## Step 5: Determine Activities and Interventions

Suggested approaches and activities and illustrative examples are presented here as appropriate choices for communicating to primary and influencing audiences about magnesium sulfate. These suggestions are a starting point and close collaboration with communication and creative professionals can help ensure that design and execution are innovative and compelling.

**Mass Media**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Short-form mass media | * Develop Radio or TV spots on PE/E (e.g. about recognizing danger signs and seeking ANC) | Increase awareness and knowledge of benefits of ANC | Pregnant Women and their families  Secondarily: Health providers (facility- and community-level) |
| Long-form mass media | * Integrate PE/E into multi-episode radio or TV drama serial * Produce radio call-in shows that include PE/E as a topic | Stimulate social dialogue  Shift social norms around ANC and assisted childbirth | Pregnant Women and their families |
| Print media | * Develop/adapt take home brochures/leaflets on PE/E, stickers to remind women about warning signs of PE/E, posters | Increase knowledge of PE/E and where to find quality services/when to seek help  Reminders | Pregnant Women and their families |
| Digital media and mHealth | * Integrate PE/E into existing maternal health SMS service including reminders of when to seek care * Host MH hotline (phone and/or SMS-based) | Increase awareness and knowledge  Stimulate social dialogue | Pregnant Women and their families  Community-based providers |

**Clinic-Based Services**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Clinic services | * Develop and disseminate quality guidelines via professional peer networks or associations * Train health providers in prevention, screening and management of PE/E (including magnesium sulfate) * Develop algorithm for detection and treatment of PE/E * Develop a job aid showing overall treatment protocol (including hypertension management) | Increase correct knowledge  Ensure correct use  Facilitate decision-making  Increase early detection and correct treatment | Facility-based providers |
| Digital/distance learning | * Develop and train on electronic job aids such as smart phone and tablet based apps * Disseminate YouTube videos on how to detect PE/E and administer magnesium sulfate via smart phones or tablets | Increase knowledge and skills  Facilitate use by various cadres of providers | Facility-based providers  CHWs |
| Supportive Supervision | * Conduct on-the-job supervision using checklists and give feedback to provider to encourage improved quality of care | Increase skills and motivation | Health officials/managers |
| Reminders/Incentives | * Develop reminders to test for PE/E and administer appropriate treatment and disseminate at regular and frequent checkpoints (e.g. during supervision checks; refresher training) | Increase knowledge  Increase skills | Health officials/managers  Facility-based providers  CHWs |

**Community-Based Services, Outreach and Community Approaches**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| CHW outreach | * Develop low-literacy flipcharts with PE/E danger signs * Develop badges or other items with key messages on PE/E and ANC visits * Develop influencing / negotiating skills to ensure proper care is given * Develop systematic and supportive referral systems | Early detection of PE/E  Ensure timely care for PE/E women | CHWs  Pregnant women and their families |
| Community approaches | * Develop community dialogue around regular ANC visits and appropriate care of pregnant women – including danger signs | Increase knowledge of PE/E  Encourage prompt care-seeking | CHWs  Pregnant women and their families |
| Champions | * Identify “everyday heroes” - men in the community who support ANC and knowing about PE/E for their partners and are helping to ensure the health of their families – and celebrate them at community events and through community and mass media | Encourage social dialogue  Increase social support for ANC | Pregnant women and their families |

**Structural**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Policy and guidelines | * Engage professional associations in evidence sharing activities related to use of magnesium sulfate * Develop advocacy brief for district level policy-makers to promote importance of supplies and training related to PE/E * Share research showing cost savings obtained from early detection and treatment with magnesium sulfate   *Scaling Up Lifesaving Commodities for Women, Children, and Newborns: An Advocacy Toolkit* provides advocacy resources for utilizing the Commission platform to raise awareness and engage stakeholders in addressing commodity-related gaps in policy. See: <http://www.path.org/publications/detail.php?i=2381> | Influence policies and guidelines | Health officials/managers |
| Technical working groups | * Develop/update guidelines on PE/E detection and treatment * Update training materials on correct PE/E detection and treatment (pre-service and in service) * Assess task shifting opportunities and need for guidelines on its use in PE/E detection and treatment | Ensure correct knowledge Ensure correct supplies Obtain consensus for task-shifting | Facility-based providers Health officials/managers |
| Incentives | * Set up an incentive scheme to reward women who go to four ANC visits and deliver at a health facility * Reward health facilities for the number of ANC visits and deliveries conducted | Increase ANC attendance and health facility delivery | Pregnant women and their families  CHWs  Facility-based providers |
| Pre-service training | Integrate PE/E and magnesium sulfate into pre-service training for all providers, including doctors, nurses, midwives, CHWs, etc. | Increase awareness and proper use of magnesium sulfate | Facility-based providers  CHWs |