

Innovative Behavioral Science Solutions to Support Rural Women to Access Delivery Care in Liberia

A Behavioral Design Approach to Addressing Barriers to Facility-Based Delivery in Liberia

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INTRODUCTION

- Rates of facility-based delivery have increased significantly in Liberia recently, however, **20% of women still deliver at home**
- Women who live in rural areas or **belong to lower socio-economic strata are those who face the greatest difficulties**
- The USAID-funded Breakthrough ACTION project sought to develop innovative solutions powered by behavioral science to address behavioral barriers to facility-based delivery (FBD) in Liberia



METHODS

- **58 in-depth interviews** with post-partum women, their male partners and families, and community and facility-based health workers as part of formative research to diagnose barriers
- **3 rounds of iterative user testing and co-design** of solutions in communities and health facilities

RESULTS

- Many women had a preferred mechanism for storing savings but **no way to track progress** or understand if they had saved enough for delivery. **Safety concerns were top-of-mind**, so we developed a discrete savings tracker
- Traditional midwives were powerful advocates for pregnant women. We leveraged **Liberian storytelling traditions** to facilitate comprehension and application of tools designed with and for traditional midwives
- Working closely with women, community leaders, and providers allowed us to develop multiple iterations of the solutions and **carefully design features that were clear, easy to employ, and attractive to use**

DISCUSSION

- Insights from behavioral science can inform design of interventions to overcome structural challenges
- Diagnosing behavioral barriers and their underlying drivers in the context was critical to ensure that co-design efforts targeted the right challenges

HIGHLIGHTS

Resulting Solutions:



Mobilizing Community Transportation

Facilitated community meetings to problem solve transportation logistics for facility delivery.



"Mothers First" Facility Commitment

Workshop activities to build provider empathy and brainstorm ways to help women in their communities.



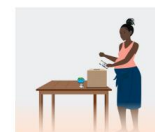
Daughter's Future Fund

Storytelling to encourage early savings and support for young women.



Delivery Logistics Planner

A planning card and job aids to help women plan for the more complex and expensive elements of facility delivery.



Big Belly Savings Tracker

A system for women to visibly track savings progress during pregnancy.

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Scan for more info on these solutions

