

## AUDIENCE: PREGNANT WOMEN

*Ideal Behavior:* Seek timely obstetric care from skilled provider for normal births; and for obstetric complications and emergencies

Stages of Change			Indicators	Survey Questions
<b>I. Pre-contemplation</b>	<ul style="list-style-type: none"> <li>• <b>Unaware</b> Hasn't thought about need to change behavior</li> </ul>		<ul style="list-style-type: none"> <li><i>% never thought about bp</i></li> <li><i>% never thought about use of skilled care normal</i></li> <li><i>% never thought about use of skilled care for obstetric (ob) complications</i></li> <li><i>% not aware of need for bp, skilled care normal birth, skilled care ob comp</i></li> </ul>	
<b>II. Contemplation</b>	<ul style="list-style-type: none"> <li>• <b>Resistor</b> Aware, unwilling to change behavior</li> <li>• <b>Neutral</b> Aware, no opinion on behavior change</li> <li>• <b>Uncommitted</b> Aware, willing to consider behavior change, but has not decided</li> </ul>	<ul style="list-style-type: none"> <li>• Initiates/participates in dialogue about birth preparedness (BP) and skilled care use with husband, family unit</li> <li>• Initiates/participates in dialogue about birth preparedness and skilled care use with skilled attendant</li> </ul>	<ul style="list-style-type: none"> <li><i>% aware of need for bp, skilled care normal birth, skilled care ob comp</i></li> <li><i>% would consider bp, use of skilled care normal, use of skilled care for obstetric (ob) complications</i></li> <li><i>% initiated/participated in dialogue about BP/household</i></li> <li><i>% initiated/participated in dialogue about BP/skilled attendant</i></li> </ul>	
<b>III. Decision</b>	<ul style="list-style-type: none"> <li>• <b>Intender/Procrastinator</b> Has decided to adopt new behavior but has not taken any specific actions toward change</li> </ul>		<ul style="list-style-type: none"> <li><i>% intend to dialogue with family/skilled provider about BP</i></li> <li><i>% intend to obtain BP card</i></li> <li><i>%intend to use skilled care normal/skilled care ob comp</i></li> </ul>	
<b>IV. Action</b>	<ul style="list-style-type: none"> <li>• <b>Planner</b> Has decided to adopt behavior and begun specific planning toward behavior change</li> <li>• <b>Doer/ Attempted</b> Has decided to adopt behavior and has tried the behavior but encountered barriers, did not succeed</li> <li>• <b>Doer/ Late</b></li> <li>• <b>Doer/ Successful</b> Has decided to adopt behavior and has implemented/performed the behavior successfully</li> </ul>	<ul style="list-style-type: none"> <li>• Obtained birth preparedness (BP) card</li> <li>• Made entries to fill all blank spaces on BP card – preferred attendant, preferred location, transport, costs, chaperone, compatible blood donor (if applicable)</li> <li>• Initial link with skilled attendant at clinic or other location</li> <li>• Clear plans for location of and specific attendant for birth</li> <li>• Took initial action to seek skilled care at onset of labor, encounters barriers, not successful</li> <li>• Took initial action to seek skilled care later in labor or after complication well established, does not succeed in timely use of care</li> <li>• Succeeds in timely use of skilled care</li> </ul>	<ul style="list-style-type: none"> <li><i>% in possession of BP card</i></li> <li><i>% cards with at least one entry completed (# completed)</i></li> <li><i>% cards with all entries completed</i></li> <li><i>% actively linked with skilled attendant</i></li> <li><i>% with verifiable plan for use of skilled attendant</i></li> <li><i>% initiated skilled careseeking at onset of labor (within ...hours), regardless of outcome</i></li> <li><i>% initiated skilled careseeking, at onset, did not reach care</i></li> <li><i>% initiated skilled careseeking at onset, reached but did not receive care</i></li> <li><i>% initiated skilled careseeking late, did not reach care</i></li> <li><i>% initiated skilled careseeking late, reached but did not receive care</i></li> <li><i>% initiated skilled careseeking late, reached, received care late</i></li> <li><i>% sought, reached, received skilled care</i></li> <li><i>% received skilled care from preferred attendant</i></li> <li><i>% received skilled care at preferred location</i></li> </ul>	

<b>V. Maintenance</b>	<ul style="list-style-type: none"> <li>• <b>Repeater</b> Performs the behavior again at next opportunity</li> <li>• <b>Advisor</b> Recommends behavior to friends, peers, others</li> </ul>	<ul style="list-style-type: none"> <li>• Uses skilled care again for next birth</li> <li>• Has recommended bp, skilled care use to others</li> </ul>	<p><i>% state will use skilled care again normal/ob comp</i>  <i>% will recommend BP, skilled care use to friends, others</i></p> <p><i>% have recommended BP, skilled care use to friends, others (to whom)</i></p>	
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