

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



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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)
- Meetings with BRAC, and relevant stakeholders
- 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

ব্যক্তিগত 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 accepted in Bangladeshi culture



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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 ready (500,000 copies ordered)
- Over 100K copies will be distributed every month
- The training guidelines for CHWs is ready for use
- Over 220 CHWs are being trained so far
- Over 100K CHWs will receive training soon



Contact and Acknowledgements

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