

## BHEKISISA TRACKING EMBED CODE



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**Headline:** [WATCH] E-motive: An acronym that can save 22 000 lives every year

**Blurb:** A new study from hospitals in South Africa, Kenya, Nigeria and Tanzania shows the number of women who die because of bleeding after vaginal birth can be slashed by more than half. Watch this video to find out how.

### **Bullets:**

- Losing too much blood is one of the most common reasons why women die when they give birth.
- A new study shows that such deaths can be reduced by 60% when a cheap, plastic sheet that measures blood loss is used, along with other steps.
- These steps are described by the acronym E-Motive. Watch this video to find out how it works.

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In South Africa, [one of the most common reasons why women die during childbirth](#) is because they lose too much blood.

When someone loses more than half a litre of blood in the first 24 hours after giving birth, it's called postpartum haemorrhage.

Now there's an easy way for health workers to stop thousands of new mothers from bleeding to death.

It's called the "E-motive" method and can cut bleeding after vaginal births in hospital by 60%.

Here's how it works.

### **E-motive**

#### **E for early detection**

First, you need a "drape".

It's a plastic sheet with a funnel-like pouch attached to the bottom edge.

The sheet is slid in underneath the patient and tied around her waist after she's given birth.

The pouch hangs off the bed and collects blood. It has markings to show how many millilitres of blood collects in it.

When there is 300ml of blood in the drape, health workers have to act fast, doing five things one after the other.

### **5 steps fast**

#### **e-Motive**

1. Massage the uterus

Do this for one minute or until the uterus (womb) contracts.

The contractions will help to push out parts of the placenta that may still be in the womb and it will apply pressure to the blood vessels to [reduce bleeding](#).

#### **e-mOtive**

2. Give an Oxytocin drip

[Oxytocin](#) is a drug that [causes strong contractions](#). This cuts blood supply to the womb and slows the bleeding. Because the medicine is given through a drip, it gets straight into the patient's blood, which helps it work faster.

#### **e-moTive**

3. Give Tranexamic acid

[Tranexamic acid](#) prevents blood clots in the womb from breaking down. This [helps to stop bleeding](#) because the clot plugs the open blood vessel.

#### **e-motIVe**

4. Give the patient an IntraVenous salt solution through a drip

A solution of salts given through a drip [replaces the fluids the woman has lost](#) because of bleeding.

#### **e-motivE**

## 5. Examine and Escalate

Examine the vagina and surrounding area for tears or cuts.

If there aren't any tears but the patient is still bleeding, she [needs surgery](#) so doctors can find and seal the cause of blood loss. They may have to remove the uterus as a last resort.

The 'E-motive' method needs to be done by a skilled birth attendant like a qualified doctor or midwife.

**Need more information? Find it [here](#).**

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