

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

Lal B Rawal, MPH, PhD

icddr,b and JPG School of Public Health,
BRAC University, Bangladesh



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



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Sources: World Bank Group, Global datasets 2014; BDHS 2014

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

Dr Lal Rawal, MPH, PhD

icddr,b and JPG School of Public Health,
BRAC University

Email: lbrawal@gmail.com ;
dr.lalrawal@gmail.com

Project team

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