

SBCC: A STRATEGIC APPROACH TO REDUCING MATERNAL MORTALITY IN COMMUNITIES IN CROSS RIVER STATE, NIGERIA

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ABSTRACT

Maternal mortality is still a high risk for women of childbearing age in Nigeria raising from 14% in 2003 to 19% in 2019 (Meh et al., 2019). Ope (2020) reported a rise in maternal mortality of 814 per 100,000 live birth in Nigeria. A situation a slight rise in the maternal mortality rate in the country contrary to the view earlier held that maternal mortality was on the decline (WHO, 2019). This review is developed in line with the WHO report that shows that maternal mortality has suddenly rise again in Nigeria. The study was conducted to explain the role that social behaviour change communication (SBCC) can play in the reduction of the maternal mortality in Nigeria. The review involved scoping of literatures and identification of seventy-one (71) articles, whose content were read and arranged in themes comprising; maternal mortality and trends in Nigeria, causes and factors promoting maternal mortality, Sustainable development goals (SDGs) target related to maternal mortality, SBCC as the such techniques to address maternal mortality in Nigeria and challenges hindering the reduction of maternal mortality in Nigeria. The intention of the paper is to proffer SBCC as a locally acceptable strategy that can address the rising and falling status of maternal mortality in Nigeria. Finding from the review show that SBCC have been used in different countries to address several health related issues and by Non-governmental organisation in Nigeria as well making it a potent strategy to address the issue. It is recommended that SBCC as a simple strategy that involve enter-educate strategies targeting different component of the communities including gatekeepers is an effective and efficient approach in reducing maternal mortality at all level. It implies that if carefully planned and executed, the issue of maternal mortality rise in Nigeria will be quickly reduced to the barest minimum if not totally eliminated in Nigeria in the near future.

KEYWORDS: SBCC, Maternal Mortality, Strategic Approach, Nigeria