

Communication Tool to promote Antenatal Care, Skilled Delivery and Postnatal Care



VERSION 1.0
February 2013



This communication tool was developed by GHS & JICA Project for Improvement of Maternal and Neonatal Health Services Utilising CHPS system in the Upper West Region



How to use this flipchart

- This communication tool was developed for frontline health workers (eg. Community Health Officers, Community Health Nurses, etc) to promote Antenatal Care (ANC), Skilled Delivery and Postnatal Care (PNC) in the communities.
- The target audience are women in the reproductive age and other stakeholders in the communities who affect the decision of women accessing maternal and neonatal health services.
- The users of this tool should have an interactive session with the target audience and promote women's access to ANC, Skilled Delivery and PNC using illustrations as the visual aid and the text as your guide.
- The users of the tool should study the content of the tool in advance and be ready to hold the effective session in the local language.
- The tool covers several issues which influence women's access to ANC, Skilled delivery and PNC. The users can add other relevant issues to promote ANC, Skilled Delivery and PNC effectively in the target community. The users can also skip issues which are not relevant in the target community.
- Depending on the needs of the target audience as well as the availability of time, the users can focus only on ANC, Skilled Delivery or PNC in one session and hold another session with the different focus.

When using this tool, ensure the followings:

- Look at your audience instead of simply reading the text on the flipchart
- Hold the flipchart in a way the audience can easily see the illustration of the flipchart
- Do not lecture too much. Ask questions and encourage discussions so that the audience can stay interested
- Speak clearly and use simple words which can be easily understood by the audience

Electronic copy is available for digital presentation.
For more information, contact
Health Promotion Unit
Upper West Regional Health Directorate
Ghana Health Service
PO BOX 298 Wa Upper West Region

Purpose and Importance of ANC



1. Ask your audience “Why should pregnant women attend ANC?”
Wait for responses. Let the audience look at the illustration and facilitate discussions.
2. Add explanations if the following purposes are not covered
 - To check the health status and abnormalities of herself and the baby
 - To receive anti-malaria tablets
 - To receive iron supplement tablets to prevent anemia
 - To receive TT shots to prevent tetanus infection
 - To receive education on nutrition and hygiene practices
 - To detect their HIV status and prevent further spread to the baby

1



2



3



4



Timing of ANC



1. Ask your audience “When should pregnant women receive the first ANC?” Wait for responses.
2. Emphasize on the following points:
 - If no menstruation for 1 month, visit the health centre for pregnancy test
 - ANC should start within 12 weeks of pregnancy
 - Observe for early signs of pregnancy such as increase in breast size and morning sickness (e.g. Nausea, lost of appetite, vomiting, etc.)
 - Early ANC enables early detection of problems and prompt care for the unborn baby and the mother
 - Man, know that your wife needs early ANC; accompany her to the ANC to receive information on proper care
 - Elders, perform the cultural rites early to allow early registration at ANC



Number of ANC Visits

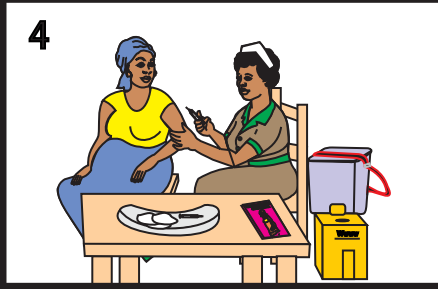
	1	2	3	4
First Visit	✓	✓		✓
Second Visit	✓	✓	✓	✓
Third Visit	✓	✓	✓	
Fourth Visit	✓	✓	✓	3

1. Explain the following points regarding the minimum number of ANC visit

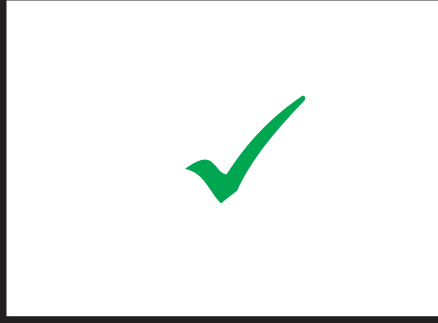
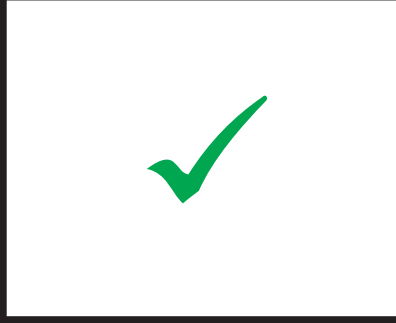
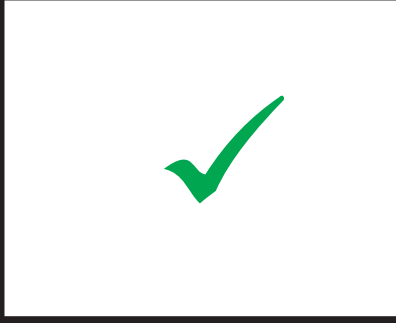
- All pregnant women should at least have 4 ANC visits to receive necessary check up and care.
- 1st visit as soon as she knows she is pregnant (within 12 weeks)
- 2nd visit -24 to 28 weeks
- 3rd visit- around 32 weeks
- 4th visit- around 36 weeks
- But client can come whenever she has a problem or get sick

2. Share the following concerns about ANC services and promote ANC

- Some women complain of palpation pain. But palpation is important to determine how the baby is lying in the womb. Losing your child is more painful than palpation pain!
- Some women fear the routine drugs. But having bouncy babies starts with taking anti-malaria tablet and Iron supplement. The drugs will help the mother and the baby!
- Don't be lazy with life, go for ANC services!



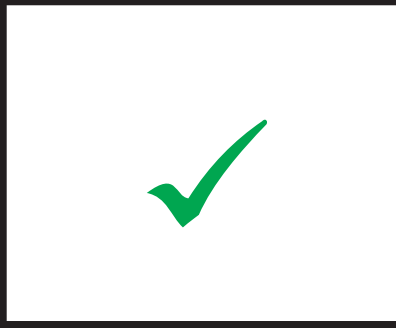
First Visit



Second Visit



Third Visit



Fourth Visit



National Health Insurance Scheme

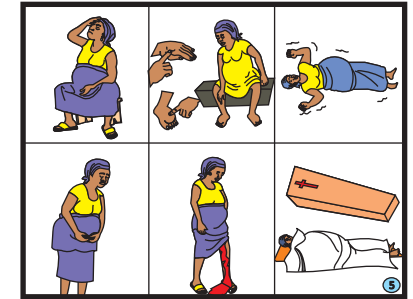


Explain the benefits and how to register with National Health Insurance Scheme

- ANC, Skilled Delivery, PNC and other primary health services are free if you have health insurance card
- Pregnant women can register with National Health Insurance Scheme FOR FREE
- Register for National Health Insurance Scheme card at the district office or through the agent
- Men, help your wives to register with National Health Insurance Scheme even before they become pregnant

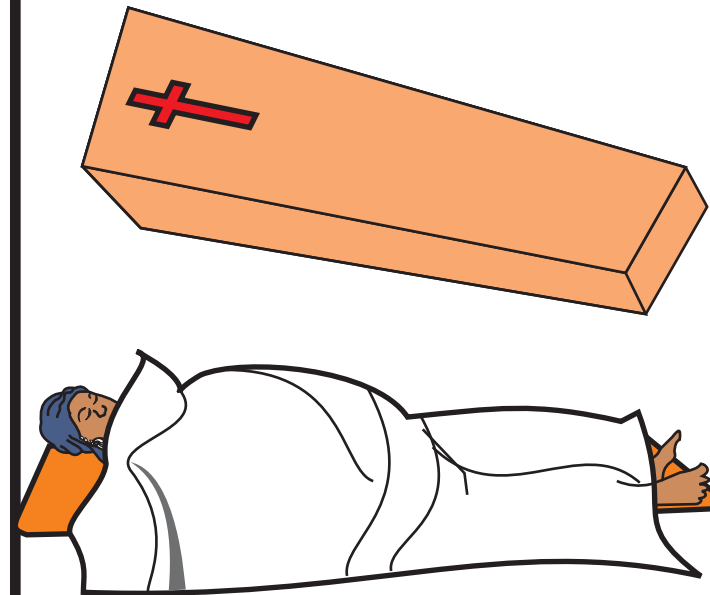
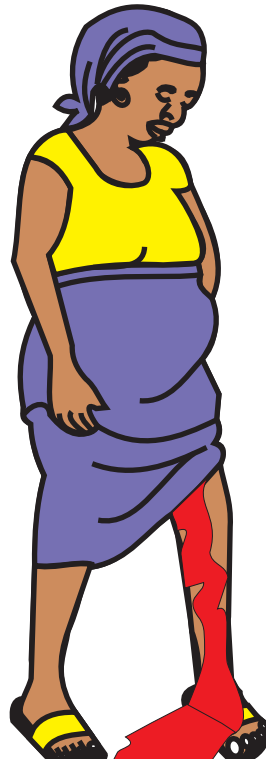


Risks of not attending ANC



Explain the risks of not attending ANC and encourage more women to attend ANC using the following messages:

- Not having ANC services can cause death to the mother and the baby.
- The causes of the death are bleeding, anemia, hypertension among others. These can be avoided with proper care through ANC.
- Attend ANC to prevent abnormalities in the baby and the mother.
- Pregnancy is for both the woman and the man. ANC is a joint responsibility.
- Pregnancies are not the same. Go for ANC each time you are pregnant.
- Young women, don't be shy. ANC is good for your health. Choose your life, not your peers!
- Parents, support pregnant teenagers to attend ANC.

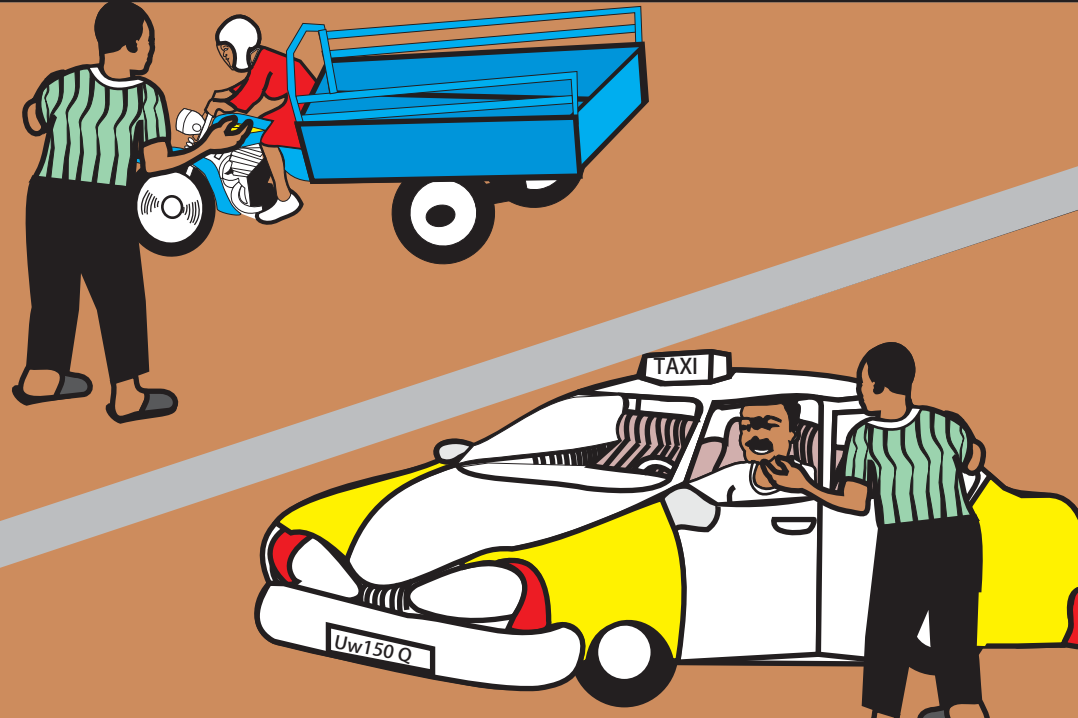


Birth preparedness



1. Ask the audience “What should pregnant woman and her family do for birth preparedness?” “Wait for responses.
2. Add explanations if the following points are not covered:
 - Family should decide where she will deliver
 - Plan how to get to the place of delivery both day and night
 - Know how to reach help when complications develop
 - Prepare the necessary items for deliveries (eg. sanitary pads, cloth, etc.)
 - Plan for finances (although delivery at health facilities is free)
 - Know who will take care of the family in the absence of the woman
 - Pregnant women should be supported during delivery (eg. mother in law, husband, sister, etc.)

I will make a list of necessary things



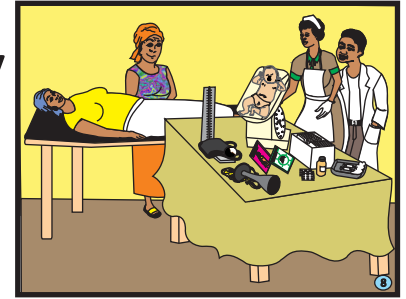
Signs of True Labour



1. Ask your audience “What are the signs of true labour?” Wait for responses.
2. Add explanations if the following signs are not covered:
 - Water coming from vagina (break of water)
 - Regular contractions
 - Regular waist pains
 - Small blood from vagina
 - If you have these signs, go to the health facility immediately



Purpose and importance of Skilled Delivery



1. Ask your audience “Why should pregnant women deliver at health facilities?” Wait for responses.
2. Add explanations if the following purposes are not covered and promote skilled delivery
 - It is for safe delivery
 - It is for early detection of complications and appropriate care.
 - Many deliveries do not make a woman an expert, all deliveries are not the same.
 - Every delivery can have problems. So deliver with a health personnel at the health facility even when your first child was delivered at home without any problem.



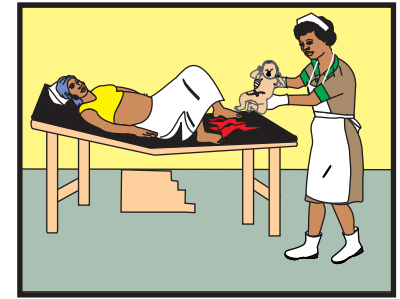
Risks of Unskilled Delivery



1. Ask your audience “What are the risks of unskilled delivery?”
Wait for responses.
2. Emphasise the following points and promote skilled delivery using the following messages:
 - Unskilled delivery can kill the baby and the mother
 - Women may bleed to death if they have unskilled delivery
 - Local medicines can deform the baby and cause complications
 - Imitate good things about peers like having skilled delivery



Overcoming challenges to deliver at health facilities



Share the following concerns about skilled delivery, discuss the issues with the audience, and promote skilled delivery using the messages below:

1. Bravery and faithfulness

[Concern]

- Some people believe delivery at home shows bravery and faithfulness. Is it true in this community?

[Messages]

- Bravery and faithfulness is in a woman who adds life to the family. Get a safe delivery!
- Grandma, support in laws to deliver at the health facility to ensure healthy family!

2. Fear of Caesarian section

[Concern]

- Some people don't go to the health centre or the hospital fearing to go through Caesarian section. Is it true in this community?

[Messages]

- Caesarian section is not the 1st but the last option.
- Operation will be conducted when the life of the mother or the baby is in danger and by trained medical doctors. So don't be afraid and deliver at the health facility!

3. Transportation and the distance

[Concern]

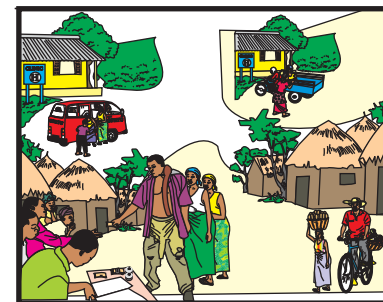
- Some people complain of the distance to the health centre, lack of transportation, or lack of money to pay for the ambulance. Is it true in this community?

[Messages]

- Have proper birth preparedness planned as explained earlier
- Establish Community Emergency Transport System (Explain in the next page)



Community Emergency Transport System



Encourage the audience to establish Community Emergency Transport System (CETS) if the community doesn't have one emphasizing the following points:

- Community members need to contribute money into a common pot and secure necessary funds to care for emergencies.
- Community members also need to arrange in advance with transport owners to transport patients at an agreed cost in case the ambulance service is not available.
- CETS will help not only the transport of pregnant women for delivery, but also for the timely transport of patients in the community.

Nurse should offer help if the community is interested in setting up CETS and hold another session later.



Purposes and importance of PNC



1. Ask your audience “Why should women and babies have PNC?” Wait for responses.
2. Add explanations if the following purposes are not covered:
[For mother]
 - To be examined for complications
 - To receive vitamin A
 - To learn good positioning and attachment for breastfeeding
 - To learn postnatal exercises
 - To be counselled on family planning
 - To learn about nutrition, infant care, danger signs, etc.**[For baby]**
 - To be examined for abnormalities and complications
 - To receive immunization
3. Ask another question “When should mothers and babies receive PNC? Wait for responses.
4. Emphasize the following points regarding the timing for PNC:
 - Have 1st PNC check-up within 48 hours
 - And again 6-7 days after delivery
 - And again after 6 weeks
 - The critical period for the mother and the baby is one week from the date of birth. Don’t miss 1st and 2nd PNC!!

1



2



3



4



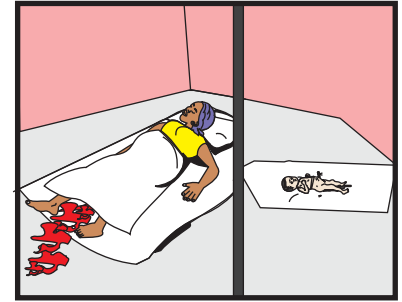
5



6



Risks of not attending PNC



Share the following concerns about PNC, discuss the issue with the audience, and promote PNC using the messages below:

1. When the mother and the baby are well

[Concern]

- Some mothers don't go for PNC when they and their babies are well. Is it true in this community?

[Message]

- Lack of routine PNC can result in death or disabilities
- Mothers could die from bleeding and babies could die from infection
- Go for PNC services for the early detection of abnormalities in the mother and the baby
- Go for PNC services even when you and your baby are well

2. When they deliver at home

[Concern]

- Some mothers don't go for PNC especially when they deliver at home. Is it true in this community?

[Message]

- Attend PNC whether home or facility delivery
- Routine PNC after delivery is necessary
- Learn about breastfeeding, nutrition, infant care at PNC
- Man, accompany your wife to PNC to receive information on care. Help her to carry the baby.

3. Public exposure

[Concern]

- Some mothers don't go for PNC to avoid exposing their babies to public early. Is it true in this community?

[Message]

- The community should discuss what they can do to ensure all their women to have PNC

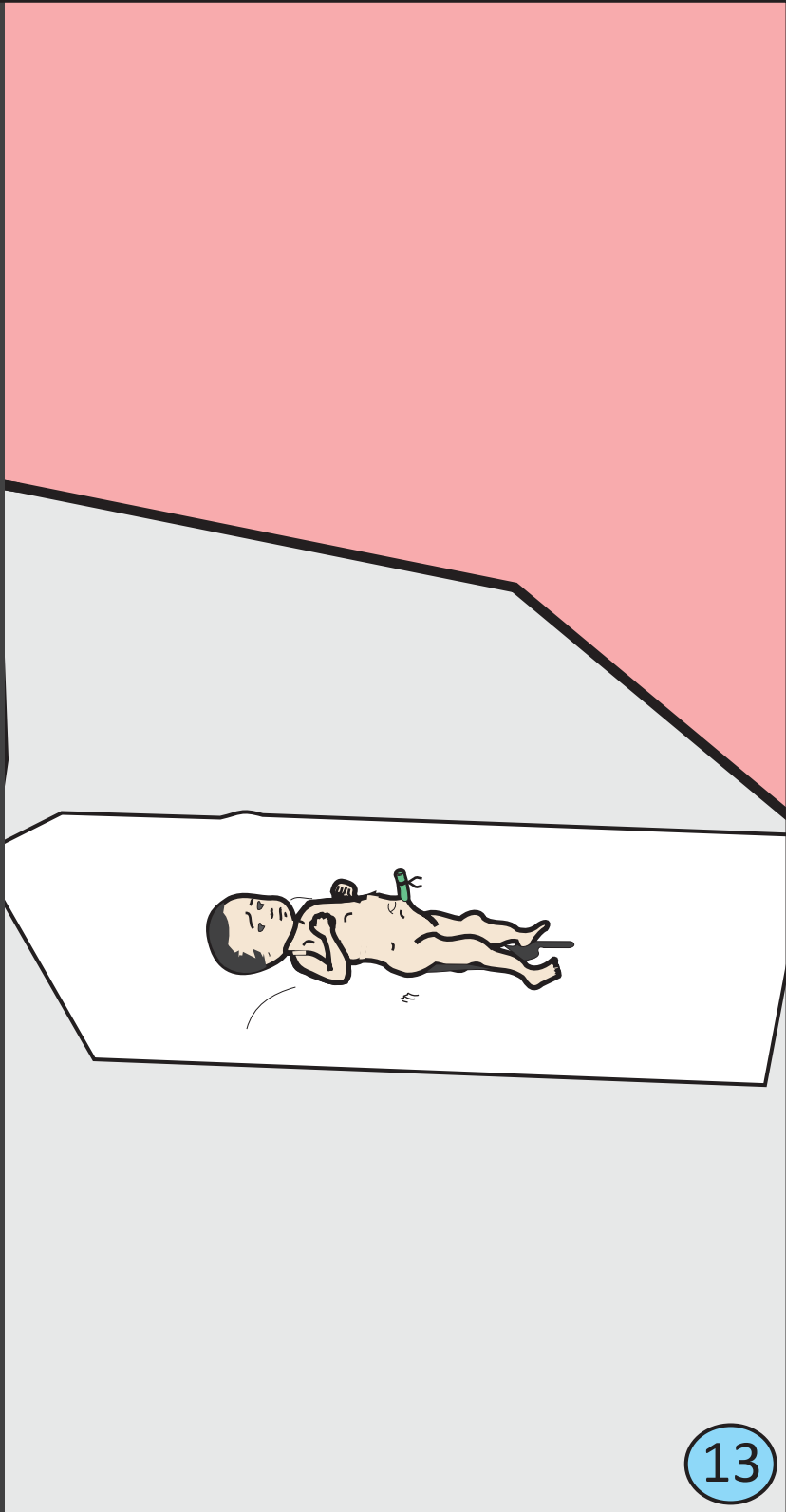
4. New cloth

[Concern]

- Some mothers don't go for PNC when they don't have new cloth. Is it true in this community?

[Message]

- Wear any cloth you have to PNC
- PNC services are free



Community Health Action Plan



- Ask your audience “Are there any activities which can be initiated to promote ANC, Skilled Delivery and PNC in this community?” Wait for responses.
- Explain that the tasks above can be part of Community Health Action Plan (CHAP) so that the community can monitor the progress and outcome of the activities.
- Nurse should offer help if the community wants to draw Community Health Action Plan which includes the target related to ANC, Skilled Delivery and PNC. Hold another session later to develop CHAP if necessary.



