with the institute's Executive Director and Principal Investigator, Prof. Colleen Masimirembwa. Prof. Obimbo was accompanied by Prof. Annette Nakimuli, President of ECSACOG and Calestous Juma Fellow.

The visit provided an opportunity for the team to engage on shared priorities in maternal health, including postpartum haemorrhage (PPH), scientific innovation and the 3rd International Annual EndPPH Run. Discussions explored opportunities for collaboration and knowledge exchange, particularly in advancing scientific approaches and innovations that can contribute to improving maternal health outcomes.

The engagement also highlighted the importance of building stronger partnerships among African institutions and experts to address common maternal health challenges. Through such collaborations, the PPH Foundation continues to connect research, innovation and advocacy in support of efforts to prevent PPH and make childbirth safer for women across the region.





Partnerships

Media Advocacy Expands the Conversation on PPH

PPH Foundation continued to strengthen its media advocacy efforts this month, using the media to amplify conversations around postpartum haemorrhage, maternal health and the need for collective action to prevent avoidable maternal deaths.

Through sustained engagement with media partners, the Foundation secured coverage across leading television, radio and print platforms, including The Standard, Radio Maisha, Radio Citizen, NTV, KTN, KBC and TV47. The coverage provided platforms for experts, stakeholders and the Foundation to highlight key issues emerging from ongoing efforts to end PPH.

The media also played an important role in amplifying the Foundation's blood availability agenda, particularly discussions around the stakeholders' engagement on strengthening blood mobilisation and access. Coverage further highlighted preparations for the inaugural International PPH Conference, bringing attention to the importance of research, innovation, collaboration and knowledge sharing in addressing PPH.

The 3rd PPH Run also received significant media attention as the Foundation intensified public mobilisation ahead of the 27 September 2026 event. Through interviews,

news features and digital coverage, media partners helped communicate the importance of participation and encouraged individuals, organisations and communities to join the movement.

The continued media engagement demonstrates PPH Foundation's commitment to making PPH a sustained public health conversation while using the reach of the media to mobilise communities and strengthen collective action towards safer motherhood.



Continued media engagement demonstrates the Foundation's commitment to making PPH a sustained public health conversation..to mobilize and strengthen collective action towards safer motherhood



Science Corner

Reframing Anaemia to Prevent Bleeding After Childbirth

By Prof Ann-Beatrice Kihara

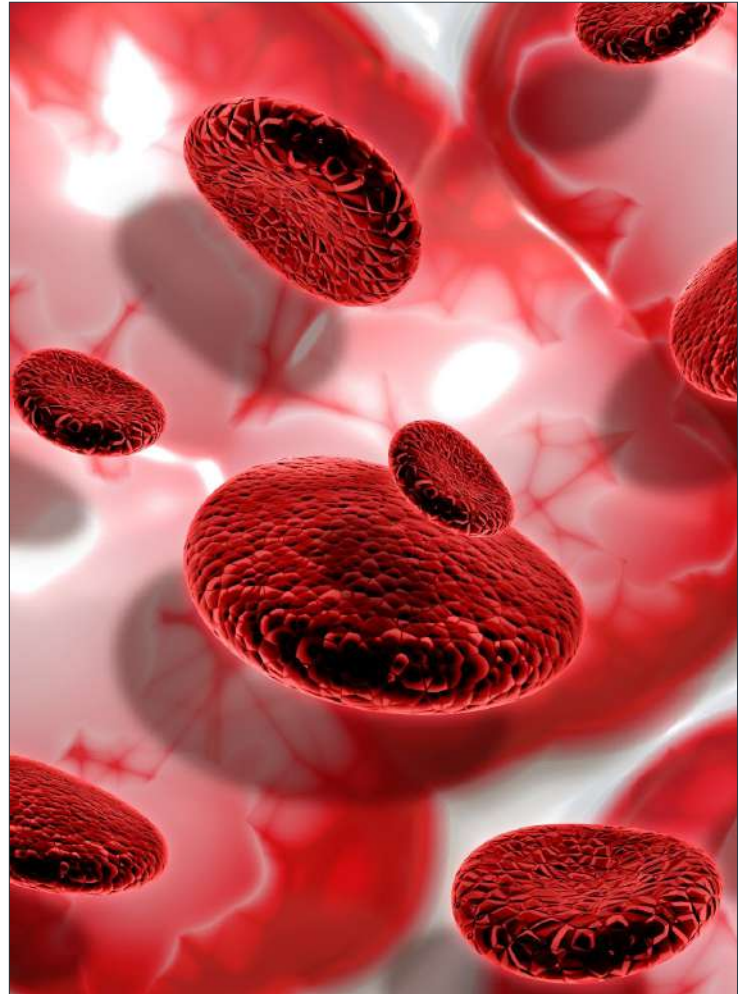
Anaemia is not simply a low haemoglobin level to be corrected with iron. It is a multicausal, life-course condition shaped by malnutrition, heavy menstrual bleeding, infections, chronic disease, haemoglobinopathies, poverty, gender inequality, food insecurity and climate-related shocks.

For women entering pregnancy with anaemia, this diminished physiological reserve can make the consequences of blood loss during childbirth more severe. Preventing maternal bleeding therefore begins long before labour.

An Integrated Life-Course Anaemia Ecosystem should connect care and prevention from childhood and adolescence through menstruation, preconception, pregnancy and postpartum. This requires action across health, nutrition, WASH, education, agriculture, social protection, gender, climate resilience and economic empowerment.

Digital health and FemTech can strengthen screening, education, adherence, referral and follow-up, while implementation science can translate evidence into sustainable, context-specific programmes.

The paradigm must shift from treating haemoglobin to transforming the ecosystem that produces anaemia; because a safer birth begins with a healthier woman long before childbirth.



The paradigm must shift from treating haemoglobin to transforming the ecosystem that produces anaemia; because a safer birth begins with a healthier woman long before childbirth.



Conclusion

This issue of PPH Insights reflects a growing movement to make the prevention of postpartum haemorrhage a shared responsibility. From strengthening partnerships and mobilising communities for the 3rd PPH Run, to expanding access to blood through the ROAMING Blood Initiative, supporting young innovators and amplifying maternal health messages through the media, PPH Foundation continues to connect knowledge with action.

The issue also highlights an important principle: safer motherhood cannot be achieved through one intervention alone. It requires preparedness, innovation, adequate blood supplies, informed communities, strong partnerships and resilient health systems. Addressing anaemia across the life course further strengthens this foundation by helping women enter pregnancy healthier and better prepared for childbirth.

As momentum builds towards the 3rd PPH Run, PPH Foundation remains committed to turning collaboration into sustained action, ensuring that preventing maternal deaths becomes not only a health-sector priority, but a collective national responsibility.

Please read our past editions;

<https://endpphfoundation.org/newsletter/pph-insights-issue-001-october-2025>

<https://endpphfoundation.org/newsletter/pph-insights-issue-002-november-2025>

<https://endpphfoundation.org/newsletter/pph-insights-issue-003>

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