

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

A series of posters raise awareness of Haiti’s high maternal mortality rate.

Artist

Una Choi (2019)


Caption

Haiti’s 2015 maternal mortality ratio of 359 maternal deaths per 100,000 live births is the highest in the Western hemisphere. Most maternal deaths occur during childbirth, and of those, preeclampsia and eclampsia make up 37.5 percent. This poster series aims to raise awareness of maternal mortality in Haiti and promote sexual and reproductive health by providing information and addressing misconceptions. There are three sets of posters, each set targeting a different audience: Haitian women, Haitian men, and health care workers.

Artist Lens

I used the color red to tie posters together. The first poster shows a discrepancy: while surveyed women believed matrones, local birth attendants, would refer them to the hospital if necessary, only 2.4% of matrones actually did. Women should ask about their emergency plan, as hospitals are better equipped to handle childbirth-related complications like preeclampsia/eclampsia, which accounts for 37.5% of these deaths. The second poster includes preeclampsia warning signs. I drew a pregnant woman in a Quadrille, the traditional dress of Haiti. She is frowning, and the red box under “preeclampsia kills” emphasizes the severity. The third poster has the same woman, but I added a rosy overtone and made her smile to make it empowering. While surveyed woman believed God determined whether they survived childbirth, I wanted to make them realize that many of these dangerous conditions were reversible. The fourth poster combats another misconception: many women are unaware that the Haitian government provides free or heavily subsidized maternal and newborn care. The fifth encourages women to check blood pressure with a simple graphic from Harvard Health.

I designed two posters for Haitian men, as gender roles impact contraceptive use and maternal care. The first poster includes my drawing of a smiling man holding a newborn, as I wanted to encourage male involvement in pregnancy and birth. I included my drawing rather than a photo to add to the whimsical, cheerful mood. The second poster combats the misconception that condoms reduce pleasure, which contributes the low condom




usage: only 5.3% of Haitian women aged 15-49 reported that their partner wore a male condom. I included an illustration rather than photos because premarital sex is stigmatized among women; graphic sexual details might prohibit the poster's display in community centers.

Finally, I designed two posters directed at healthcare workers. The first poster is the flip of the first men's poster; surveyed women expressed their desire to have their male partner present, yet healthcare workers often barred these men from the room. The second poster details predictive factors for preeclampsia-associated adverse outcomes. The fullPIERS model has proven predictive value in low income countries.

Media

Digital Illustration



**WOMEN BELIEVE
MATRONES WILL REFER
THEM TO THE HOSPITAL IN
THE EVENT OF AN
EMERGENCY.**

**ONLY 2.4% OF MATRONES
ACTUALLY DO.**

ASK YOUR MATRONE TODAY



PREECLAMPSIA KILLS

WARNING SIGNS

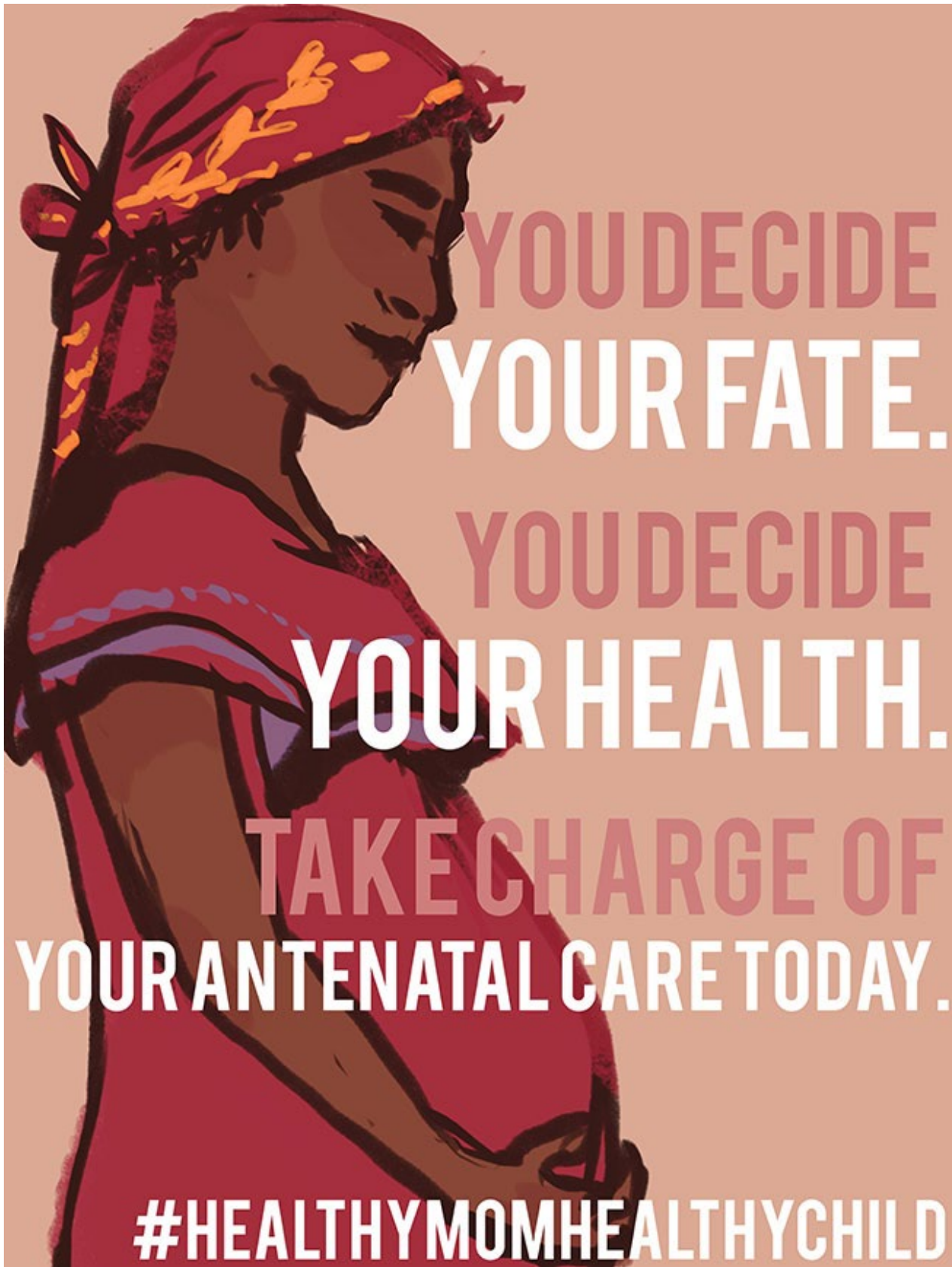
HIGH BLOOD PRESSURE

CHEST PAIN

SWELLING IN FEET & HANDS

VOMITING

SOURCE: PENN MEDICINE #HEALTHYMOMHEALTHYCHILD



YOU DECIDE
YOUR FATE.

YOU DECIDE
YOUR HEALTH.

TAKE CHARGE OF
YOUR ANTENATAL CARE TODAY.

[#HEALTHYMOMHEALTHYCHILD](#)

RESULTS-BASED FUNDING MEANS

**AFFORDABLE,
QUALITY PRENATAL &
POSTNATAL CARE**



source: world bank

#HEALTHYMOMHEALTHYCHILD



**HIGH BLOOD
PRESSURE**

KILLS

**PREECLAMPSIA/ECLAMPSIA ACCOUNTS
FOR 37.5% OF MATERNAL DEATHS IN
CHILDBIRTH**

#HEALTHYMOMHEALTHYCHILD

SOURCE: JACOBS, PERM J (2016). HARVARD HEALTH

PARTNER LABOR SUPPORT
IMPROVES
LABOR OUTCOMES

**SHORTER LABORS.
HEALTHIER BABIES.**



SOURCE: WHO

#HEALTHYMOMHEALTHYCHILD



CONDOMS REDUCE PREGNANCY, NOT PLEASURE.

Haiti has 359 maternal deaths / 100,000 live births.

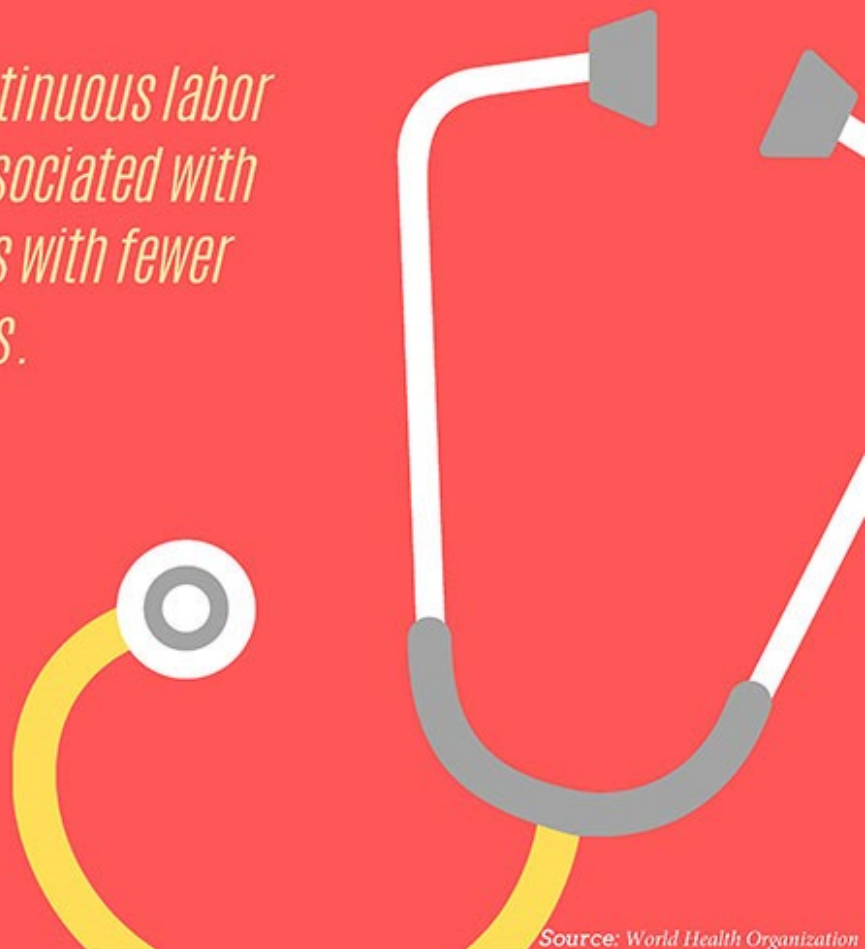
Get free condoms from UNFPA Supplies.

Source: World Health Organization and UNFPA



Women want their partner in the delivery room.

Let them. Continuous labor support is associated with shorter labors with fewer complications.



Source: World Health Organization



**ADVERSE
PREECLAMPSIA
ASSOCIATED OUTCOMES**

PREDICTIVE FACTORS

**EARLY
GESTATIONAL AGE @ DELIVERY**

CHEST PAIN

LOW OXYGEN SATURATION

SOURCE: UKAH ET AL. HYPERTENSION (2017)