



Using our Bodies as Communication Tools to Save Women’s Lives

Key facts

<ul style="list-style-type: none"> • More than 100,000 women experience maternal complications requiring medical expertise every year in Jigawa, Katsina, Yobe and Zamfara States in Northern Nigeria. • Most people are uninformed; only 15% of women in Northern Nigeria and 45% of men can read. • Most husbands are too poor to pay for emergency maternal care. • Most families resort to local remedies and accept maternal deaths as part of life. 	<p>Now</p> <ul style="list-style-type: none"> • Community volunteers are using their bodies as communication tools to transform community apathy into social responsibility for saving the women’s lives. • Groups of women and groups of men are learning about Maternal Danger Signs and Safe Pregnancy Plans and deciding together to save women’s lives. • Communication Body Tools help uneducated volunteers and discussion group participants own and share the new decision-making health information with their family and friends. • Body Tools help communities create a norm of social responsibility for saving women’s lives.
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Overview

How can our bodies serve as Communication Tools?

- We use our bodies to help us recall the new health information easily.
- We SAY the information we want to recall while we DO an action to help us remember the information.
- We say *FEVER*, while we fold our hands over our chest.
- We say *PROLONGED LABOUR* while we kneel in the birthing position.
- Body tools make it easy for us to share new health information.
- Body tools help us all think about the new information.



Communication Body Tools resolve the IF WE DON'T TALK ABOUT IT barrier to acting on new health information.

1. If we don't talk about it, we won't think about it.
If we don't think about it, we won't decide to do anything about it.
2. If we don't talk about it, we won't know others agree what to do about it.
If we don't know others agree, we won't try to do anything about it.

