



Photo: Plan International

USMAN

"There was a community member who did not want to talk about maternal and child health issues. He was convinced that its an attempt to reduce their population, but I chose to be consistent and persuasive. I was pleasantly surprised when he called to thank me for engaging him and giving information on contraceptive use."

Usman Aliyu Idris, a male champion trained through the project, carries out sensitization campaigns in his community on maternal and adolescent health.



Bauchi state, Nigeria


Bauchi Opportunities for Responsive Neonatal and Maternal Health (BORN)



Project Purpose
To contribute to the reduction of maternal and neonatal mortality especially among marginalized and vulnerable communities in ten local government areas

Designed to Achieve
To improve access to sexual and reproductive health services and enhance health outcomes of women and newborns

546,000
participants reached, including over 69,000 adolescent girls aged 15-19, and over 245,000 women aged 20-49



Proportion of women of reproductive age using modern contraceptive method **increased from 7% at baseline to 26% at endline**



Worked across **219** health facilities and trained over 3000 health personnel and community health workers