

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

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