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
# Relevant Bangladesh

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

**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
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
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
Prof. Malabika Sarker; Dr. Lal B Rawal; Dr. Ariful Islam; Dr. Raisul Haque; Bachera Akter; Mahmood Kazi; Mostafa Sarwar; Syed Imran Ahmed

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