

5. Development of communication and transportation system

The ability to quickly access information and services at various levels in the system is the hallmark of a functional emergency referral program. Improving health services to offer more comprehensive obstetric and neonatal care is a wasted effort if birth attendants, women and families cannot reach them, or choose not to.

B. Extending advocacy into the community

Ultimately, demand for improved services for mothers and infants must come from the community itself. Health workers and program managers can engage various community stakeholders to improve support for, and use of, services provided by trained birth attendants who can act in The Golden Minute® after birth to save an infant who is not breathing. Important groups to enlist include:

1. Women of all ages
2. Family decisionmakers– fathers, mothers-in-law
3. Community groups – women’s and youth groups, religious and secular communities
4. Community officials and leaders – mayors, councilpersons, health and budget committee members, other elected leaders, religious and secular leaders
5. Traditional birth attendants – to link to the health system

C. Dealing with challenges and unintended consequences

Experience to date has revealed some unexpected challenges that are important to consider. As the program evolves, more instructive stories from the field will be posted at www.helpingbabiesbreathe.org.

Stories from the Field: Some Unexpected Challenges Already Met

Problem	Possible Ways to Handle
Challenge from breastfeeding advocates that taking each newborn from mother to ensure breathing is established interferes with bonding and initiation of breastfeeding	At project outset, form a technical advisory group of national experts to review such disagreements and establish priorities
Discovery of active gendercide/neonaticide or passive non-resuscitation, dictated by cultural/socioeconomic forces	<ul style="list-style-type: none"> • Reinforce professional and ethical expectations as part of training and supportive supervision • Improve M&E systems to document gender imbalances and address gender issues with community leaders and other authorities; raise gender imbalances as a social issue • Advocate with communities for family planning, adoption, and support services
Importation of training materials and simulators takes longer than expected to clear customs, jeopardizing training schedule,	<ul style="list-style-type: none"> • Include customs authorities in stakeholder engagement activities to enlist their support • Engage health authorities to manage supply chain issues