



SPEED

(IMPROVING NIGERIA'S CAPACITY TO USE
DATA OF REGISTERED STILLBIRTHS
FOR DECISION MAKING)

Advocacy Tool Kit



NIGERIA'S ADVOCACY TOOLKIT TO COMBAT STILLBIRTH

Why we Need this Toolkit

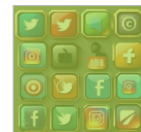
We need this toolkit to support knowledge and action to prevent the disheartening tragedy of stillbirths in Nigeria. A stillbirth is the death of a baby after 28 weeks of pregnancy but before or during birth. Many stillbirths are preventable through access to quality health care, improved maternal health care services and targeted interventions.

This toolkit is your weapon against a silent crisis. Inside, you'll find the ammunition to ignite change, amplify voices, and fight for a future where every pregnancy in Nigeria has a chance to blossom into life.

What's inside:



Fact Sheet: Data and compelling narratives to inform and persuade.



Social Media Templates: Ready-to-use visuals and captions to spread awareness online.



Key Messages & Talking Points: Concise, impactful statements to drive your advocacy efforts.



Action Plans: Strategic steps to mobilize communities, empower healthcare providers, and influence policymakers.

FACT SHEET

A Policymaker's Guide to Stillbirth Prevention in Nigeria

The Silent Crisis

In Nigeria, the tragedy of stillbirth casts a long shadow. Every year, thousands of families experience the heartbreak of a pregnancy that ends not with the joyful cry of a newborn, but with the silent sorrow of a life lost too soon. While stillbirth is a global public health challenge, Nigeria bears a disproportionate burden. The current global stillbirth rate is 13.9 stillbirths per 1000 live births (UNICEF 2023 data report), compared to Nigeria's stillbirth rate of 24 per 1000 live births (IHVN-IRCESPEED project stillbirth data analysis). This is a crisis that demands our attention, compassion, and action. The good news is that stillbirth is not inevitable. Many stillbirths are preventable through access to quality healthcare, improved maternal health care services, and targeted interventions.

This is where YOU, our policymakers, have the power to make a profound difference. By facilitating presidential assent for the Maternal and Perinatal Deaths Surveillance and Response System (MPDSR), ensuring up to date training of maternal health care providers, improving budgetary allocation to maternal health and championing policies that prioritize maternal and new born health, you can help turn the tide against stillbirth and build a brighter future for Nigerian families.

Facts

- The Stillbirth rate of 24 per 1000 live births in Nigeria is currently twice the expected target of the Every Newborn Action Plan (ENAP) global target of 12/1000 total live births by 2030.
- Majority of reported stillbirth occurrences are in the northwestern part of Nigeria with the highest rate being in Zamfara, Sokoto and Kano.
- Only two of the 37 states (Osun and Ogun) currently achieve the target rate below the 12 per 1000 live births in Nigeria.
- Eleven of the 37 states have stillbirth rates higher than the national average of 24 per 1000 live births, while the remaining 24 states have rates between 12 and 24 per 1000 live births.
- It is projected that Nigeria may achieve the ENAP target by 2027 if concerted efforts towards reducing SBR are intensified across the region.

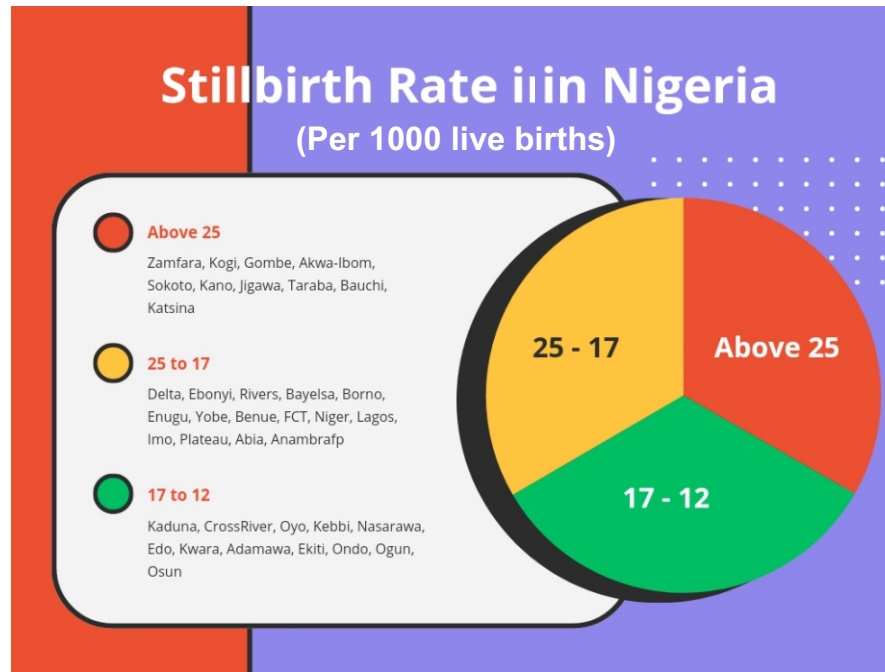
Data Trends

A downward trend in stillbirths was observed between 2016 and 2019, was followed by a rise in 2020 (likely due to the Covid-19 pandemic) and then a downward trend till 2023.

Nigeria has lost an estimated \$8,850,236.45 to stillbirths in the last ten years, which is equivalently about \$885,023.65 loss to stillbirths every year.

*(Source: Institute of Human Virology Nigeria - International Research Center of Excellence SPEED project health economics analysis on regional costs of stillbirth intervention and affected fraction)

*(Source: Gold KH, Sen A. Hospital cost associated with stillbirth delivery, Maternal Child Health J. 2013 Dec. 1;17 (10): 1835 - 41)



A National Tragedy: 1 in 40 pregnancies in Nigeria end in stillbirth. 10 states in Nigeria experience above 25 stillbirths per 1000 babies born, 15 states see 25 -17 stillbirths per 1000 babies born, while 12 states experience 17 - 12 stillbirths for every 1000 babies born.

Progress



Southwest

Southwest lead the way with lowest overall rate.



Northcentral

Experiencing steady decline in stillbirth rates.



Northwest / Northeast

Northwest bears the heaviest burden with an alarming average of 31 stillbirth per 1000 live births. The Northeast also experienced spikes of over 81 stillbirths per 1000 live births in 2015.

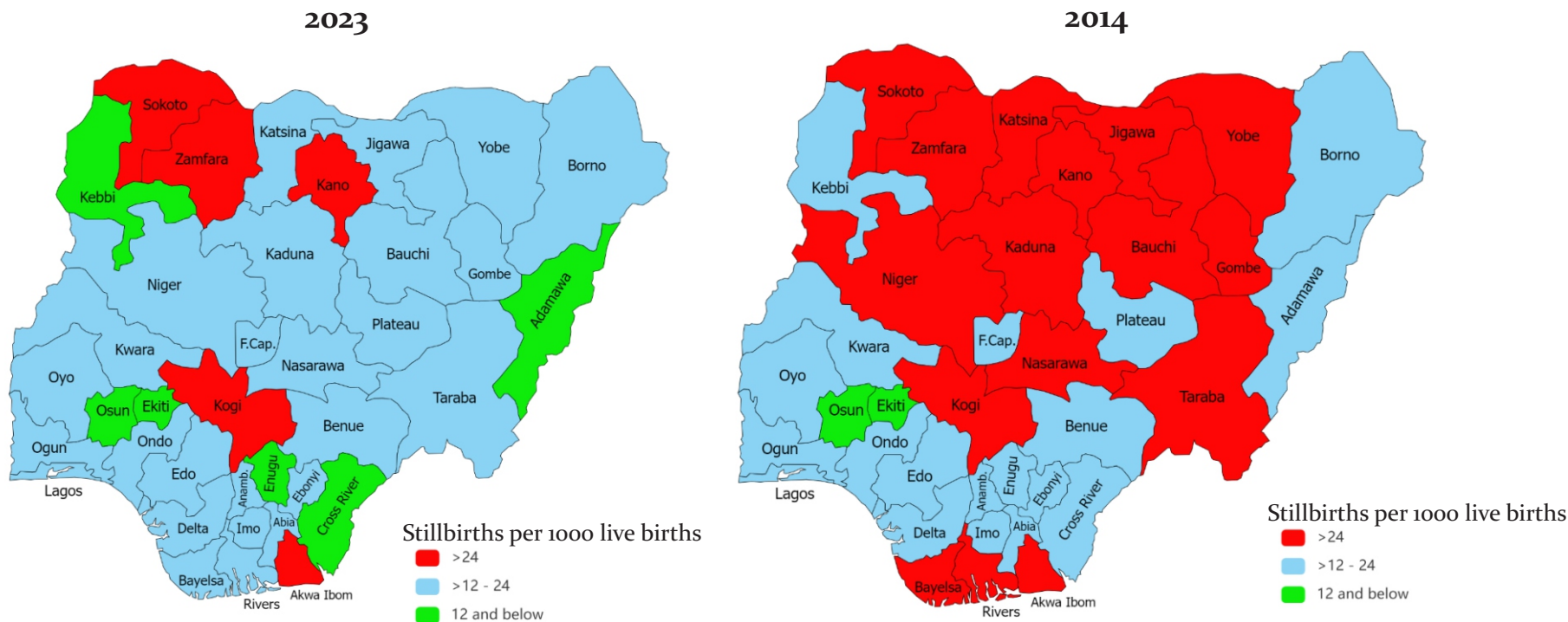
Setbacks

NIGERIA'S STILLBIRTH RATE PROJECTION



With consistent efforts and intervention support, Nigeria may achieve an SBR Of 12/1000 total births by 2027.

NUMBER OF STILLBIRTH PER 1000 LIVE BIRTHS IN NIGERIA 2014 AND 2023



References: Federal Ministry of Health & Social Welfare DHIS 2 2014 - 2023 Stillbirth data, Institute of Human Virology Nigeria - International Research Center of Excellence SPEED Project Stillbirths data analysis, 2024.

SOCIAL MEDIA TEMPLATES

Template 1: Visual Storytelling



In Nigeria, 1 in 40 pregnancies ends in the silent tragedy of stillbirth ❤️
But there's HOPE. 🌟 We can prevent these heartbreaking losses.
Join us in advocating for change. #EndStillbirth #EveryBabyCounts #Nigeria

Quotes

"No baby deserves to die, every baby is special and deserves to live" Mrs Janet Yunana, Traffina Foundation for Community Health.

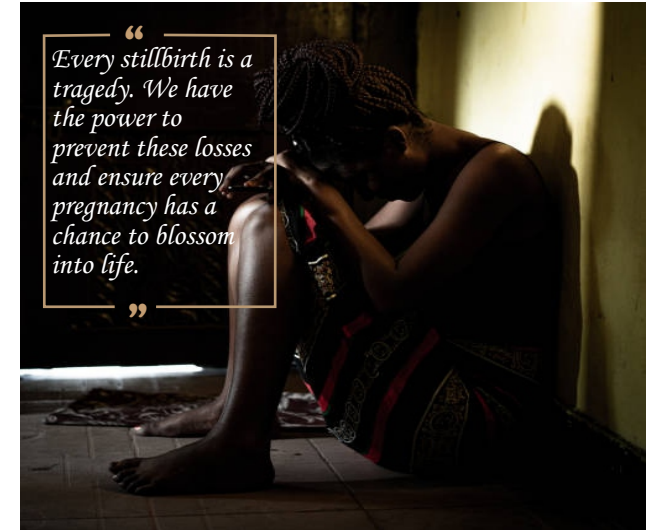
"A healthy pregnancy is every woman's right, and a safe birth is every baby's right. let's make it happen." Ms Joy Deshi, Federal Min. of Health.

"Every Stillbirth is a tragedy. We have the power to prevent these losses and ensure every pregnancy has a chance to blossom into life." Ms Maureen Nwankwo, Catholic Women Org. in Nigeria

#EndStillbirth #Nigeria

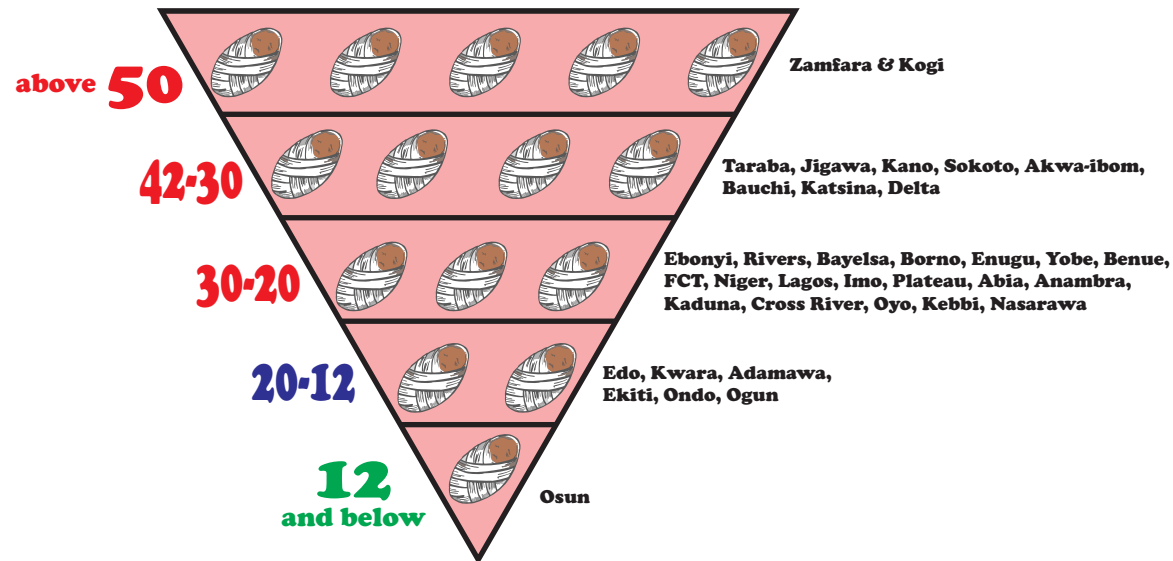
#MaternalHealthMatters

Template 3: Quote Card



"Every stillbirth is a tragedy. We have the power to prevent these losses and ensure every pregnancy has a chance to blossom into life."

Template 2: Number of Stillbirths per 1000 live births by state in Nigeria, 2023



The stillbirth crisis in Nigeria demands our attention. These numbers tell a story of unequal burdens and urgent needs. It's time for action. Demand change from your leaders.

#InvestInMothers #SaveBabies #StillbirthPrevention

YOUR CALL TO ACTION



Champion Stillbirth Prevention:

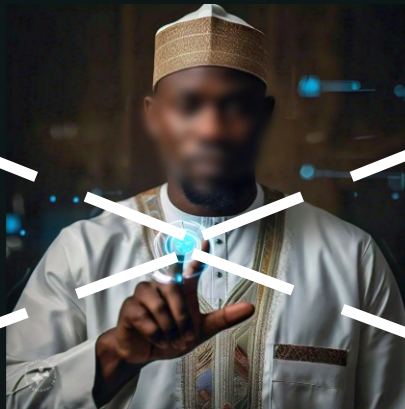
Make stillbirth prevention a national public health priority. Allocate adequate funding and resources to maternal and newborn health programs.



Enact Supportive Legislation:

Pass laws that promote maternal health and well-being, such as:

- Improved working conditions for pregnant women
- Presidential Assent for the Maternal and Perinatal Death Surveillance & Response (MPDSR) Act
- Access to affordable healthcare services
- Increased investment in maternal health research



Invest in Quality of Care:

Strengthen healthcare infrastructure and enforce free antenatal care especially in underserved areas. Improve the quality of antenatal and intrapartum care. Ensure access to skilled birth attendants for every woman.



Empower Communities:

Support community-based initiatives that raise awareness about stillbirth prevention, promote healthy pregnancies, and provide bereavement care to grieving families.

TOGETHER WE CAN MAKE A DIFFERENCE

Stillbirth is a complex issue, but the solutions are within our reach. By working together – policymakers, healthcare providers, communities, and families – we can create a Nigeria where every pregnancy culminates in the joyful arrival of a healthy baby. Let's turn the tide against stillbirth and invest in a future filled with hope and promise.

KEY MESSAGES & TALKING POINTS: IGNITE ACTION AGAINST STILLBIRTH

Overall Theme: Stillbirth in Nigeria: A Preventable Tragedy Demanding Urgent Action

Core Messages:

- 1. Stillbirth:** A Silent Crisis: We're losing precious lives. 1 in 40 pregnancies in Nigeria end in stillbirth. This isn't just a statistic; it's a heartbreaking reality for families and communities.
- 2. Prevention is Possible:** Many stillbirths ARE preventable. Quality healthcare, timely interventions, and empowered mothers can make all the difference.
- 3. Unequal Burdens:** The stillbirth crisis doesn't affect everyone equally. Some regions face a far greater risk, highlighting the need for targeted support and equitable resource distribution, and highlighting the need for targeted maternal health-care interventions. For the first time we know about the inequalities in the rate of stillbirths across states.
- 4. Policy Matters:** securing presidential assent for the Maternal and Perinatal Deaths Surveillance & Response (MPDSR) will aid the enforcement of ethical conducts in obstetrics care and investigation into stillbirth cases to avoid reoccurrences.
- 5. Hope for the Future:** Progress is possible we can learn from regions with lower stillbirth rates (Ogun and Osun) and replicate their success across Nigeria.
- 6. Timely Intervention:** Of all stillbirths in Nigeria from 2013 to 2024, 61% occurred 12 to 8 hours before delivery (Institute of Human Virology Nigeria - International Research Center of Excellence SPEED Project Data Analysis 2024) and could potentially be prevented through improvements in antenatal and obstetric care.

Talking Points:

- **Policy Solutions:** Advocate for specific policy changes, such as increased funding for maternal health, improved access to antenatal care, and skilled birth attendants for every delivery.
- **The Human Cost:** Share real stories of families impacted by stillbirth. Emphasize the emotional, social, and economic consequences of this loss.
- **Data that Demands Action:** Use the provided statistics to paint a clear picture of the crisis. Highlight regional disparities and the urgent need for targeted interventions.
- **Success Stories:** Showcase examples of regions or programs that have successfully reduced stillbirth rates. Emphasize that change IS possible.

ACTIONS

1. Mobilize Communities



- **Community champions:** Recruit influential figures within communities (religious leaders, traditional birth attendants, women's groups) to spread awareness and promote healthy behaviors.
- **Grassroots campaigns:** Organize local events, workshops, and health fairs focused on maternal health and stillbirth prevention.
- **Media engagement:** Partner with local media outlets to share stories, raise awareness, and disseminate information about stillbirth.

2. Empower Healthcare Providers



- **Training and capacity building:** Provide healthcare workers with up-to-date training on best practices for antenatal care, intrapartum care, and stillbirth prevention.
- **Resource allocation:** Ensure healthcare facilities have the necessary equipment, medications, and personnel to provide quality maternal health services.
- **Data utilization:** Encourage healthcare providers to track stillbirth data, identify trends, and implement evidence-based interventions.

3. Engage Policymakers



- **Advocacy campaigns:** Organize meetings, letter-writing campaigns, and social media campaigns to urge policymakers to prioritize stillbirth prevention.
- **Policy briefs:** Develop concise policy briefs outlining the problem, evidence-based solutions, and specific policy recommendations.
- **Legislative advocacy:** Work with legislators to introduce and support bills that promote maternal health, improve access to care, and address the root causes of stillbirth.

4. Amplify the Message



- **Social media blitz:** Utilize social media platforms to share compelling stories, data, and calls to action.
- **Partnerships:** Collaborate with other organizations, influencers, and celebrities to amplify the message and reach wider audiences.
- **Creative campaigns:** Develop innovative campaigns, contests, and challenges to raise awareness and generate engagement.

5. Monitor and Evaluate



- **Data tracking:** Establish robust systems to track stillbirth rates, monitor progress, and evaluate the effectiveness of interventions.
- **Community feedback:** Regularly gather feedback from communities and healthcare providers to identify challenges and adapt strategies.
- **Continuous improvement:** Use data and feedback to inform ongoing efforts, refine programs, and ensure sustainable impact.

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