



 **Oops...I'm  
Pregnant!**

*Turning pregnancy "oops!" to "wow!"*



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Pregnant!**

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## Oops.....I'm pregnant!

**O**ne would expect that the reaction to the news of being pregnant would always be a wow! But more often than can be imagined it's an Oops!

Maternal Mortality Rate MMR in Nigeria is so high as to make it seem like getting pregnant is a reckless adventure fraught with life threatening risks! Data based on reported cases indicate that an estimated 1 in 18 live births takes the life of the mother!! This puts pregnancy high up there as a leading cause of death in this region. This vehement scourge is gender biased as only women will normally be pregnant and give birth. It's like relentless flood waters whose virulent waves tug away the economically viable and capable leaving their helpless children and weakened families battered and dis-functional. Child-bearing women are usually in the age bracket of 18 to 47. This happens to be also the economically strong who are able to contribute to the earning power of their families and are actively committed to the well

being and upkeep of their children and homes. The adversity of MM is a terror by all imaginations especially because:

- 1) It robs the expectant Mom of her life in the most grievous manner (while bringing to life another being; her off spring)
- 2) It afflicts the majority of women that survive with chronic ailments and or disabilities impairing their effectiveness for life
- 3) It's an economic saboteur that strips communities of their productive base in the most brazen manner. It's an established fact from research findings in the field of micro-finance that empowered women create more advantages for their families and communities than their male counterparts. It's a big blow for communities to so lose their real socio-economic hope to so mean a cause
- 4) The outcome of any child's life depends to a large extent on the cultivating influence of her home. That nurturing is mostly from mothers. Thus when a home loses its mom,



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## Pregnancy, a risky venture?

society may have to bear with malformed characters who do not have the psychological and emotional wholeness to undertake life's demands. Unfortunately much of the ills that society battles spring from domestic short comings in the family unit and MM has a share in it. The inner strength and courage required to overcome in life's hard places and tests is a deposit that should originate

from a functional family unit.

So to resist MM is a high stand and a powerful stance against every dimension of waste it involves - personal, family, gender, social, economic and national. The fight against maternal deaths is a fight that has positive implications on many fronts; as many as are implicated in this massive struggle..



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## Maternal-Mortality in Nigeria – What lies beneath...

Some years back, extensive ground breaking work and landmark studies into the incidence of MM in West Africa was sponsored by the Carnegie Corporation of New York under the leadership of Dr. Adetokunbo Lucas (while he was Chair of the foundation's program on *strengthening human resources in developing countries*). In the period between 1988 and 1993, this Carnegie funded research produced universally accepted successful interventions in reducing maternal mortality. The studies also firmly established maternal mortality as a human rights issue. A framework was provided by the findings which identified three delays as the major culprits of maternal mortality in West Africa (including Nigeria). These three delays are:

1. delay in seeking medical care;
2. delay in transportation and
3. delay in providing the care at the care center

These are the main causes of the terrible statistics from Nigeria on pregnancy. The big delay headings are seen in numerous manifestations ranging from:

- Economic reasons like non-affordability of antenatal delivery and post-natal costs and general poverty
- Healthcare center bottlenecks like delays in seeing staff in health facilities, incessant strikes and lockouts and delays due to poor supplies and consumables
- Another healthcare giver cause is delay in referral of patients and or lack of Basic essential obstetrics care not available in most facilities
- Systemic problems also arise – doctors and midwives refusing rural postings, external brain drain
- Cultural and religious predispositions and harmful traditional practice like female genital mutilation, child marriage, and the low status of women and gender discrimination.



## OIP intervention...

### Bringing Maternal Mortality Rate down!

**T**he OIP initiative was unveiled in August, 2010 with an objective to penetrate the framework of the delays underlying MMR in country and unravel them by a combination of strategies as needful. For instance, 30% of documented maternal deaths are reportedly due to delay factor 1 i.e. delay in decision to seek medical obstetrics care by pregnant women and or their care givers. Working around this delay to achieve a positive change in medical care seeking behaviour immediately provides 30% relief in the incidence of MM in the country. We are passionate about putting out the needful influences to positively affect behavior and change the attitudes of families and facilities around this delay factor.

We understand that specific norms and behaviors of pregnancy and child birth are observed across local governments in the country. Common across LGAs is the theme displaying various

degrees to which cultural beliefs and societal norms influence the readiness or otherwise with which women seek medical help while pregnant. It is equally true that the economic factor is implicated in the readiness and commitment to choose medical care. The New York Centre for Reproductive Right CRR rightly notes in a published interview that economic disempowerment is a chief contributor to the reluctance by many women in Nigeria to seek medical help through pregnancy. Of course there may also be anxieties about the attitudes of health care givers in the busy public facilities. These all are the underlying causes that OIP works to unravel and correct through specific activities.

These activities include enlightenment workshops, town hall meetings and women wellness rallies. In these meetings OIP provides attendees the knowledge and tools to plan and manage pregnancy. Translated materials by native speakers helps the women understand and relate to the message well. Commodities and aids are distributed to attendees and medical tests freely given to encourage adoption.



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## What we do to bring Maternal Mortality Rate MMR down

On the back of workshops **and wellness rallies**, **OIP** designed the Baby's Day One Box **BD1B** as a direct intervention mechanism to encourage pregnant women seek medical care early in their pregnancy and to promote child birth within **properly equipped and competent** hospital facilities, while palliating the economic issue.

The BD1B seeks to take away much of the economic barriers that constrain from hospital birth. It provides Mum and baby essentials required by the hospital for the delivery and their own use following the period after birth. They include 3 changes of clothes for baby, diapers and baby care things, Mum's sanitary care materials and N2,000 en-cashable vouchers that is available for cash to Mum alone.

The package is given to the new Mom following delivery in a hospital provided she did not miss

more than 2 sessions of her antenatal classes.



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## How OIP is making a difference!

### **EmOC Roll-on / Roll-out**

This is our Medical clinic where we directly give attention to women in rural communities or communities that have no viable alternative to high traffic, overflowing public health facilities. Our Mobile team of doctors, midwives and healthcare givers roll into the scene; intervene for a number of days and roll off to another destination. We have a volunteer force of near 20 doctors and health care givers at present who only receive a living stipend for their services.

### **BD1B**

OIP has adopted Ikorodu local government area LGA of Lagos state as the model for the monitored and managed implementation of its behavioral change scheme. The health seeking behavior of the residents were studied and documented and community stakeholders have been contacted to provide the on-ground assistance for the implementation, measurement and review of the efforts. The specific efforts being deployed are the targeted distribution of

BD1B and educational materials in print.

OIP's awareness and enlightenment work is supported by radio and TV shows. Their impact in affecting a positive behavior change is being gauged and measured in this community as well. To reinforce the visual-based behavior change drive, OIP is producing a docu-drama that follows the behavioral influences that promote the incidence of MMR while subtly persuading in an entertaining way new behaviors that will check the scourge.



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## What inspired us!

**T**he OIP initiative commenced operations in August 2010. Aside from the statistics that reveal the alarming rate of Maternal Mortality in Nigeria; OIP was inspired by a real life experience which serves as a wakeup call to the reality of MMR in Nigeria.

The Founder of the OIP Initiative is personally a survivor of the little known but deadly late Post Partum Eclampsia. This rare affliction is a serious and unexpected complication that is usually characterized by high blood pressure, severe headaches that will not go no matter how many pills you take and blurry vision. It will usually culminate in seizures and stroke. The cause remains unknown. It is reported to be the second highest cause of maternal deaths in the US. Her survival and triumph over lingering symptoms for more than 10 months after the attack is miraculous and is a key part of what fans

the deep rooted flame to engage in a fierce fight for the reversal of the appalling MMR effects wasting lives across the nation.

A UNICEF report stated that, women in developing countries are 300 times more likely to die than those in the industrialized world. Eighty per cent of those deaths could be prevented by simple, often low-cost treatments, and quality obstetrics care. Whether or not pregnancy becomes a plague-like condition in Nigeria akin to serious terminal diseases depends on the efforts of families, communities, businesses and government together to assure an environment that supports women to go get health care and equips those care centers adequately to give good health care when the women do show up.



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## The OIP statement of purpose!

**T**o actively use the media including print, audio, visual and other electronic formats and platforms in both formal and colloquial styles right down to grassroots so as to procure accurate understanding across social strata and provoke action in the audience to address the subject of information. To set up a system for data capture of the vital statistics unfolding silently and unseen around us so as to procure a meaningful base for planning, research, deeper analysis, policy formulation and resource deployment by stakeholders, policy makers, care givers, donors and other interested parties. These

are the levers of the OIP intervention.

### Leadership & Management

The Initiative has its Strategic and Executive Steering controlled by the Boards of Trustees and Advisers. It has a properly appointed auditor that ensures compliance with the relevant guidelines and regulations guiding its sphere of operations. The activities of OIP are funded by donations and gifts from corporate and individual members of the public and other government, bilateral or institutional donors.



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## OIP fund sources and donor profile from commencement!

Individual and corporate donors have been the main funding sources for the operations of OIP to date. In the period from active pre-operation phase (January 2010) up till July 2011 (an eighteen month period; including eight months of pre-operation activities), a total of N11.78 million was disbursed for the activities of the initiative. In the period, the expenses incurred / activities undertaken include a formal media launch, one corporate workshop, acquisition of a fully furnished and equipped office suite, a 5-day, 22 team Reproductive Health Wellness Rally in the villages of Abia State, a vehicle to assist with the mobility of relevant personnel, professional media consultants with at least a few media campaigns, printing and production of workshop stationary and other corporate communication materials. OIP has also commenced distribution of her Baby's Day One Box BD1B and has a on staff a technical personnel of 5 on full time and a volunteer team of 20 medical persons on covered expenses terms only. Donors who have given to the Initiative physical, non-physical and other gifts include the following:

1. YDIS Nigeria; gift valued at N3.2 million ;\$21,34 (a full office suite, furniture and website)
2. Peredoaye; N1 million; \$6,667
3. Tade Oyinlola; N120,000; \$800
4. Kingsley Torru; N100,000; \$667
5. Derek Ebinda; vehicle (valued at N1.5 million); \$10,000
6. Golden Light Learning; computer systems, call center equipment, printers and telephones (valued at N1.2 million; \$8,000)
7. Prof. & Mrs. Omo-Ojugo; N1 million; \$6,667
8. Alero Edu; Media air time (valued at N250,000; \$1,667); 500,000 (Event Moderator)
9. Dr. Ehimen Ebukhaile; N30,000; \$200
10. Living Faith Church, Aba branch; N100,000; \$667
11. Mr. & Mrs. Ebinda; other gifts and payments up to N4 million; \$26,667 over the period.

Other donors that have given invaluable time, energy, motivation and goodwill are too numerous to list in this abridged document.





## About OIP!

OIP is a program of *Acme Development and Realisation Initiatives* ADRIS; a non-profit, non-partisan, non-discriminatory organization focused on working to bring maternal mortality rate MMR (death of a woman in child birth and within 42 days after) down in Nigeria. All donations to her are tax deductible.

OIP has commenced Women's Repro-Health Wellness Rallies. The first of the series is the Abia State Women's Wellness Rally, July 27-31, 2011. There were an estimated 1,500 women in the relevant age bracket that attended the rallies that visited 5 locations (which consisted of combined villages in 5 local Government Areas LGAs in Abia State). The medical teams ran concurrently at multiple locations on some of the days and on multiple spots on the same location on other days.

OIP gives out the BD1B baby's day one box as an incentive to mothers to seek medical attention.

### Vision

To make the business of being born a happy one for the mother; full of "Wow!" outcomes for Mum and baby before, during and after pregnancy.

### Mission

To bring down the rate of maternal mortality in Nigeria through enlightenment, education, research and advocacy and other direct intervention means as are needful from time to time.

### Goal

To democratize free access to information on pregnancy and its effective management and enjoyment down to pedestrian levels.

### Objectives

Our immediate objective is to affect 2,000 women for a positive pregnancy outcome in the first 18 months of our Program which we project will entail our direct exposure with 350,000 people and outreach to an audience of 200,000 women (60% of the big sample size).



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## OIP people

OIP is run by a team of talented, trained and experienced professionals.

Executive oversight rests with the Boards - Advisory and Trustee. The following are the distinguished members of the Boards of the OIP Initiative.

### **Board of Advisers:**

Dr. Jumoke Familoni  
Audrey Joe-Ezeigbo  
Stella Nkiru Oguine  
Dr. Princess Campbell  
Kingsley Torru  
Benedict Izegbu  
Chief Christiana Ebinda

### **Board of Trustees**

Prof. Matthew Omo-Ojugo  
Mrs. Grace Omo-Ojugo  
Pastor Derek Ebinda  
Osaze Ebinda

### *Management Team*

#### **Founder and President**

Osazele Ebinda

#### **International Development & Coordination Manager**

Roseline Shielu

#### **Coordination Management**

Ada Onyeigwe

#### **Strategic & Special Initiatives Coordinator**

Ehimen Ebukhaile

#### **Dissemination & Communications Coordinator**

Anthony Brown

#### **Technical Procurement**

Kike Akinlosotu

#### **Legal Counsel**

LibertyHill Solicitors

#### **Auditors**

Unuigbe Akintola & Co

#### **Publicity Management**

PR Distinction Ltd



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## Profile: Osaze Ebinda; founder

Osaze is a finance professional of many years standing. She began her career in audit and consultancy in 1996 with a Bachelor's degree in Finance & Accounting. She trained with Unuigbe Akintola & Co; a member of the distinguished International Association of Practicing Accountants IAPA and of the UK 200 group (a prestigious group of professional accountants that share standards, resources and best practices in the UK). Following finance courses from financial training Institutions including the New York Institute of Finance, Boston based Wallstreet Prep WSP and North Carolina State University; she focused her career on financial strategy and analysis. She was managing Editor of the defunct *Value Mail for Decision*, a business magazine. She designed the Investment exchange mission *Trade in Motion TRIM* that brokered international partnerships, technical exchange and trade collaboration for mid-sized businesses in the pharmaceutical and solid minerals industries. TRIM collaborated with the Nigerian Investment Promotion Commission NIPC and the Canadian Trade Section to procure these business benefits for participants. She also designed the *Niger Delta Trade and Investment Forum NDTIF* for promoting standards and best practices exchange among participating Niger-Delta based small and medium scale businesses. NDTIF has collaborated with the US Commercial Service to deliver some of its events.

She further broadened her professional scope after an executive MBA at the Lagos Business to include strategy and project development. She has worked in the financial market in varying capacities including as Portfolio Investment (Asset) Manager, Strategy and Business development in mortgage finance and corporate finance. Osaze has a good grasp and deep understanding of business environments and strategy relevance; familiarity with oil and gas business structures and developing growth paths for businesses operating in that space. She is on the board of a few companies and continues to actively practice financial strategy and project finance..

She's a member of the Institute of Chartered Accountants of Nigeria ICAN, an alumnus of the US International Visitor Leadership Program IVLP and Lagos Business School. She is a certified digital enterprise manager and enjoys driving new improvements. Her strengths include:

- Idea Progression and implementation framework design
  - Leadership
  - Excellent presentation and communication skills
  - Strong analytical and problem solving skills
  - Quantitative analytical skills
  - Flexibility and ability to thrive in a fast-paced, unstructured environment

She is happily married to Derek with two beautiful children.



Turning pregnancy "oops!" to "wow!"

## Profile: Audrey Joe-Ezigbo; *adviser*

**A**udrey is a serial entrepreneur with over 17yrs cognate business and entrepreneurial experience. She co-founded **Falcon Petroleum Limited** where she serves as Executive Director for Commercial Operations. Founded in 1994, Falcon Petroleum Limited is one of the three Local Distribution Companies operating within Nigeria's domestic gas sector, with responsibility for development, distribution and management of Natural Gas pipeline distribution network & supply infrastructure within the Ikorodu Natural Gas Distribution zone. As a testimonial of its great strides in the industry, Falcon Petroleum Limited has received several recognitions and awards, including the recent award as the "Best Natural Gas Distribution Company for the year 2010"

She is also the Managing Director of the wholly owned subsidiary, Falcongaz & Power Limited. Established in 2003, Falcongaz & Power Limited is renowned within the oil & gas service sectors for its expertise in engineering design; project management; construction -structural engineering & pipelines. The company is the sole representative for the West Africa region, of Nirmal Industrial Controls PVT - a world renowned ISO 9001:2000 certified manufacturer of Pressure solutions for the Natural Gas, Power and Refining industries, including Pressure reduction stations & skid stations for Natural Gas; gas regulators; relief valves; self-actuated pressure control valves, etc

She serves as Managing Consultant of **Jade Konsult Limited**, a consulting practice which she co-founded in 1994. JKL focus is on training, business development & process improvement, strategy management and related business consultancy services.

She is a member of the executive council of the **Nigerian Gas Association (NGA)**. The NGA is the umbrella association for professionals and businesses involved in the Nigerian gas industry.

She serves on the board of several organizations in varying capacities. She is a motivational speaker, serves as a training resource, and readily shares her experiences on various facets of management and entrepreneurship in diverse forum including **Business Minds Limited, Fate Foundation** and the **Lagos Business School**. At the Lagos Business School, she also has served as a mentor to selected final year students on the LBS full-time MBA entrepreneurship program.

Audrey is married with 4 exceptional children. She is a born-again Christian whose conviction is that God is the very essence of her being, and the source of whatever achievements she has or will ever obtain. She has 3 MBAs with specialty in different management fields and a bachelor's degree in Microbiology. She is an alumnus of the Lagos Business School.



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## Profile: Dr. Olajumoke Familoni; *adviser*

**D**r Familoni is an International Executive with more than 20 years of management experience in higher education and corporate organizations. She is a management consultant with expertise in leadership and entrepreneurial development for public and private organizations seeking to be on the cutting edge of their industries. Dr Familoni is a facilitator, mentor and coach of leaders and entrepreneurs of small businesses. She is a consummate teacher of leadership and entrepreneurship. Her expertise and experience spans across private sector development and public sector as well. As a Public Administrator, Dr Familoni has strengths in developing and implementing programs that allows for alleviation of poverty among grassroots. She has the ability to assist in national development of leadership with focus on industry, commerce and entrepreneurial development.

She also has skills in focusing educational strategies to become more refined and accomplish the desired level of education for a nation. She is passionate about private sector small and medium industry transformation and has been pursuing developing and implementing policies for industry and national development. Dr Familoni has key strengths are Leadership Strategic planning, Entrepreneurial and industry development, Leadership / entrepreneurship curriculum development, Evaluation and Management research, As a leadership developer, Dr Familoni delivers leadership workshops for traditional rulers and community head. She is currently a consultant with the Lagos State EKO project, teaching principals and school administrators leadership concepts and skills.

Dr. Familoni has a few successful entrepreneurial pursuits herself. She is founder and Chief Executive Officer of Jumi's International Inc. designer and manufacturer of fashion and career apparel & uniforms sold to department stores, hospitality industries, airlines and corporate organizations across America. Clients include retail chains like JC Penny's and Holidays fashions stores and corporate buyers for the uniform line including major fortune five hundred organizations like Darden Restaurants Inc., the owners of Red Lobster, Bahamas Breeze and Olive Garden in the USA. Among other customers are the USA Government, Federal Express uniforms, and a host of others. The compan's supply chain is on the cutting edges.

Dr. Familoni founded the International Center for Leadership and Entrepreneurial Development; a management consulting company with a branch in Nigeria. The main mission of the center is to develop leaders and entrepreneurs in the society. In the USA the organization facilitates training programs for corporate organizations in leadership and personnel administration. The organization also works with minority small businesses in achieving their mission and objectives.

Dr. Familoni obtained her Bachelor's degree in Economics from the University of Lagos and a Master's in Public Administration from the University of Memphis, Tennessee. She is an Associate of Chartered Administrators of the University of Toronto, Ontario ACIS as of 1986. She has a doctorate degree in Management and organizational Leadership from the University of Phoenix, Arizona.

She is a prolific writer and published author. She makes her home in both the USA and Nigeria and enjoys golfing and music. She is a family woman.



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## Profile: Dr. Princess Campbell; *adviser*

**D**r. Campbell is a Consultant at the Lagos University Teaching Hospital and a Senior Lecturer at the Department of Community Health and Primary Care, College of Medicine, University of Lagos. She is the President-elect of the Medical Women Association of Nigeria MWAN, the national body of female doctors and dentists active in 25 states across the nation. MWAN is the domestic arm of the International Association of Medical Women. She has been on the executive committee of the Lagos State branch for many years.

Dr. Campbell has undertaken work and extensive research at various times on the subject of maternal and infant well being in the course of her professional career. She qualified as a medical doctor in 1975 from the Rostov-on-Don Medical School and obtained an MA in Health Management Planning and Policy from the University of Leeds as well as a Community Medicine Course Certificate from the University of Edinburgh in Scotland.

Her work currently involves lecturing medical and dental students, postgraduate residents, post basic nurses. She is involved in the training of postgraduate students' programmes of the West African College of Physicians and Postgraduate National College. She conducts research in relevant areas in health and health related issues with special interest in quality care.

Her work involves preparing Community Immersion reports and giving feedback to local government area LGA Chairmen, health staff and community members. She is a consultant with UNICEF on several projects including the COPE for Improving Maternal and Child Health which took place in 2000 -2001. In the course of her extensive career, she has served on medical teams in the Britain and Nigeria. She is a published author and an avid researcher.

Dr. Campbell is happily married with four children and makes her home in Lagos.



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## Profile: Benedict Izegbu; *adviser*

**B**en is a results-driven business professional with diverse career tracks for successfully opening new markets, growing existing business. He is known for his ability to penetrate complex challenging markets and deliver required revenue and profit margins. He is an exceptional negotiator with great communication skills, who is effective at identifying opportunities and ability to bring the opportunities to reality.

Ben's years as an International executive for major US organizations exposed him to governments in Africa, Asia, Middle East and Former Soviet Union, and to the technical aspects of the energy industry. He employed and worked closely with several engineers and technicians. Time spent in the investment houses of Lehman and Goldman have also prepared Ben to understand the practice of mergers and acquisition which eventually may prove useful to an International organization interested in acquiring or divesting assets.

Ben brings to an organization interested in expanding or growing its existing international division, strong sales and marketing background coupled with finance and legal exposure. Although much of Ben's business and political

contacts are strongest in Africa, he also has good contacts in Asia, Mid East and the CIS, which emerging market regions with growth potentials. Ben's core strengths include:

- Cross cultural background,
- contract negotiations,
- new business development,
- growing and expanding new business,
- Strong sales and marketing.
- Interpersonal skills

Ben has been in the vanguard for the development of African business initiatives for decades. He was on the Trade delegation team to Africa led by the late Congressman Mickey Leland and was invited to join the African Leadership Forum; an organization of African Leaders established by former Nigerian President Obasanjo. He founded and Bicontinental and its subsidiaries as successful oilfield services companies with focus on the emerging markets of Asia, Africa, Middle East, and Latin America. He secured an oil block offshore Nigeria as a minority partner.

Ben is married with two kids and makes his home in the UK, America and Nigeria.



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## Profile: Chief Christiana Ebinda; *adviser*

**O** *bongawan* Ebinda is a community leader and women influence broker in Akwa Ibom state of Nigeria.

She joined the Police as a young woman. She found the lure of business embedded in her soul and honorably retired from the Police in order to pursue it. She is an accomplished business woman who has started and grown many businesses to profitable, thriving conditions. She is President of the Hoteliers Association in her town.

Chief Ebinda is an active player in the socio-political sphere of women engagement. She is the Secretary General of the Akwa Ibom state's female Chief's Forum. She is an awardee and member of the Elders' Forum of the state; *Adaha* Akwa Ibom and member of the National Council of Women's Society. She is also the President of the IK Senatorial Women's Forum of Akwa Ibom state.

Chief Ebinda is a widow and the mother of four grown children.



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## Profile: Stella Nkiru Oguine; *adviser*

**S**tella is the Managing Director of Cortts Limited.

She holds a Degree in Law (LLB) obtained from the University of Manchester, England in 1991, and a Masters In Business Administration (MBA) from the Lagos Business School, Nigeria. Prior to joining Cortts, She had worked at various times at Citizens Bank, the law firms of Mbanefo &

Mbanefo, Templars Barristers and Solicitors, and Reloserv Limited.

She is well versed in the legal, regulatory and financial issues surrounding Commercial and Residential Real Estate transactions and has advised clients on issues ranging from the Legal aspects of property acquisitions to Real Estate investment strategy and Portfolio selection.



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## Profile: Professor Matthew Omo-Ojugo; *trustee*

**P**rof. Omo-Ojugo has been a Professor of Curriculum Studies for fifteen years, during which period, he has held many academic & administrative positions including but not limited to Head of Vocational & Technical Education, Head of Curriculum Instruction Department, Director of the Institute of Education, Dean of the Faculty of Education & the School of Post Graduate Studies at various times.

Besides the aforementioned positions, he was Deputy Vice Chancellor (Administration) in Ambrose Alli University, Ekpoma, Edo State. He has also served on several bodies and committees and chaired a few including Chair, Senior Staff Disciplinary Committee, Chair Committee of Deans, Member University's Governing Council & Member Governing Council of the Institute of Continuing Education, Benin City for eight &

five years respectively.

In recognition of his services to the University & Society at large, he has received several awards and recognition including Justice of the Peace & Knight of Saint Christopher as well as other awards from traditional rulers in acknowledgement of his contribution to the growth & development of his society.

As an academic, he has published extensively in both local & international specialized journals. He is also an author and public speaker in great demand. He has the drive & vision to ensure excellence in teaching, research, community development, & service delivery. He is very sociable & gifted with strong people skills.

He is happily married with six children.



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## Profile: Mrs. Grace Omo-Ojugo; *trustee*

**M**rs. Omo-Ojugo is an inspiring woman of strong purpose.

For many years she worked as a school teacher and home maker raising her six children. She successfully launched a second career in her late forties. She undertook and completed a fresh bachelor's degree, finished off a Master's degree and commenced work on her doctorate degree all in sequence in

her fifties! She is highly articulate and focused.

Mrs. Omo-Ojugo is currently a University lecturer and a distinguished scholar.

She makes her home in Edo State and is happily married with children.



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## *Profile: Pastor Derek Ebinda; trustee*

**D**erek is a consummate people development expert and a Pastor of the charismatic faith.

He has pastored and mentored many hundreds of people at various times in his career. Derek is a strong believer in the power of personal desire (as you think it, so it becomes!). He is passionate about helping people adjust their thinking and expectations first of their own selves, then of their God and Creator and finally of the people in their world. He explains that a healthy personal vision and clarity are the bases for all of life's success. Derek has planted many churches and was the resident Pastor of the Olive Parish of Redeemed Christian

Church of God for many years. He is the founder of Royal House of Praise. He works to build congregations and strong people in outpost communities in Lagos.

Derek has a bachelor's degree in Sociology from the University of Calabar and a Master's in Labour and Industrial Relations from the University of Maiduguri. He has also attended the eCornell Human Resource development courses. He has worked in Management capacity in different organizations heading the human resource and people management function.

Derek is happily married with children



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## Profile: Roseline Shiellu; *management*

**R**oseline is an excellent Team leader/events planner experienced in providing a solid support functions within a business and local authority. She has a calm and methodical approach ensuring she can work well under pressure and within set deadlines. She is highly numerate with an analytical mind and sound technical skills. She has excellent communication skills and can interact successfully at all levels. She is hardworking, motivated, organized and reliable.

With 7 years experience as a team leader of 30 call center advisors in a local authority, she is able to motivate team members and drive them to achieve an excellent result that meets service level agreements. She is able to demonstrate excellent communication and team work skills with a proven ability to make objective decisions. Her work involves collaborating with key stakeholders, local residents and the third sector to improve service delivery and promote creative and innovative ways of tackling local problems, ensuring service is user focused and developed to meet the needs of ethnically diverse community

In her role as an events planner, with a UK registered charity, she provides support role, fund raising and organization of events. She was part of the team that recently organized a one night event with over 20,000 live attendees held at the Excel London exhibition centre. She led the team that worked to deliver security passes to official at that program before the night of the event; she led them to through the collation of data for the passes through its production to the accounts management around the function and the accurate delivery of each pass to the specific person meant for. The fund raised to finance the operation amounting to £20,000 was coordinated and executed under her lead as well. She is a graduate of Thames Valley University, London, with a degree in Business Information Systems and undergoing an MA in housing and regeneration. She has had extensive customer service management training and is a trained health and safety officer.

Roseline is happily married and mother to 3 happy kids and a soldier in Gods army.



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## Partner with OIP!

You can partner with OIP to reach her target 350,000 people in the first instance with material that can trigger life saving behavior change. This includes production of media material and physical commodities. Having a practical guide or roadmap for the journey of pregnancy enables the pregnant navigate the journey successfully. Help create and distribute these maps and influences.

Our objective is to influence 350,000 persons by supplying them influences and or materials as relevant to their peculiar situations.

### Our specific programs

OIP is running the following programs for which financial partnership is desired:

Production and targeted distribution of its Baby's Day one boxes **BD1B**. 50,000 units of BD1B is being produced. Cost of production excluding logistics and handling is N8,900 per box. Desirous persons can partner to produce any specific number of boxes knowing that you partner to save lives and preserve destinies . Strict monitoring procedures guide the

distribution and impact assessment of the BD1B gifts in related program areas.

OIP is procuring mobile emergency care vehicles with fitted surgery equipment and theater gear. Several locations do not have the facilities to adequately meet emergency obstetrics care need in their health care centers. These vehicles will circulate in the located areas and bring needful capacity support at critical times in the areas. They are a vital shared resource for the identified areas. Your partnership enable OIP deploy speedily these units.

OIP has resources for sharing for which media access by way of Television air time, radio air time and printing are required. You can partner financially to assist OIP put the word out strongly to provide direction, influence action and change behavior positively for life preservation during pregnancy in this region.

Wellness rallies and workshop - you can sponsor a rally to any needful or target group.



Turning pregnancy "oops!" to "wow!"



Put action to your plans...

Start today to partner with OIP!

Grand financial involvement with the OIP program is good and highly welcome.

However you do not have to wait for your plans to be grand to get involved in the fight against a needless scourge wasting mothers and deterring motherhood! Get involved right away from where you are at; a comfortable and affordable base by making a pledge for an amount you can consistently give over a period of time.

Your gift of a monthly amount will go a long way to save lives and promote wellness. OIP can arrange a collection service if you pledge to give any amount for a period of 3 - 10 months. Cheques may be written in favor of *Oops...I'm Pregnant!*

Corporate sponsorship and donations is highly desirable and encouraged. It is important to note that donations to OIP are allowed as a direct offset against the tax payable by companies. Your company's donation in effect is not a cost or an expense you cannot afford as it is recognized by the government and thus reduces the amount of tax you are obligated to pay.

Do something today and call the OIP numbers or send an email to make a donation right away!

Thank you for caring.

Call: 07028383121; 07028386904;  
Mail: [donation@oopsimpregnant.org](mailto:donation@oopsimpregnant.org);  
[info@oopsimpregnant.org](mailto:info@oopsimpregnant.org)



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