## GENERAL TIPS OF POSTPARTUM CARE FOR THE NEW MOTHER AND NEWBORN

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**Keywords:** postpartum care, women, newborn, prevention, mortality. **Introduction.** International statistics show that at least 40% of women do not seek postpartum care and this fact can generate high rates of maternal morbidity and mortality. Several factors contribute to this trend such as the lack of insurance and family support, low socioeconomic status, cultural differences, etc. In this context, there is a major necessity to ensure quality healthcare for women and their newborns and prevention of health burden.

**Aim.** To highlight the importance of postpartum care and its role in preventing health complications through international legal framework.

**Material and methods.** A descriptive research of the roadmap based on evidence and country experience is presented – the Global Strategy for Women's, Children's and Adolescents' Health for 2016-2030. To achieve the purpose, the online platform "Every Woman Every Child" that was launched during the United Nations Millennium Development Goals Summit in September 2010 served as a source of review.

Results. Postpartum care is significant for prevention of infections and maternal deaths worldwide. International data show that postpartum infections account for 19% of maternal deaths. At the national level, there were 21604 health complications during the postpartum period in 2021. Additionally, postpartum infections increase anxiety and the risk of postpartum depression, interfere with bonding and negatively influence breastfeeding. An important solution for prevention and ending these health problems is the implementation of the Global Strategy for Women's, Children's and Adolescents' Health (2016-2030). Its objectives and targets are aligned with 17 targets within nine of the Sustainable Development Goals, including Goal 3 on Health. These guidelines serve as an important example that is intended to inspire governments to further accelerate their efforts for ending preventable deaths. There were included the main tips of postpartum care for the new mother and newborn such as: (1) providing quality care for women and newborns that can help decrease childbirth deaths, infant and women mortality including mother-to-newborn HIV transmission; (2) immunization, that is one of the most cost-effective public health interventions; (3) breastfeeding and adequate feeding of newborns that can prevent undernutrition and mortality among children. Over 50 countries and 120 organizations have already made official commitments to the Global Strategy, pledging over \$25 billion to women's, children's, and adolescents' health. In the Republic of Moldova, a lot of documents in the field have been developed. A reason why the Global Strategy is also an important pillar for the Republic of Moldova related to the promotion of public health is that it catalyzes the development of national public policy and implementation of actions that aim to improve the health of women and their children no matter who they are and wherever they live.

**Conclusions.** The implementation of the general tips for postpartum care for the new mother and newborn stipulated in the Global Strategy for the Health of Women, Children and Adolescents through the national programs can bring enormous health, social, demographic and economic benefits worldwide.