



Tuesday, April 14, 2009

Safe motherhood key to sustainable development'

Islamabad—A meeting of advisory committee held on Monday prior to the launch of World Population Foundation's Safe Motherhood campaign titled "Saving the Soul Bearers". Qadeer Baig, Country representative WPF said Safe Motherhood is the key to sustainable human development.

The complications associated with pregnancy and childbirth are the leading causes of death and disability among women of reproductive age in developing countries.

In Pakistan, the Maternal Mortality Ratio (MMR) is high in developed regions of the world and MMR is almost twice high in country's rural areas.

World Population Foundation (WPF), Pakistan decided to launch its Safe Motherhood Campaign in 2008 and encouraged by the response accorded to this campaign, WPF, has decided to extend its outreach across the country.

In its efforts to create widespread awareness regarding the importance of Safe Motherhood and the causes that contribute to maternal mortality, Mothers' Night will be celebrated in all the provincial capitals of the country with the collaboration of National Trust for Population Welfare (NATPOW) while the national event will take place in Islamabad on 9 May 2009 on the eve of International Mother's Day. For this purpose, Mr. Iftikhar Durrani, CEO, NATPOW sharing the details of the provincial campaign revealed that a week before the national event "Mothers' Week" will be celebrated in the provincial capitals.

For this purpose a series of consultative workshops will be held with various civil society organizations in the provincial capitals from 4 to 6 May 2009. This will ensure a participatory approach to devise effective strategies for greater impact.

Simultaneously taking on the sub-themes of teenage marriages, maternal nutrition and maternal mortality, World Population Foundation, Pakistan strives to highlight the various causes contributing to the alarming Maternal Mortality Rate in our country.

WPF's Safe Motherhood campaign will then serve as an effective means to not only create widespread awareness among the masses but will also help build the needed momentum to bring the issue at the top of the agenda at the policy level.

Reiterating Government's resolve to alleviate the plight of the marginalized women of our country, Member National Assembly, Yasmeen Rehman expressed her strong resolve to support WPF in its efforts to further the cause of Safe Motherhood. —APP

This is the link; <http://pakobserver.net/200904/14/news/National05.asp>