



# Coaching for the First Embrace

FACILITATOR'S GUIDE





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# Foreword

WHO, Member States and stakeholders in the Western Pacific Region share a vision for mother and child health in which every newborn infant has the right to a healthy start in life. Sadly, every two minutes death comes too quickly — and often needlessly — to a newborn infant in the Region.

Together, we have taken bold steps to address this sad statistic, with Member States endorsing the *Action Plan for Healthy Newborn Infants in the Western Pacific Region (2014–2020)*. The plan aims to improve the quality of care for mothers and babies in health facilities where the vast majority of children in the Region are born.

We have prepared five teaching modules of Early Essential Newborn Care, or EENC, starting with the *Early Essential Newborn Care: Clinical Practice Pocket Guide*. Since its release, reviews and research have shown impressive reductions in deaths, infections and intensive care unit admissions in facilities practicing EENC.

Now this volume, the *Facilitator's Guide to Coaching for the First Embrace*, becomes the second module to introduce and accelerate EENC health provider practices in facilities across the Region.

These modules are a critical part of the regional plan of sustained action and strong policies utilizing methods proven effective at saving lives and money. Governments, health-care facilities and families are already saving precious resources, making health systems more accountable and quality care more attainable.

Together, we must push beyond the era of the Millennium Development Goals and meet the even loftier targets for the Sustainable Development Goals: a global maternal mortality ratio (MMR) of less than 70 per 100 000 live births with no country above 140; and neonatal mortality rates of less than 12 per 1000 births in countries.

To reach these ambitious goals, we must work together with Member States and partners to bring improved high-quality EENC to all mothers and newborn infants in every stretch of the Region.



Shin Young-soo, MD, Ph.D.  
Regional Director



## ABOUT THE EARLY ESSENTIAL NEWBORN CARE MODULES

The five Early Essential Newborn Care (EENC) modules support planning, implementation, improvement, and monitoring and evaluation of EENC.

Module	Title	Primary user level
1	Annual implementation reviews and planning	National and subnational
▲ 2	Coaching for the First Embrace – Facilitator's Guide	National and subnational facilitators
3	Introducing and sustaining EENC in hospitals: Routine childbirth and newborn care	Hospital with national support for scale up
4	Introducing and sustaining EENC in hospitals: Kangaroo Mother Care (KMC) for preterm infants	
5	Introducing and sustaining EENC in hospitals: Managing childbirth and postpartum complications	

**Module 1** is used at the national and subnational levels to collect data for development of annual and 5-year national strategic plans.

National and subnational facilitators use **Module 2** to upgrade skills of health workers providing routine childbirth and newborn care nationwide. In hospitals, EENC teams are formed to regularly assess and improve quality of care using **Module 3**. Once excellent routine childbirth and newborn care are well-established, coaching and quality of improvement for Kangaroo Mother Care (KMC) for preterm infants is done with **Module 4**. Lastly, management of childbirth and postpartum complications is added using **Module 5** (see below).



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