

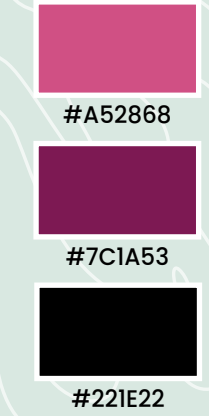
BRANDING COLLATERALS



NPM'S UNIFORM



COLOR SCHEME
 ■ Two shades of deep lilac of the uniform
 ■ Black for the shoes



MLCU SIGNAGE

Colour of MLCU walls (Interior/ Exterior)



#EBD3E7

DESIGN OF THE SIGNAGE

Font in Hindi: TEKO typography
 Font in English: VOYAGER typography
 Color scheme: #C81E6B
 Illustration:



GLIMPSES OF MIDWIFERY CARE



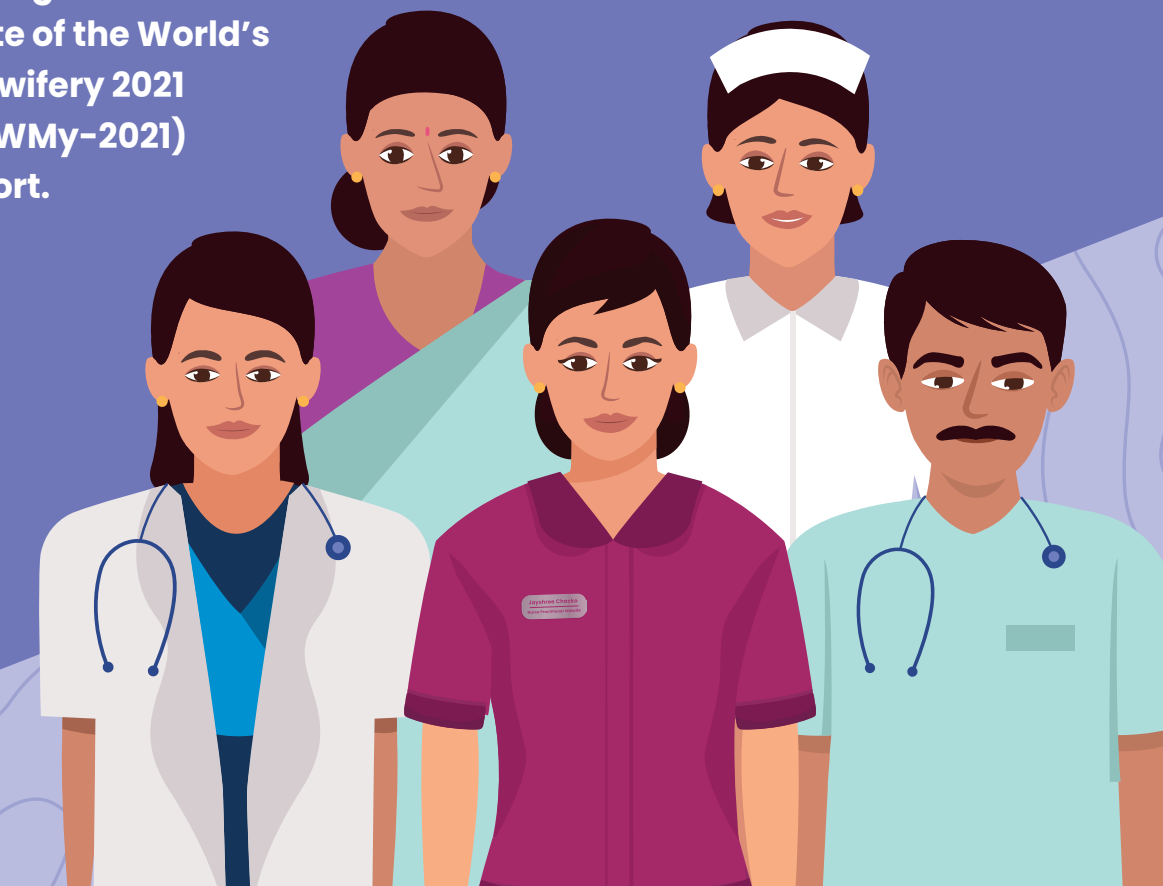
MIDWIFERY LED CARE UNIT (MLCU)

Transforming Maternity Care



The Government of India's Midwifery Initiative aims to provide midwifery services in MLCUs (Midwifery Led Care Units) at public health facilities by NPMs (Nurse Practitioners in Midwifery) to promote Respectful Maternity Care.

India's advancement in midwifery has been highlighted in the State of the World's Midwifery 2021 (SoWMY-2021) report.



CORE PRINCIPLES FOR MLCU SET-UP

- Offers alternative birthing positions and promotes physiological childbirth
- Provides soothing ambience
- Women centric respectful maternity care during labour & delivery
- Located alongside Obstetric Led Care Unit (OLCU)
- Developed in high case load healthcare facilities i.e CHC, SDH, DH and MCH wing
- Timely identification of high-risk pregnancies (HRP) and referral
- Developed as per the Labour Delivery and Recovery (LDR) protocol

BIRTHING MODELS

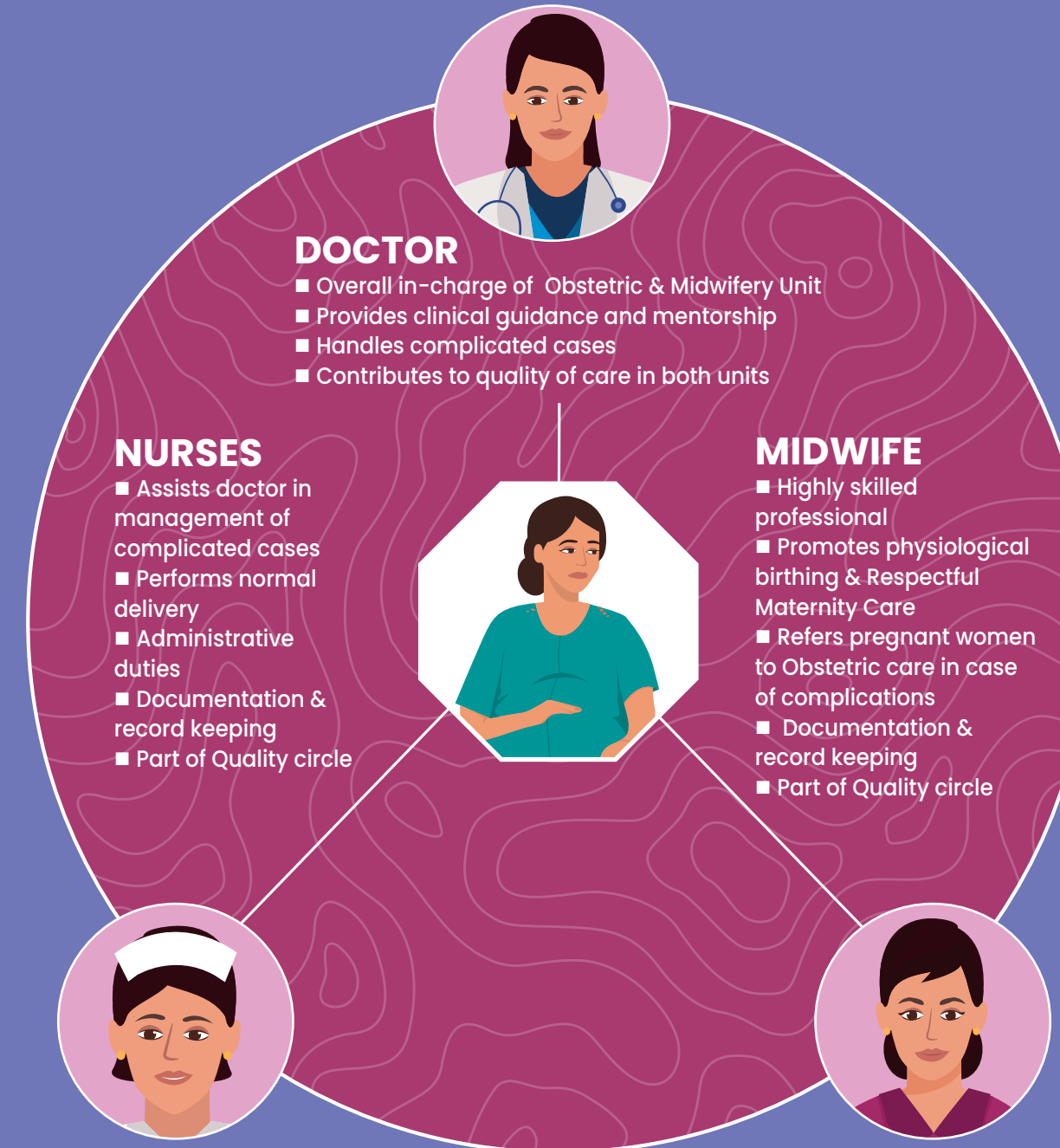
After triaging, pregnant women will be directed to Midwifery or Obstetric care based on the presence of complications or high risk conditions

- MIDWIFERY LED CARE UNIT (MLCU)**
Care provided by NPMs (Nurse Practitioners in Midwifery)
- OBSTETRIC LED CARE UNIT (OLCU)**
Care provided by team of M.O/ OBGYN specialist/ Staff Nurse



COLLABORATIVE CARE MODEL

A paradigm shift from traditional maternity care to collaborative care



MLCU EQUIPMENT

To assist the labouring woman with birthing aids for facilitating smooth and pain free labour.



SUGGESTIVE LAY OUT PLAN-MLCU

Proposed 2 bedded labour, delivery and recovery (MLCU) plan

