

ABSTRACT**The Concept of Postpartum Maternal Mortality Prevention Model
In Jember District**

The number of maternal mortality of Jember district is higher than East Java during 2008-2012. Jember is a district that have the highest absolute number of maternal deaths in East Java Province which majority in postpartum period. Postpartum mortality has caused by hemorrhagic postpartum, sepsis preeclampsia/eclampsia, and indirect caused. The aimed of this research was to identify direct and indirect caused of postpartum mortality and develop a concept model of prevention. A qualitative case study approach was conducted in Jember district used in-depth interview method with midwives coordinator, midwives, family of postpartum died women, and traditional birth attendants as informants. Study document aimed to support primary data and FGD with head of health service departement of district health office (DHO) and midwives coordinator to finalize the concept model. The result showed that majority of mothers were 20-34 years old, elementary degree of schooling, housewife, and had high risks status. Direct caused were preeclampsia/eclampsia, HPP, sepsis and four (4) delays. Indirect caused due to lack of dangerous sign; lack of commitment, coordination, obedience, skills, and communication of health providers; mother's parent had a power in decision making; unoptimal community organization; and culture in postpartum care's role. The strategic issue was optimizing postpartum care through 5C (commitmen, coordination, conformity, competence, and communication) supported by related sectors started with cooperation before pregnancy until postpartum as a suggested concept model. This research suggested strengthening commitment of stakeholders as a basic for policy implementation and planning program.

Keywords: postpartum maternal mortality, prevention model, reproductive health