

## CHAPTER – 2 Social Pharmacy

### Topic: MOTHER AND CHILD HEALTH

#### 2.1

#### INTRODUCTION

WHO, defined as maternal health is the health of women during pregnancy, childbirth and postnatal period.

- In the maternal health there is complete absence of maternal morbidity.
- Maternal mortality refers to health situations that complicate pregnancy and childbirth or put bad influence on women's health and well-being.

#### Paediatrics or Child Health

- The father of paediatrics is the Abraham Jacob (1830-1919).
- The word paediatrics derived from Greek paedia meaning child, iatri means treatments and ics means branch of science.
- Paediatrics is the branch of medical science that deals with development and care with the diseases of childhood and their treatment.

#### 2.2

#### IMPORTANCE OF MOTHER AND CHILD HEALTH

- To reduce maternal, perinatal, infant and child mortality and morbidity.
- To promote physical and psychological development of child and adolescent.
- To reduce child death and infant mortality rate.
- To provide complete protection of child, nutrition diet.
- To monitor overall growth of children.
- To increase school health services and other programmes.

#### 2.3

#### PHARMACISTS ROLE IN MOTHER AND CHILD HEALTH

If any problem come regarding to the mother or child health then pharmacists supply various contraceptive options and prescribe initiate emergency contraception.

- Aware the parents and supply vitamins and nutritional supplements, including folic acid and iron supplements and also promote cessation of alcohol and nicotine use.
- Pharmacists recommend drug therapy, dosages, and duration of the essential medicine during the pregnancy and also decide the drug for developing embryo.

- Pharmacists make decisions regarding accessibility of critical medications in labor and delivery and provide required sterile medication products during delivery.
- Pharmacists, support breastfeeding (when replacement feeding is acceptable, feasible, affordable, sustainable and safe, avoidance of all breast feeding by HIV- infected mother is recommended).
- Pharmacists supply the effective treatment to the child and drug therapy (Oral rehydrationsalts and Zinc therapy) and also insure no deficiencies quality, purity, or potency of medicinal products.
- Pharmacist also participated in health program and aware the parents to any diseaseconditions and provide the proper precaution.