

Transformational Change to Prevent and Manage PPH

*Amplifying access
to life-saving
medicines*



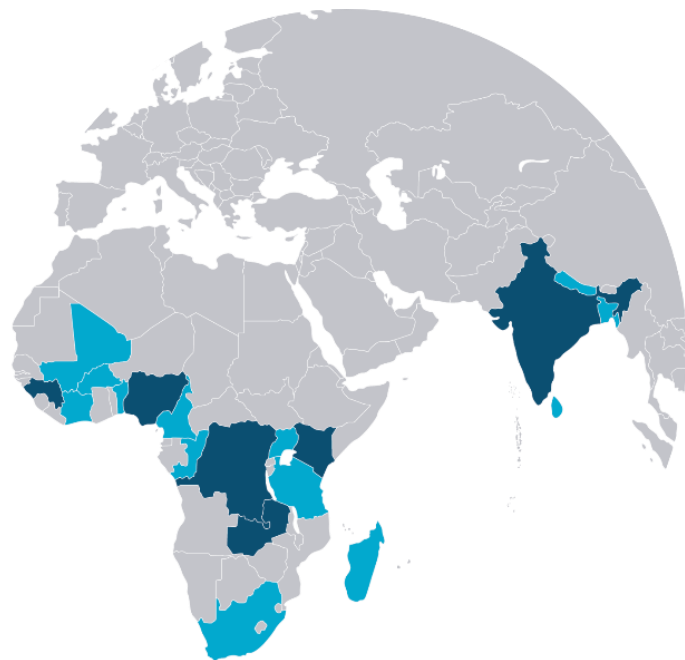
The Accelerating Measurable Progress and Leveraging Investments for Postpartum Haemorrhage Impact (AMPLI-PPHI) project is generating **evidence** on the feasibility, acceptability, and cost-effectiveness of newly recommended postpartum haemorrhage (PPH) medicines across varying health settings in the Democratic Republic of the Congo, Guinea, India, Kenya, Nigeria, and Zambia, **creating an enabling environment** for the treatments to go to scale, and **preparing the market** for sustained availability of quality-assured medications. AMPLI-PPHI aims to **dramatically reduce maternal mortality and morbidity from PPH**.

Advancing PPH Prevention and Treatment

PPH is the leading cause of maternal mortality worldwide. The risk of PPH and PPH-related morbidity and mortality disproportionately affects women in low- and middle-income countries, especially those who lack access to quality care due to poverty, geography, and/or cultural barriers. The World Health Organization (WHO) recommends oxytocin as the first-line medicine for preventing and treating PPH; however, oxytocin requires cold chain for transport and storage to maintain required potency. Many resource-limited settings fail to meet this requirement, resulting in uncertain quality of oxytocin at point of use.

WHO recommends heat-stable carbetocin (HSC) as one option when quality assured oxytocin is not available for the prevention of PPH, tranexamic acid (TXA) as part of a clinical bundle for the treatment of PPH, and advanced distribution of misoprostol to prevent PPH during community-based births. WHO also recommends objective measurement of blood loss to ensure early detection. Ensuring these medicines are quality assured and registered in countries, integrated into national guidelines and health systems, and consistently available where women deliver, will help to end the needless deaths of women from PPH.

The Unitaied-funded AMPLI-PPHI (pronounced “amplify”) project (August 2022–July 2026) is led by Jhpiego in partnership with PATH and the International Federation of Gynaecology and Obstetrics (FIGO). Working hand in hand with governments from the Democratic Republic of the Congo, Guinea, India, and Kenya, AMPLI-PPHI has supported countries to ensure that the right PPH medications are available at the right time, in the right place, for the right indication, and for the right patient across health systems. With complimentary funding from Safe Birth Africa, a joint Unitaied-UNFPA venture backed by the European Union, AMPLI-PPHI expanded to Nigeria and Zambia in 2024 to bring greater access to pregnant women and stop bleeding after birth, ultimately reducing maternal morbidity and mortality.



Project countries: Democratic Republic of the Congo, Guinea, India, Kenya, Nigeria, and Zambia

Learning exchange countries: Madagascar, Congo-Brazzaville, Cameroon, Burkina Faso, Benin, Côte d'Ivoire, Mali, Bangladesh, Nepal, India (five additional states), Sri Lanka, Tanzania, Uganda, and South Africa

Key AMPLI-PPHI Focus Areas

AMPLI-PPHI works with countries to bring long-term support and action to prevent and treat PPH with a focus on three key areas—generate evidence and project learning, create an enabling environment, and prepare the market.



Generate Evidence and Project Learning

AMPLI-PPHI will generate evidence on the **feasibility, acceptability, and cost-effectiveness** of newly recommended medicines across varying health settings. Implementation research, routine monitoring, and process learning data will be brought together to **generate evidence to advocate for adoption and implementation of policies aligned to WHO guidance around these priority PPH medicines and delivery models, and to inform future implementation guidelines issued by WHO.**

Create an Enabling Environment



As countries introduce these PPH medications and delivery approaches at all levels of the health system, including the use of calibrated drapes for objective measurement of blood loss, AMPLI-PPHI will simultaneously support ministries of health to create enabling environments across the health system to effectively scale these medicines.

- **Advocacy:** Advocacy efforts, targeting national program managers and key stakeholders, focus on the key elements of implementation that are necessary for long-term success and may not already be in place. These include national policies that support consistent availability of quality-assured PPH medicines at all appropriate levels of the health system, funding availability to support national scale-up, improved pharmacovigilance, dissemination of national guidelines to frontline providers, and improved awareness of PPH care at the community level.



- **Capacity strengthening:** Following successful advocacy efforts, updating of national policies, clinical guidelines, and resources to integrate the three PPH medicines and approaches is a key step in setting the stage for capacity strengthening. AMPLI-PPHI will apply a “low-dose, high-frequency” training approach, whereby providers receive

training onsite, in both knowledge and skills, to incorporate the three medicines into clinical practice. Learning will be simulation- and team-based with ongoing peer-led practice sessions to aid in the retention of clinical knowledge and decision-making. This will ensure the new medicines are integrated into clinical care algorithms along with other PPH management medicines and interventions.

- **Stakeholder engagement:** AMPLI-PPHI is coordinating and collaborating with key stakeholders at both global and country levels. From community to national levels, key stakeholders are contributing to efforts to build awareness and technical capacity on priority PPH medicines and to secure political and financial support around PPH, positioning countries for long-term success. At the global level, AMPLI-PPHI is coordinating with donors and partners through key advisory bodies to support broad dissemination of project learning and influence global conditions for scale-up. Engagement of civil society organizations and community leaders in project efforts is helping to increase opportunities for all pregnant women to receive quality PPH medicines at the point of care. Community actors are also co-designing and implementing effective local strategies to generate community awareness about the extent of the PPH problem and increasing demand for quality intrapartum care, lending to ownership and scalability.
- **Country learning exchange:** While AMPLI-PPHI is working directly in six target countries, project resources, including evidence, tools, and products, will be shared across regions to catapult learning across countries. Defined as “exchange hubs,” each target country is linked with multiple “exchange” countries in their region to share learning so that these countries have the knowledge and tools to move forward with the introduction and adoption of PPH medicines post-project.
- **Health systems strengthening:** AMPLI-PPHI is supporting ministries of health to strengthen health systems to ensure quality-assured products are available to prevent and manage PPH.
 - Strengthen public procurement practices by developing a guidance document and convening workshops on value-based procurement and price regulation mechanisms with government procurement and regulatory agencies.
 - Ensure correct use of the drugs by strengthening the capacity of health care workers participating in the demonstration studies.



Prepare the Market

As countries demonstrate the use of HSC and advanced distribution of misoprostol for PPH prevention and TXA for PPH treatment, demand for these medicines is expected to increase. However, current market conditions for HSC, misoprostol, and TXA can pose challenges to sustained availability of quality-assured products of these medications, whether due to the lack of registered products or high prices of quality-assured products. To ensure long-term availability of quality-assured products beyond the life of the project, AMPLI-PPHI is developing a business case that includes demand estimates of the three PPH drugs to articulate the future prospects of these markets, conducting pricing surveys to assess price benchmarks for these three PPH drugs, and providing technical assistance to the manufacturers to secure long-term affordability and

availability of quality-assured products in the low- and middle-income country market.

Partnerships Matter

AMPLI-PPHI stands on decades-long efforts, led by countries, to improve maternal health outcomes and manage bleeding after birth. Jhpiego, together with PATH and FIGO, is proud to work hand in hand with national governments and ministries of health to “amplify” efforts that will improve access to safe and effective medicines to prevent and manage bleeding after birth.



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