

CHANGE FRAMEWORK FOR MATERNAL SURVIVAL BEHAVIOR CHANGE INTERVENTIONS: IMPLEMENTATION

| HOUSEHOLD | | COMMUNITY | | | | FACILITY | |
|---|--|--|---|---|--|--|---|
| | | LINKS | | | | | |
| Increased Knowledge, Improved Timely Use of Skilled Care/EmOC | | Supported by Informed, Concerned Community | | Connected to Improved Services | | Delivered by Skilled, Caring Providers | |
| Gap | Intervention | Gap | Intervention | Gap | Intervention | Gap | Intervention |
| <p>Even in presence of danger sign recognition, and often within reach of improved services, women and families do not seek timely, skilled care.</p> <p>In some environments where skilled delivery attendance is feasible, women continue to prefer traditional or family birth assistance.</p> | <p>“Danger Signs Plus”</p> <p>Investigate complication narratives in more detail.</p> <p>Explain and address contextual factors such as detours and delays.</p> <p>“Localization”- create a lexicon of terms.</p> <p>Increase knowledge of danger signs and the triggers for action and re-set triggers if necessary. *</p> | <p>Developing and sustaining community involvement in improving maternal survival remains a challenge.</p> | <p>“Birth Preparedness Plus”</p> <p>Adapt and implement a linked birth preparedness card.</p> <p>Establish home visitors or community “links.”</p> | <p>Cultural differences in family and community birth preferences and facility childbirth care procedures limits use of care even when improved services are available.</p> <p>Perceived poor quality of care and other access factors limit timely use of skilled attendance, EmOC and early postpartum care (EPPC).</p> | <p>Assess and strengthen link care sources in communities.</p> <p>Test the acceptability of repositioning traditional birth attendants as link care providers.</p> <p>Promote a new “image” of improved services by skilled providers.</p> | <p>Quality of care, especially provider attitudes and behaviors, limits or delays use of services.</p> | <p>“Skilled Attendance Plus”</p> <p>Adapt and implement caring provider assessment and training.</p> |