

Antenatal Care Client Segments Counseling Guide

For Facility-Based Use

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PMI

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ACTION**
FOR SOCIAL & BEHAVIOR CHANGE



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Glossary

ANC	Antenatal care
ANC1	Client’s first antenatal care visit during their pregnancy
IPTp	Intermittent preventive treatment of malaria during pregnancy
ITNs	Insecticide-treated nets
Segment	Sub-group of pregnant women that have similar attitudes, perceptions of norms, and behaviors

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Objective of this Tool

Breakthrough ACTION designed this tool to help facility-based health providers deliver tailored health counseling interventions to pregnant women at risk of malaria. Once providers are trained, the counseling session should take 10–12 minutes using the full version of this malaria in pregnancy counseling tool. This tool is intended for providers to use during the first ANC counseling visit, so they can identify the segment of the antenatal care (ANC) client and provide tailored counseling to increase future ANC attendance and intermittent preventive treatment of malaria during pregnancy (IPTp) uptake. Beyond the first visit, the providers can still use this tool later during the pregnancy, depending on the client, if they believe it is helpful to reinforce some of the messaging regarding malaria in pregnancy.

The project has developed an alternative and simplified card version of this tool to offer health facility providers a more visual and portable tool. Please see the [Antenatal Care Client Segments Counseling Cards for Community-Based Use](#) to view that version.

Instructions

Provider Overview

The following segments were built from survey data on pregnant women's attitudes, behaviors, and beliefs. Use the flow chart to identify what segment each pregnant woman may be categorized as. After identifying the segment, use the corresponding counseling section of this tool to deliver tailored counseling to reduce malaria risk during pregnancy and increase ongoing ANC attendance.

Do not share the segment name or segment characteristics with the client. This information is for the provider only.

Steps for the client's first ANC visit (ANC1)

1. Read the following to the client: *“Thank you for coming into the antenatal clinic today. I am going to ask you a series of questions. There is no right or wrong answer. Your responses will help me determine the advice and support to give most helpful for you and your baby.”*
2. Ask the client the preliminary question at the far left of the segment identification tool to connect with the client, establish rapport, and initiate a discussion about the pregnancy.
3. Begin using the flow chart. Start by asking Question 1. Continue down the path that best matches the client's answer (1a, 1b, or 1c). Follow the instructions in each box to proceed through the flow chart until the client's segment is identified. Record the segment in the client's records for future ANC visits. Do not share the segment name with the client.
4. Remind the client of the critical general malaria messages to prevent malaria in pregnancy.

5. Turn to the section for the determined segment. The top portion of the card, *Antenatal Care and Malaria in Pregnancy Characteristics*, helps providers understand more about pregnant women in that segment. Do not share this portion with the client. Use the information in the *Counseling Discussion with Client: ANC1 Only* portion of the guide to discuss with the client and encourage key behaviors.

Steps for follow-up ANC visits with the client

1. Ask the client how they are feeling today. Ask if they have any questions or observations about their pregnancy to share before getting started.
2. Reference the client's records to check what segment she was categorized as during ANC1. Do not share the segment name with the client.
3. Turn to the counseling guide for the client's segment. Briefly review the segment characteristics on the counseling tool to refresh your understanding of pregnant women categorized in that segment. Use the information in the *Abbreviated Counseling Discussion: Follow-up ANC Visits Only* portion of the guide to discuss with the client and encourage key behaviors.

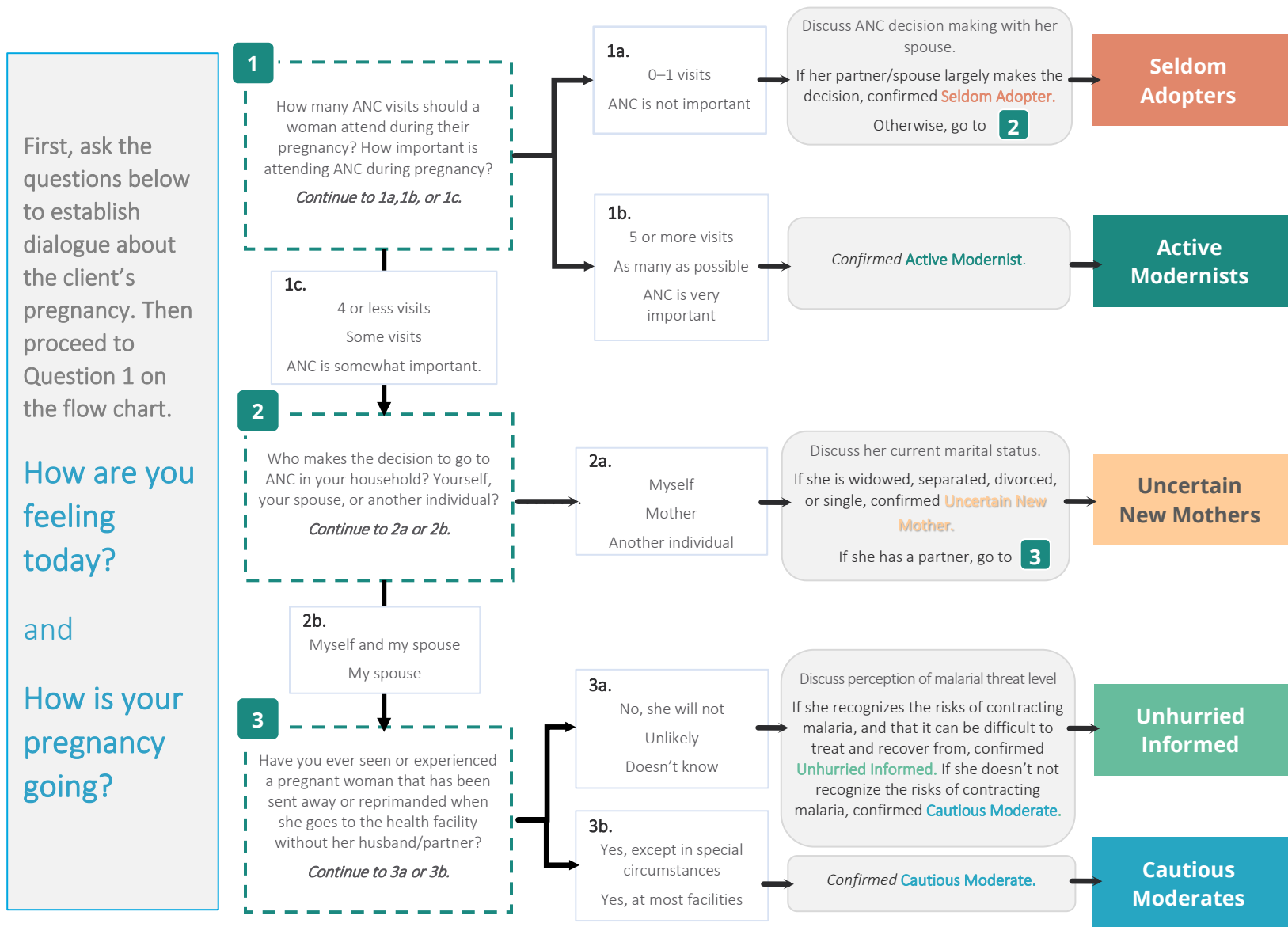


Figure 1. Segment Identification Tool

Key General Malaria Messages

Before going into the segment-specific messages, state: *“First, I will remind you of some things for a healthy pregnancy against malaria.”*

- Remind clients of the reasons for attending ANC. Share the recommended number of ANC visits and set a goal of attending regular ANC consultations during their pregnancy.
- Briefly speak with patients about their beliefs or fears about IPTp. Acknowledge their concerns. Reassure them about IPTp benefits for both them and the baby.
- Remind clients to consistently sleep under an insecticide-treated net (ITN) before, during, and after the pregnancy.
- Instruct clients to seek care at a health facility when they experience fever or other malaria symptoms and list the common symptoms. Remind them that malaria, when left untreated, can harm the pregnancy.

ACTIVE MODERNISTS

ANTENATAL CARE AND MALARIA IN PREGNANCY CHARACTERISTICS

For provider only. Do not share with the client.

Relevant Behaviors, Attitudes, and Beliefs

Based on segmentation analysis conducted in Côte d'Ivoire, Cameroon, and Malawi

- These women typically **go to ANC four or more times** during pregnancy and believe that most women in their community do the same.
- They tend to discuss ANC attendance with their partners.
- Most have a positive perception of healthcare providers.
- Many adhere to malaria prevention practices, such as ITN use.
- However, despite higher levels of IPTp compared to other segments, **this group still has an insufficient IPTp uptake.**

Key Opportunities

- Emphasize the importance of taking at least three doses of IPTp during pregnancy.
- Encourage to be a role model for other pregnant women.

COUNSELING DISCUSSION WITH CLIENT: ANC1 ONLY

Affirm

- Celebrate the client's knowledge of the importance of ANC!
- **Congratulate the client on the first ANC visit, especially if early in pregnancy.** Tell them the clinic's recommended number of visits for pregnant women. **Continue to congratulate** their ANC attendance as the client returns for visits.
- Encourage the client to communicate **with their partner** about ANC.
- Ask them **what prevents their IPTp use** and incorporate the answer into the discussion.

Educate and Encourage Behavior Change

- Discuss that they **must take IPTp at least three times while pregnant and share with them the best place to take it.** Ask them if they will commit to taking all doses. Confirm when they should return for their next ANC visit and dose of IPTp.

Other

- Encourage the client to **act as a role model for other women** in their community by sharing their positive experience of ANC, taking IPTp with others, and spreading the word about the importance of both.
- *If a partner is present*, encourage the partner to continue supporting the client to attend ANC visits, take three or more doses of IPTp, and share positive ANC experiences with other women.

Abbreviated Counseling Discussion: Follow-up ANC Visits Only

Follow-up ANC Visits

- Celebrate the client's attendance at ANC!
- Ask if they still have any concerns about IPTp and discuss them. Share the benefits of IPTp. Ask if they want to confirm when to return for their next visit and dose of IPTp.
- Ask the client if they've been communicating with other women about their ANC experience, and if so, how it has gone. Incorporate their answer into the discussion and encourage the client to continue **acting as a role model for other women** in their community by sharing their positive experience of ANC and taking IPTp.

UNHURRIED INFORMED

ANTENATAL CARE AND MALARIA IN PREGNANCY CHARACTERISTICS

For provider only. Do not share with the client.

Relevant Behaviors, Attitudes, and Beliefs

Based on segmentation analysis conducted in Côte d'Ivoire, Cameroon, and Malawi

- These women typically go for ANC one to four times during pregnancy and may believe that women in their community also go to four or fewer visits.
- These women typically wait until later in their pregnancy before going for ANC visits.
- These women tend to have low IPTp uptake, rarely completing the three-dose series.

Key Opportunities

- Emphasize the importance of ANC visits. Emphasize the importance of regular ANC visits and returning for a subsequent ANC visit during this pregnancy.
- Emphasize the importance of taking at least three doses of IPTp.

COUNSELING DISCUSSION WITH CLIENT: ANC1 ONLY

Affirm

- Celebrate the client's attendance at ANC, especially early in pregnancy!
- Ask the client about their challenges attending **ANC** and incorporate their answer into the discussion below.
- Tell them the recommended number of visits for pregnant women. Share that some women come early and often in pregnancy, which helps complete the recommended number of ANC visits and IPTp doses.

Educate and Encourage Behavior Change

- Remind the client of the importance of **going early and often to the facility** for a safe pregnancy and birth. Emphasize that ANC is necessary to monitor the pregnancy, get medications, and receive support.
- Ask them to encourage pregnant women in their community to attend ANC visits as soon as they believe they are pregnant.
- Briefly describe that taking **IPTp during pregnancy** is a way to prevent malaria and that all doses should be taken.
- *If a partner is present*, encourage the partner to continue supporting the client to attend ANC visits and take IPTp.

Abbreviated Counseling Discussion: Follow-up ANC Visits Only

Follow-up ANC Visits

- Celebrate the client's attendance at ANC, especially early in pregnancy!
- Remind the client of the remaining number of visits to attend for women at her stage of pregnancy. Remind them that often coming **during pregnancy helps complete the recommended number of ANC visits and IPTp** doses and ask if they want to confirm a date to come in again.
- Remind them to attend ANC early in any future pregnancies.

CAUTIOUS MODERATES

ANTENATAL CARE AND MALARIA IN PREGNANCY CHARACTERISTICS

For provider only. Do not share with the client.

Relevant Behaviors, Attitudes, and Beliefs

Based on segmentation analysis conducted in Côte d'Ivoire, Cameroon, and Malawi

- These women **often attend only one ANC visit** and occasionally attend more than once.
- They believe that other women also do not go for ANC visits.
- They are more likely (compared to other segments) to discuss attending ANC with their partner.
- They are not worried about malaria and believe it's easy to treat.

Key Opportunities

- Highlight the benefits of ANC attendance and malaria prevention, including IPTp and ITNs, for the health of the entire family, including the partner.

COUNSELING DISCUSSION WITH CLIENT: ANC1 ONLY

Affirm

- Celebrate the client's attendance at ANC, especially early in pregnancy!
- Ask the client about their partner's role **in going to ANC** and incorporate their answer into the discussion.
- Encourage them to **continue communicating with their partner** about the importance of attending ANC and taking three or more doses of IPTp for a safe pregnancy and healthy baby.

Educate and Encourage Behavior Change

- Share positive stories of other families where pregnant women attended regular ANC visits and took IPTp.
- Remind her that pregnant women are more vulnerable to malaria.
- *If a partner is not attending the ANC visit*, encourage the client to invite their partner for the follow-up visit, noting that it is not required and acceptable if the client comes alone.
- *If a partner is attending*, encourage the partner to support the client in attending regular ANC visits and taking at least three doses of IPTp to benefit the pregnant woman and baby.

Abbreviated Counseling Discussion: Follow-up ANC Visits Only

Follow-up ANC Visits

- Celebrate the client's attendance at ANC!
- Ask the client if they've been communicating with their partner about ANC, and if so, how it has gone. Incorporate their answer into the discussion and encourage them to continue sharing with their partner about the benefits of attending ANC often during pregnancy.
- Remind her again that pregnant women are more vulnerable to malaria. Taking three or more doses of IPTp can help prevent malaria for a safe pregnancy and healthy baby. Ask if they want to confirm when they will return for their next visit and dose of IPTp.

UNCERTAIN NEW MOTHERS

ANTENATAL CARE AND MALARIA IN PREGNANCY CHARACTERISTICS

For provider only. Do not share with the client.

Relevant Behaviors, Attitudes, and Beliefs

Based on segmentation analysis conducted in Côte d'Ivoire, Cameroon, and Malawi

- These women tend to be single mothers.
- They also tend to have had fewer previous live births.
- These women attend ANC infrequently (one to four visits).
- Most are unsure about how healthcare providers will receive them.

Key Opportunities

- **Reassure them** that they made the right decision to come for an ANC visit and encourage them to come for follow-up visits.
- Be cognizant of your interactions with these women, especially **emphasizing respect, thoughtful answers to questions, and helping them to feel included and welcomed.**

COUNSELING DISCUSSION WITH CLIENT: ANC1 ONLY

Affirm

- Celebrate the client's attendance at ANC, especially early in pregnancy!
- Ask them about the challenges they faced attending ANC and discuss with them how to overcome these challenges.

Educate and Encourage Behavior Change

- Discuss whether a key person (family member that has taken responsibility, trusted friend, neighbor) can support **them during their pregnancy** and encourage them to attend ANC visits. When possible, **ask them to invite that person** to the follow-up ANC visit, but state that it is acceptable to participate alone.
- Emphasize that **providers are there to help with all healthcare needs** throughout the pregnancy.
- Remind the client to **attend regular ANC visits during pregnancy** for a safe pregnancy and healthy baby **and to avoid getting malaria by taking IPTp at least three times.**

Abbreviated Counseling Discussion: Follow-up ANC Visits Only

Follow-up ANC Visits

- Celebrate the client's attendance at ANC!
- Ask them about their experience at the last ANC visit and if anything can be done to make their experience smooth for the current and future visits. Emphasize that providers are there to help with all healthcare needs throughout the pregnancy.
- Remind the client to attend regular ANC visits during pregnancy for a safe pregnancy and healthy baby and to avoid getting malaria by taking IPTp at least three times. Ask if they want to confirm when to return for their next visit and dose of IPTp.

SELDOM ADOPTERS

ANTENATAL CARE AND MALARIA IN PREGNANCY CHARACTERISTICS

For provider only. Do not share with the client.

Relevant Behaviors, Attitudes, and Beliefs

Based on segmentation analysis conducted in Côte d'Ivoire, Cameroon, and Malawi

- These women are also unlikely to discuss ANC attendance with their partners.
- Their **partners typically decide** whether the woman should attend ANC or not.
- These women **tend not to use** malaria prevention tools like ITN and IPTp.

Key Opportunities

- Discuss malaria risk for pregnant women and the importance of ANC attendance and IPTp use to protect them and their babies.
- Encourage them to communicate with others, especially their spouse, about the importance of ANC visits.

COUNSELING DISCUSSION WITH CLIENT: ANC1 ONLY

Affirm

- Celebrate the client's attendance at ANC, especially early in pregnancy! Encourage the client to **return for future ANC visits and let them know the recommended number of visits.**
- Ask the client about the challenges they face attending ANC **and discuss how to overcome them.**
- Discuss how the client makes decisions with her partner **about attending ANC** and incorporate her answer into the discussion.

Educate and Encourage Behavior Change

- Remind the client that **pregnant women are at risk of malaria**, which can affect the pregnancy and baby. Share **positive stories of other women who attend regular ANC visits** and the benefits of coming early and often.
- If the partner decides to attend ANC, encourage the client to **continue communicating with their partner** about the importance of attending ANC and taking three doses of IPTp for a safe pregnancy and healthy baby. Encourage the client to invite her partner for at least one ANC visit, but state that it is acceptable to attend alone.
- *If a partner is present*, encourage the partner **to support the client in attending ANC visits** and take at least three doses of IPTp to benefit the client and baby.

Abbreviated Counseling Discussion: Follow-up ANC Visits Only

Follow-up ANC Visits

- Celebrate the client's attendance at ANC!
- Ask the client if they've been communicating with their partner about ANC, and if so, how it has gone. Incorporate their answer into the discussion and encourage them to continue speaking with their partner about the benefits of attending ANC often during pregnancy.
- Remind the client that **pregnant women are at risk of malaria**, which can affect the pregnancy and baby. Share **positive stories of other women who attend regular ANC visits** and take IPTp.