

# Developing MNCH communication commodities using demand generation I-Kit: Bangladesh experience

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Life  
Saving  
Commodities

Improving access,  
saving lives



EVERY WOMAN  
EVERY CHILD



**USAID**  
FROM THE AMERICAN PEOPLE

# Relevant Bangladesh

Health indicators	1990	2000	2015
Total population	105,983,136	131,280,739	160,995,642
Rural population (%)	80.19	76.41	65.72
Life expectancy (years)	60	69.0	70.7
Total fertility rate	4.3	3.3	2.3
Delivery by medically trained health personnel (%)	-	12	37
Skilled attendance at deliveries (%)	16	32	42
Neonatal mortality (per 1000 live birth)	63	41	23
Under 5 mortality (per 1000 live birth)	144	88	38
Maternal Mortality Ratio (per 1000 live birth)	569	399	176

# Project Overview

## Background:

- ✓ Health of mothers, children, and neonates still remain a major public health concern
- ✓ Rural population and those living in slum and poor settlements are most vulnerable
- ✓ Access, Equity and Quality remain a challenge for these vulnerable population

## Objectives

1. Design, develop and implement the health communication commodities (pictorial booklet and training manual)
2. Design and develop training package for CHWs, focused on:
  - a. Neonatal health;
  - b. Maternal health
  - c. Child health;
  - d. Family planning
3. Provide training to the BRAC CHWs (CSBA, SS, SK, MMW)
4. Prepare a case study to feature an implementation process


# Procedures

## **Formative research:**

- Search and review of relevant documents, literature, guidelines etc.
- Interview with mothers (n=4); Health workers (n=2)
- Informal meetings with mothers groups (n=2) and service providers (n=2)
- Consultation meetings with MNCH experts

## **Content finalization**

- Identification of key areas of demand generation I-Kit
- Finalization of areas and contents
- Production of revised MNCH booklet and training guidelines

ব্যক্তিপূর্ণ গর্ভবতী	হ্যাঁ	না
মা, নবজাতক ও শিশুস্বাস্থ্য তথ্য বই		
		
গর্ভবতী মহিলার নাম	:	.....
পিতা/স্বামী/অভিভাবকের নাম	:	.....
পিও এর মোবাইল নম্বর	:	.....
স্বাস্থ্যকর্মীর মোবাইল নম্বর	:	.....
সিএসবিএ এর মোবাইল নম্বর	:	.....
রেফারেন্স মোবাইল নম্বর	:	.....
রেফারেন্স হাবের ঠিকানা	:	.....



# Use of I-Kit Resource



## Key I-Kit resources adopted

- **Maternal health**

- **Oxytocin**: included in training guidelines
- **Use of Misoprostol**: included in booklet and training guidelines

- **Neonatal health**

- **Use of Chlorhexidine**: Booklet (pictorial & message,) and training guidelines
- **Resuscitation**: Booklet and training guidelines
- **Injectable Antibiotics**: Training guidelines



# Use of I-Kit Resource (Cont...)

## • Child health

- Amoxicillin: booklet (pictorial message) and training guidelines
- ORS: booklet (pictorial message) and training guidelines
- Use of Zinc: booklet (pictorial message) and training guidelines

## • Family planning

- Emergency contraceptives (I pill): training guidelines
- Contraceptive implant: booklet (pictorial message)
- Female condom: not yet culturally acceptable



### পরিবার পরিকল্পনা পদ্ধতি





# Additional messages adopted



- Tobacco control messages
- Nutrition supplement and food chart for mother
- Messages for referral systems
- Hand washing guidelines as per WHO SOP
- Danger signs for maternal (n=5) and neonatal (n=6)
- Kangaroo mother care
- Recommended schedule for baby bath
- Breast milk expulsion and breast feeding instructions
- Message on micronutrient supplementation



# Key Activities

- Production of I-Kit adopted health communication commodities:
  - MNCH booklet for pregnant women and mothers
  - Training guidelines for CHWs
- Training of trainers (TOT): 6
- Training of CHWs: rural (n=140); urban areas (n=80)
- Distribution of MNCH booklets
- Development of case study





# Project Highlights (Implications)

- The I-Kit adopted BRAC MNCH booklet is now being used by BRAC (over 1.5 million copies have been printed and over 100K copies are distributed every month)
- The training guidelines for CHWs is ready and being used
- Over 220 CHWs are being trained so far
- Over 100K CHWs will receive training in coming months



# Contact and Acknowledgements

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