



Wizara ya Afya na Ustawi wa Jamii

onesha  
vpendo  
wako

# Promoting SP3+ uptake

Waziri Nyoni  
TCDC

Wazazi  
nipendeni

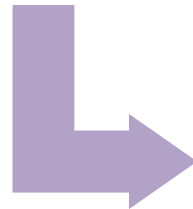


# Goal

Empower women and their partners to take the steps necessary for a healthy pregnancy, safe delivery and proper care for the newborn during the first 12 months.

Phase I

Pregnancy + Safe Delivery



Phase II

Post-Partum + 1<sup>st</sup> Year of Life

# Target Audience

- Primary:
  - Pregnant women and their partners
- Secondary:
  - Birth supporters (aunts, mothers, in-laws, friends)
  - Women intending to become pregnant in the next 6 months
  - Health providers
  - Local and district leaders

# Phase 1 Background

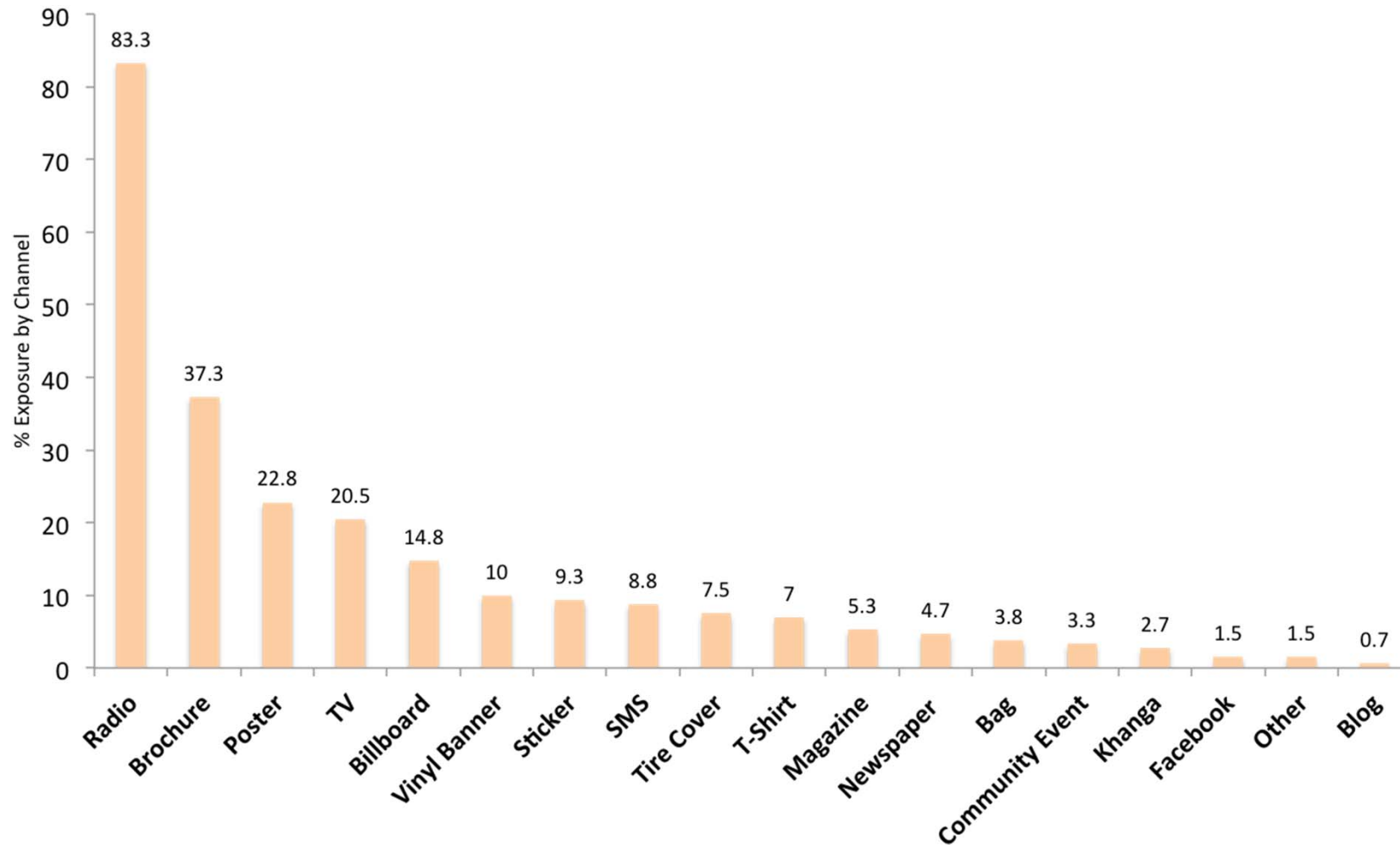
- Focused on Promoting SP 2 uptake, net use, early ANC attendance (and other areas)
- Ran from Nov 2012 to Dec 2014



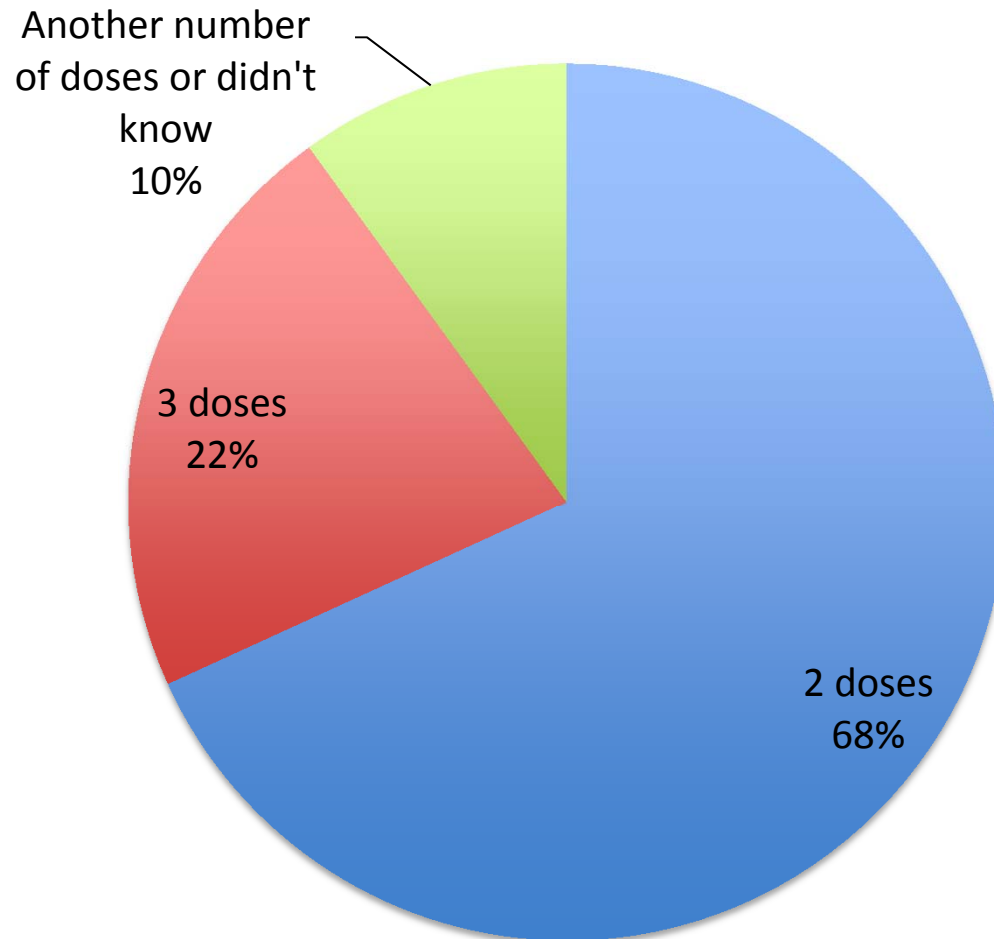
# Key Malaria Results

- Exposure was a significant predictor of several outcomes;
- For each message source to which a woman was exposed, there was;
  - An 8% greater odd she received an SP dose,
- The more message sources to which women has been exposed, there was 23% greater odds she received 2 or more SP doses, 61% greater odds she slept under a mosquito net the previous night

# Exposure by Communication Channel

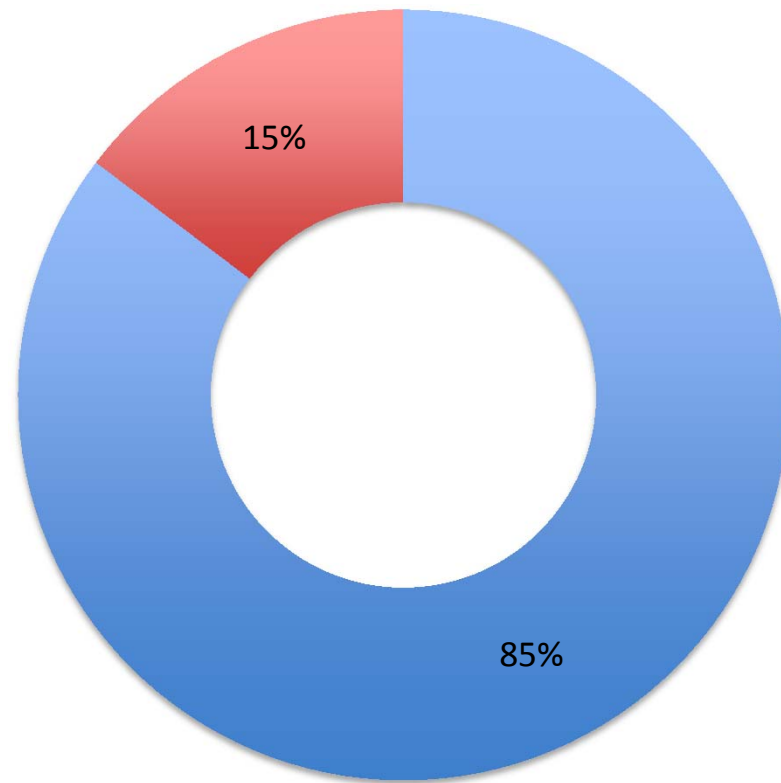


# Knowledge of SP Dosage Number



# Net Utilization Previous Night

■ Slept under a net   ■ Didn't sleep under a net





# Implications

- Evaluation informed development of the second phase of the campaign
- Significant lack of education and employment and low socio-economic status among surveyed women—new campaign needs to target low literacy, low SES, rural populations
- Respondents didn't know why they should take SP doses

# Phase II: New Health Areas

## Pregnancy

- Iron and Folic Acid
- SP 3+
- Option B+
- Tetanus Toxoid

## Post-Partum

- PNC
- Danger signs
- Care for the newborn
- Breastfeeding
- Immunizations/Vitamin A
- Post-partum family planning

Net Use

# Phase II Objectives: Pregnancy

- Take FeFo every day from the time you know you are pregnant. Continue for 90 days after delivery.
- Receive at least three doses of SP and sleep under a treated net every night.
- Receive two doses of the tetanus vaccine during pregnancy.
- Eat foods rich in Vitamin A.
- If you are a pregnant or lactating woman and test HIV positive, choose to start lifelong ART.

# Phase II Objectives: Post-Partum

- If you or your newborn experiences any danger signs after delivery, go to the health facility immediately.
- Ensure your baby breastfeeds in the first hour after birth. Give your baby *only* breastmilk from birth to six months.
- Go for all 4 scheduled post-natal care (PNC) visits with your child.
- Complete all routine immunizations.
- Ensure your baby receives Vitamin A drops at 6 months and 1 year.
- A couple should wait at least two years after the birth of a child before trying to become pregnant again.

# Communication Channels

## Mass Media

- Radio spots/programs
- TV spots/programs
- SMS platform

## Promotional Materials

- Bumper stickers
- Banners
- T-shirts
- Khangas

## Facility-Level

- IBP brochure
- SP3+ reminder card
- SP3+ poster
- SMS poster
- ANC card wallet
- Baby weighing bag

## Community-Level

- Community Resource Kit

# TV Spots

**SP3+**



**Breastfeeding**



**FeFo and Nutrition**



**Immunizations**



# Materials Orientation/Distribution

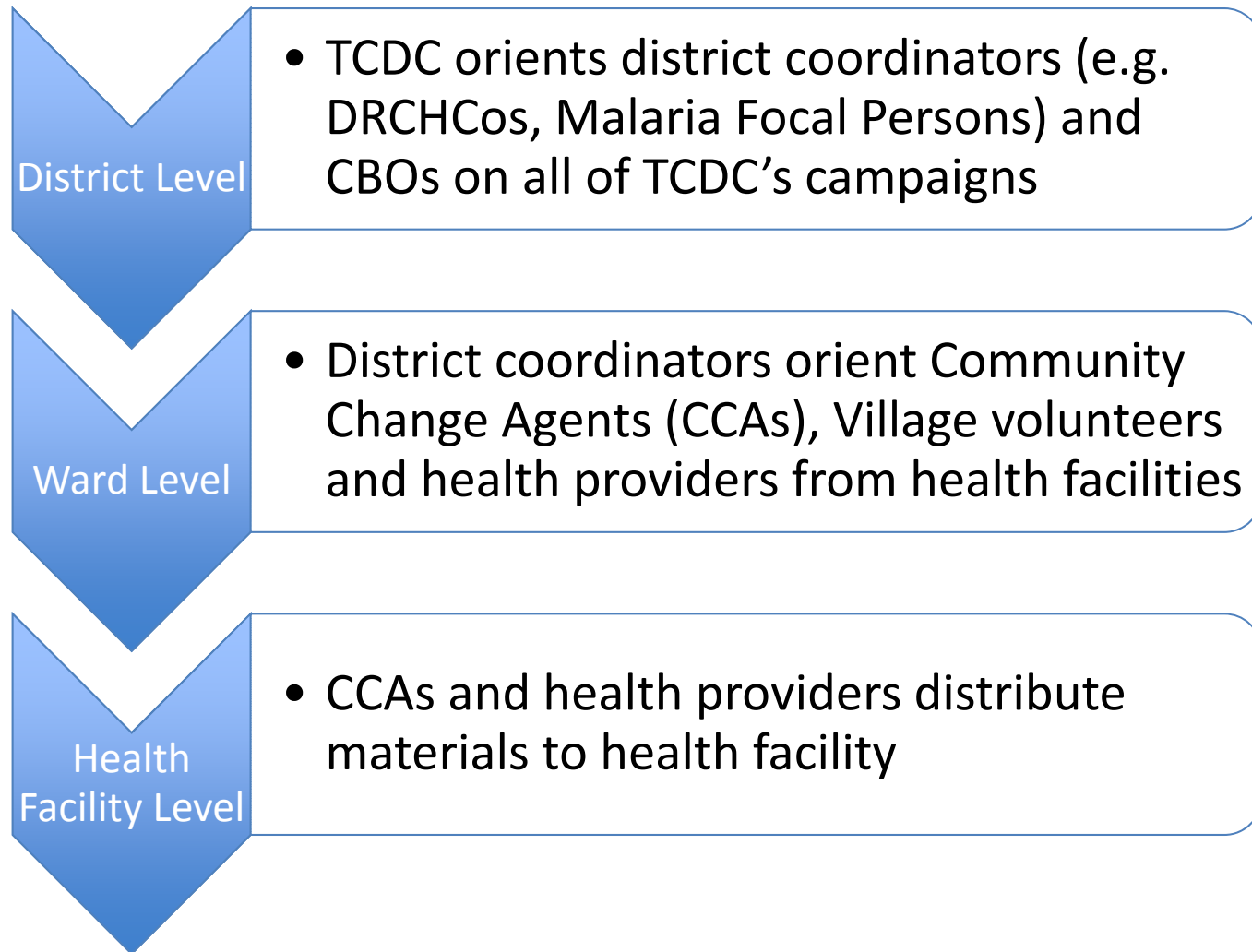
By TCDC

Districts (CHMT) → Wards (CCA) → Village (VV and in-charge) →  
Health facilities

By partner organizations

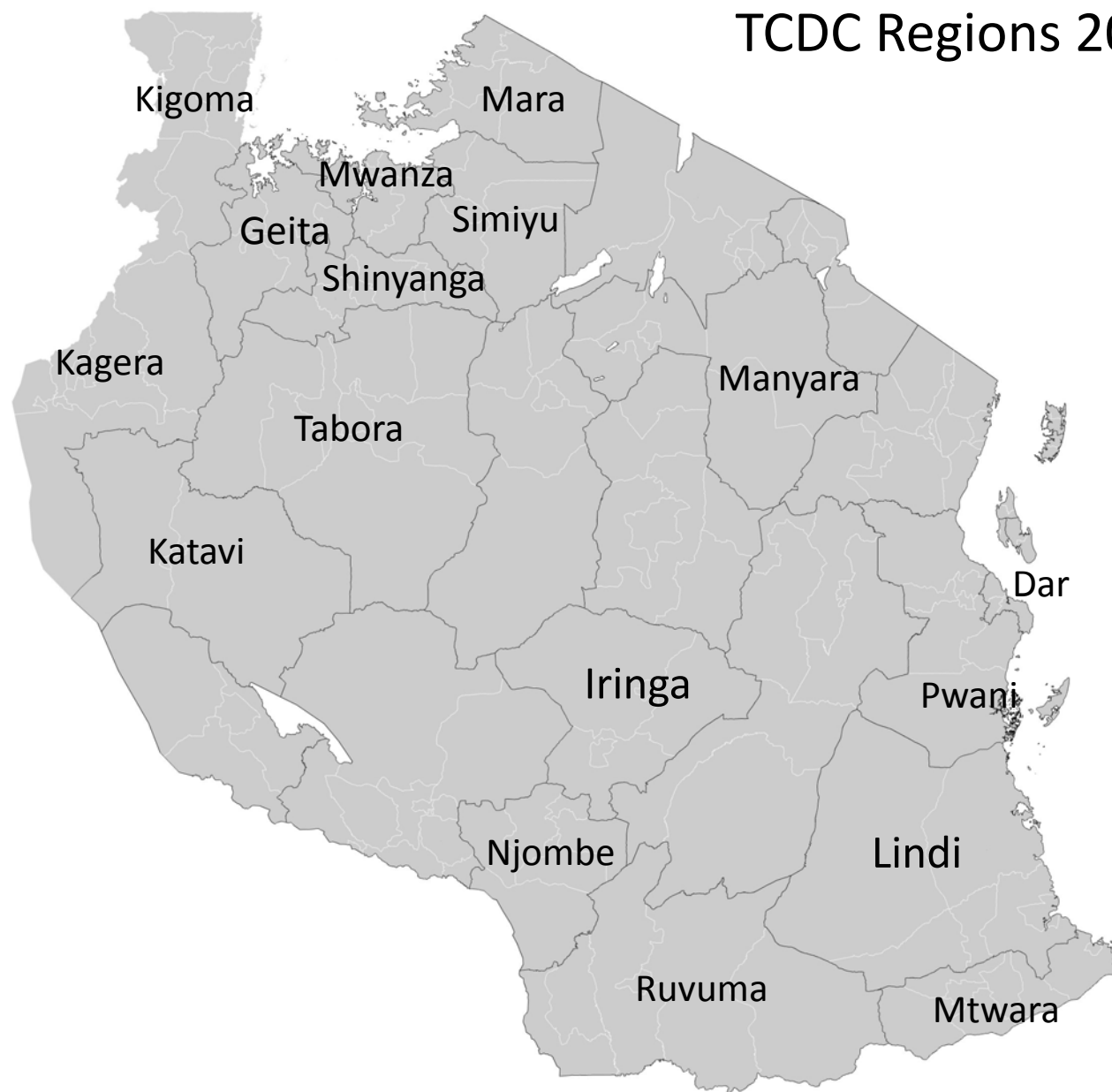
- Materials orientation for partners
- Partners piggyback on existing activities to orient health providers

# Materials Orientation & Distribution Plan





# TCDC Regions 2015



# Brochure

- Designed for pregnant woman, woman with new born and supporters
- It includes birth plan and a check list for pregnant woman and mother with new born (0-1yr)
- Health will support pregnant women and mothers with newborns to check the list brochure and fill in the birth plan
- 110 per health facility



# SP3+ reminder card

- Designed to remind a pregnant woman about her returning date for next doses of SP
- After taking the first doze of SP, antenatal care health provider will write on the card a return date for the following doses and give it to a pregnant woman to keep
- Lines below the third dose is for 4<sup>th</sup> and 5<sup>th</sup> dose. These lines will be filled incase a pregnant receives more than 3 doses.
- Pregnant woman is suppose to have her reminder card when she comes for another doze
- 150 per health facility



# SP Poster

- Designed to be placed at health facility eg. at ANC, labor ward, OPD and other public places at health facility
- 3/1 per health facility and dispensary



# ANC Card Wallet

- Designed to hold clinic card
- A give away for few pregnant women
- A reward for early attendance, at least 4 visits
- 8 hospital, 8health facility, 5 zahanati



# Baby Weighing Bag

- One per every hospital and health facility
- Designed for weighing babies at clinic
- 1 per hospital and health facility



# Promotion materials

- Sticker
- Banners
- Kanga
- T-shirts



Health and Social Welfare ministry acting Chief Medical Officer Dr Mohamed Ali gives a statement during the launch of the second phase of 'Wazazi Nipendeni' national media campaign for safe motherhood in Dar es Salaam yesterday. Left is acting director for Maternal and Child Health Department in the ministry, Dr Georgina Msemu, and centre is USAID's malaria Technical Advisor George Greer.

PHOTO | EMMANUEL HERMAN

## Health media campaign for launch

By Saumu Mwalimu  
The Citizen Reporter

**Dar es Salaam.** The Ministry of Health and Social Welfare will launch tomorrow the second phase of the media campaign on maternal and child care health dubbed 'Parents love me.'

The campaign focuses on increasing sensitisation of community to safe pregnant, child bearing and child care. Its great emphasis is on participation of development partners and communities in the process of childhood development.

Briefing journalists about the launch, Acting Chief Medical Officer in the ministry, Dr Mohamed Ally, said that the campaign aims to raise awareness on services provided with regards to reproductive health, mother and child health care.

"Given the positive results of the first phase of the campaign which was launched in 2012, the government, together with its partners from America, thought it was necessary to come with the second phase in order to continue with the battle to the end.

"With this new campaign, we are aiming at enabling a pregnant mother and her partner together with the community surrounding her to take the necessary steps in order to have positive pregnancy development, safe delivery and have a healthy baby until she/he reaches one year old," he said.

# Healthy Pregnancy, Health Baby Text Messaging Service



Where ya Aja na Etenet wa Jumi

onesha upendo wako

♥ Kwa taarifa zaidi tuma neno 'mtoto' kwenda 15001.  
\*Huduma hii haina malipo.

Wazazi nipendeni

USAID  
PEPFAR  
UNICEF  
Kenya and Child Survival Program  
HEALTH EQUITY  
USAID  
PEPFAR  
UNICEF





**Self-registration**

*mtoto* → 15001

**Supported  
registration**

*mimba* → 15001

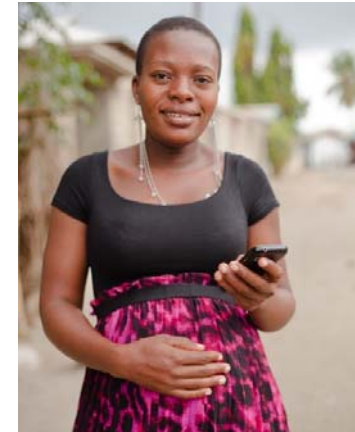
Registrants can receive messages from start of pregnancy through the first year of newborn life

Messages timed according to the week/month of woman's pregnancy or age of baby

Receive ~ 4 free messages per week

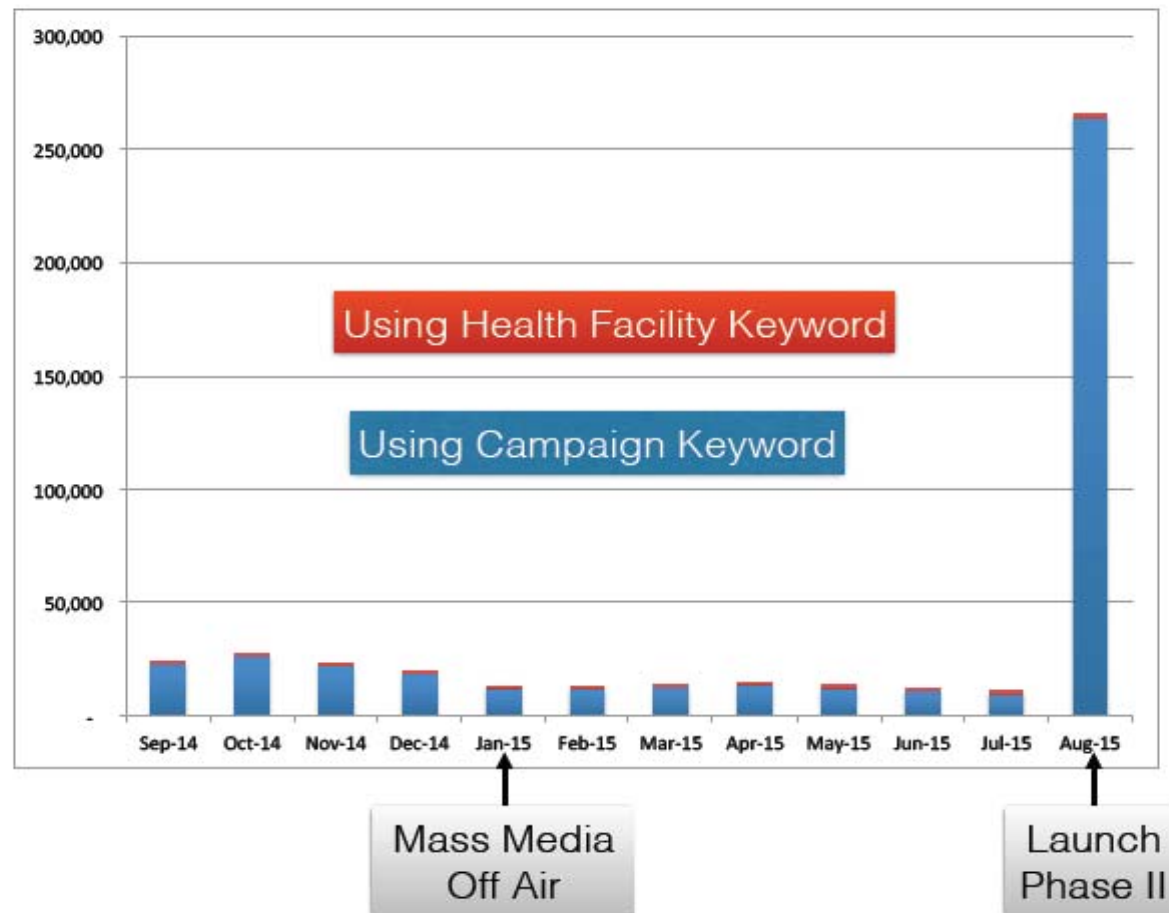
# Role and Responsibilities

- Health workers support pregnant women to register to the free SMS service
- Health workers support mothers with newborns to register to the free SMS service
- Community health workers also promote that supporters of pregnant women and mothers register to the free service



# Preliminary Results-phase II

## Registrations to Wazazi Nipendeni SMS



# Preliminary Results-phase II...

- In August 2015, 99.3% of registrants self-enrolled through the mass media keyword, versus 0.7% who registered with the assistance of a health worker or community volunteer
  - 45 % were general information seekers, 27.3% pregnant women, 14.5% supporters, and 13.3% mothers of newborns
- Additional data from other M&E channels will be available by December 2015.

# Summary

1. Integrating SP 3+ in a wider safe motherhood campaign/ SBCC platforms has several advantages;
  - Ability to include additional health areas, behavior change objectives, or target audiences
  - Meaningful buy-in across multiple stakeholders; leveraging of resources; the ability to take the campaign to scale; and potential for sustainability

***However***

As we say in Communication

**Focus**

**Demands**

**Sacrifice**

# Summary

2. Community mobilization can be scaled up to reach low literate, low SES, rural populations

3. SP 3+ campaigns should give reasons why they should take SP doses and why it has to be early and why it is 3+

4. Campaign materials distribution and restocking plan to HFs is essential

5. Cascade providers orientation is possible but require better coordination

- It's critical to set up a systematic way of collecting product and service utilization data in order to monitor campaign performance



Asanteni Sana!