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**Breakthrough**  
**ACTION**  
FOR SOCIAL & BEHAVIOR CHANGE



## Introduction for each Life Stage

Greetings... [Good Morning/Afternoon/Evening]. My name is...

I am a community volunteer working with the [NAME] Local Government Area in collaboration with Breakthrough ACTION-Nigeria Project.

Breakthrough ACTION-Nigeria is working with the State and LGA to improve maternal and child health. Part of what the project is doing is going to communities to discuss with men and women about the things they can do to ensure their families and communities stay healthy and thrive.

If you do not mind, please can we take some time to discuss some of these things? Please note that everything we are going to discuss here is confidential.



## Life Stage 1: Early Pregnancy (First 6 Months)

Messages for pregnant women and their husbands during the first 6 months of pregnancy

# Introduction for Life stage 1



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A newlywed couple, the woman is pregnant, and they look very happy. Their family and religious leaders are also there, and they seem pleased.

Q2. Why do you think the couple and other people look so happy?

A2. They are happy that the newlywed couple are happy, healthy and are expecting a baby. The other people may be happy because the couple is respecting their traditions and religion.

Q3. Do you know what you can do to achieve the same happiness while ensuring a safer and healthier pregnancy?

A3. There are four things you can do to ensure a healthier and safer pregnancy:

1. Go to the health facility for ANC at least eight times and take IPTp,
2. Sleep inside an insecticide treated mosquito net every night,
3. Ensure the pregnant woman eats nutritious diet, including iron folic acid supplements,
4. Give birth with a skilled birth attendant at a health facility.

Next, we are going to discuss these in more detail.



# Early Antenatal Care & Intermittent Preventive Treatment in pregnancy



Q1. Are you already attending ANC? **Follow the instructions below:**

- If the woman is already attending ANC, then go to Pregnancy Danger Signs, page 1.5
- If the woman has not attended ANC, continue with Q2 below. **After discussing Life Stage 1, refer for ANC.**

## Probing Question

## Desired Response

Q2. What do you see in this picture?

A2. A woman is getting an ANC check-up with the support of her spouse.

Why do you think her pregnancy is not showing?

The pregnancy is not showing, because the pregnancy is at the early stage.

Q3. Why would a newly pregnant woman go early for ANC?

A3. Health care providers need to check on different things during the different stages of the pregnancy:

- Early ANC allows the pregnant woman to learn more about her pregnancy from the health worker,
- Allows the health worker to monitor the growth of the baby and the health of the mother,
- Every pregnant woman should attend ANC at least eight times before delivery.

Q4. Why is it important to take medicine to prevent malaria during pregnancy?

A4. Malaria causes a lot of problems for pregnant women and their unborn babies. The problems include fever, miscarriage, stillbirth, or delivering a baby that is too small.

Taking IPTp prevents malaria early, and it should be taken whether there are malaria symptoms or not.

IPTp is safe and effective for pregnant women and the baby. It is taken in the presence of a health care worker. It is safe for you to take it without food.



**ANC**

# Malaria in Pregnancy: Sleeping inside an Insecticide Treated Mosquito Net



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A woman sleeping under a mosquito net.

Q2. Why is it important for a pregnant woman to sleep under an insecticide treated mosquito net?

A2. A pregnant woman could have malaria without knowing it.

A pregnant woman should sleep inside an insecticide treated mosquito net every night to prevent getting malaria from mosquito bites. This is because if she gets malaria, it will be much more serious than when she is not pregnant. And it will also affect her baby.

Sleeping under an insecticide treated mosquito net all year round will help ensure a better health outcome for both the mother and child.

Q3. What might happen to a pregnant woman and baby if she gets malaria?

A3. Malaria may cause the blood level of a pregnant to reduce, and the baby could die in the womb (miscarriage or stillbirth) or be born too early (premature) or too small (low birthweight).

Q4. What do you think every pregnant woman can do to avoid getting malaria during pregnancy?

A4. Every pregnant woman should:

- Always sleep inside an insecticide treated mosquito net,
- Go to ANC as soon as she knows she is pregnant,
- Go at least eight times during pregnancy,
- Take IPTp at least four times.

If there is a report of a feverish pregnant woman

**REFER!**





# Nutrition During Pregnancy



## Probing Question

## Desired Response

Q1. What do you see in the picture?

A1. A pregnant woman surrounded by 4 different categories of food.

Q2. Why should a pregnant woman be mindful of what she eats?

A2. A woman's nutritional status is important for her health as well as for the survival and development of her children.

Q3. What types of food are good for a pregnant woman to eat?

A3. A good way to remember is a "4-star meal", which has foods from each of the following four (4) food groups:

1. Animal-source foods (flesh meats, eggs, and dairy products) for body building,
2. Staples (grains like corn and millets, and tubers like yam and cassava) for energy,
3. Legumes and seeds (beans, soya beans, benniseeds, groundnut) for body building,
4. Fruits and vegetables (mangoes, banana spinach, pumpkin leaf) to build immunity.

She should ensure that the salt she uses is iodized and should also drink plenty of fluids. In addition to all these foods, a pregnant woman should also take Iron and Folic Acid supplements, which she can get from the health facility during ANC.

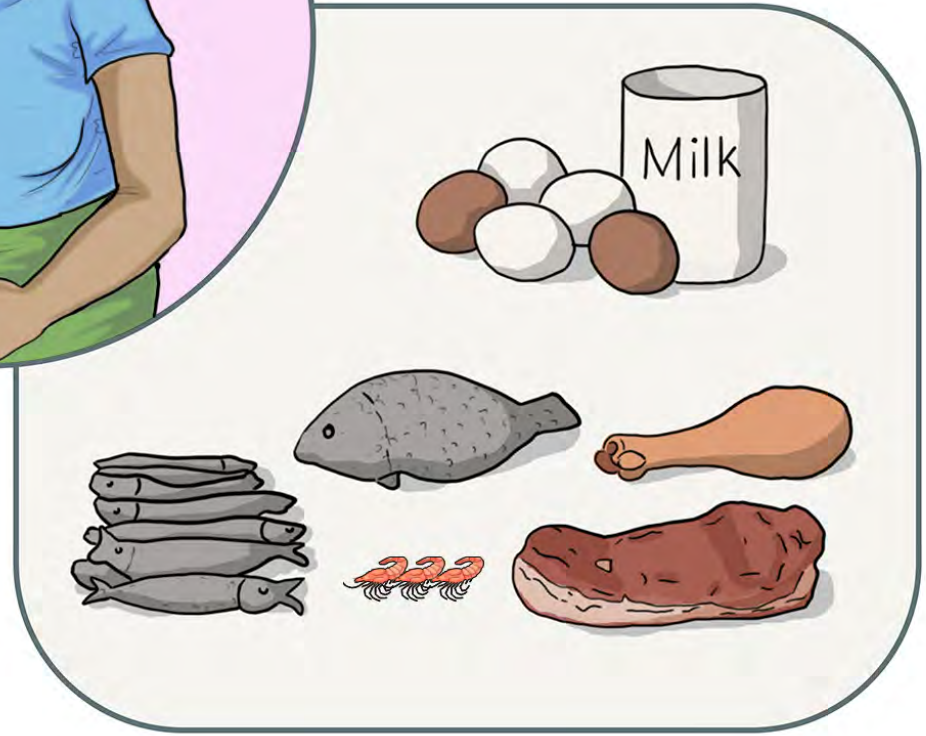
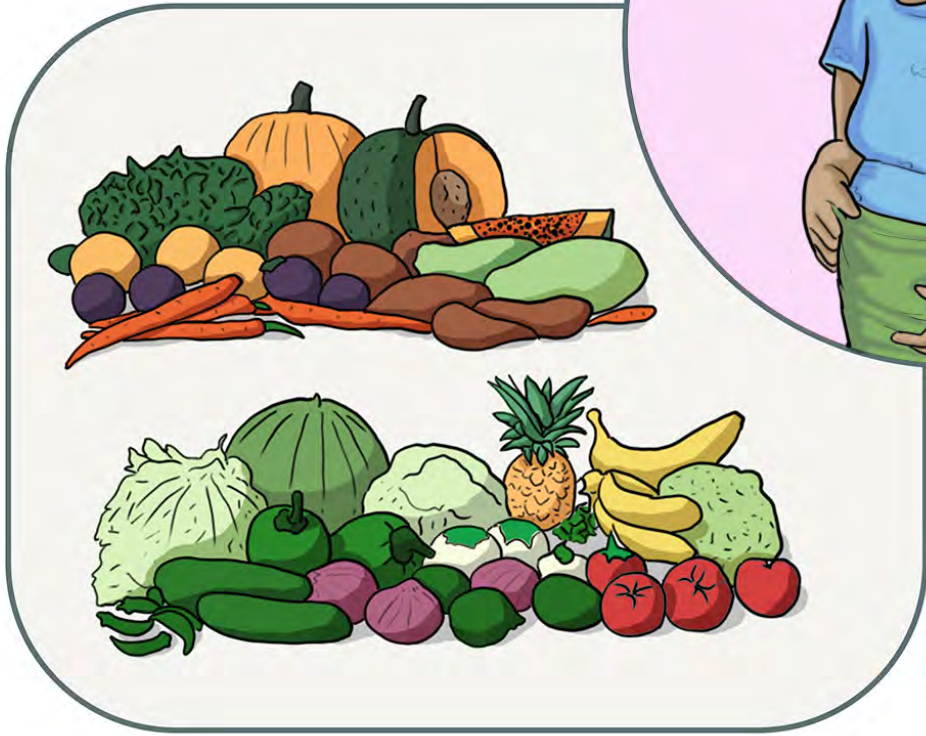
Q4. How much should a pregnant woman be eating?

A4. A pregnant woman should eat 3 main meals and one extra small meal or snack. If the pregnant woman has problems with eating large meals, she should have several small meals during the day instead of 3 large meals.

Q5. How can families afford all these foods?

Ask for examples of locally available nutritious foods.

A5. Families do not need to spend much money to eat nutritious foods. Many of the nutritious foods listed above are available in our communities and can be grown in our yards. Chickens and other animals can also be reared in the compound.



# Pregnancy Danger Signs

RECOMMENDED TIME: 3 MINUTES



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. The pregnant woman is going through different health challenges.

Q2. What have you heard or know about pregnancy danger signs?

A2. These are some of the signs and symptoms that indicate a pregnant woman is having complications. She or her baby's life may be at risk, and she should see a healthcare provider IMMEDIATELY.

Q3a. Do you know what any of the pregnancy danger signs might be?

A3. Some of the pregnancy danger signs are:

- Severe headache
- Swollen hands and feet
- Acute stomach pain
- Bleeding from vagina
- Difficult breathing
- Seizure

Q3b. Do you know of any woman who experienced any of these danger signs during pregnancy?

Clarify any misconceptions about pregnancy danger signs.

Q4. What can a pregnant woman do to detect danger signs early?

A4. Going to ANC can help healthcare providers detect any complications before they become danger signs.

And what should she do when she has a danger sign?

If a pregnant woman experiences any danger sign, she should IMMEDIATELY go to the health facility for urgent care.

If any of these signs are present or there are reports of the danger sign by a pregnant woman REFER!

Support her to the health facility if necessary.



Severe headaches, poor vision

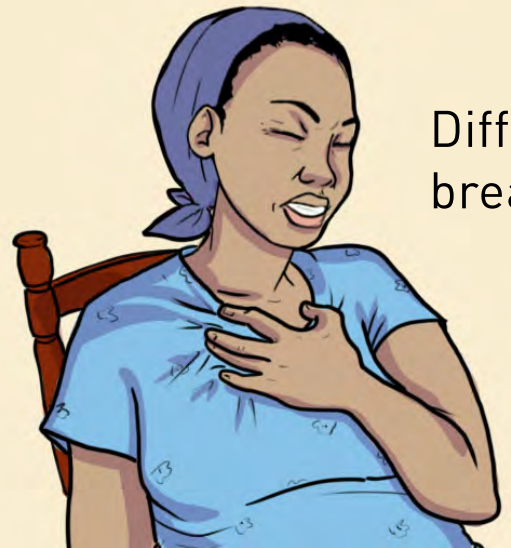


Swollen hands and feet



Acute stomach pain

Bleeding from vagina



Difficulty breathing



Seizure

# Developing a Birth Plan



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Pregnant wife and her husband discussing and planning for the delivery of their baby.

Q2. Why do you think it is important to plan for delivery?

A2. Developing a plan for delivery helps to ensure safe delivery and prepare for complications that may arise.

Q3. What do you need to plan for in order to give birth with a Skilled Birth Attendant at a health facility?

A3. Things you need to plan for include:

- Transportation (how will they get to the facility, even if they need to travel at night),
- Money (how much cash do they need to cover transportation and any fees associated with delivery),
- Escort (who will accompany the woman to the facility),
- Materials and consumables for delivery,
- Chlorhexidine gel, and
- Misoprostol 3 tablets.

Q4. Who do you need to inform so that they can support your birth plan?

A4. Inform all significant others (mother and father-in-law, brothers-in-law, escort, etc.) in the household. The husband should also give advance permission for the woman to go to the facility in case he is not around when labour starts.

**Hand over a birth plan calendar.**



# Delivery with a Skilled Birth Attendant



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A woman is giving birth in a health facility. The health worker and her husband are there assisting her.

Q2. Do you know any woman who had a healthy pregnancy but had trouble during childbirth?

A2. **Ask them to share what happened.**

Q3. What are some of the benefits of delivering with a skilled birth attendant in a health facility?

A3. Although many women feel more comfortable giving birth in their homes, every delivery is a risk even if there were no complications during the pregnancy.

The benefits of delivering with a skilled birth attendant include:

- If there are complications during delivery, the skilled birth attendant is trained to manage them to prevent loss of the mother or baby
- Skilled birth attendants are better able to manage complications during delivery at the health facility where they have special equipment to work with.

Q4. Do you know the signs of labour?

A4. There are certain signs that indicate the baby is ready to be born like periodic but continuous contractions, discharge of blood mixed with mucus, and/or watery discharge from the vagina.

When any of these signs present, they should go to the health facility for delivery IMMEDIATELY.





# Spousal Communication During Pregnancy



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Husband and wife discussing their pregnancy.

Q2. We have discussed many different topics. How might your spouse think about these issues?

A2. Some of the topics will be easy to discuss and convince him about, such as sleeping inside an insecticide-treated mosquito net. Some topics may be more challenging, such as ANC or where to give birth.

Q3. Which of these issues do you think a husband needs to provide more support to his wife to do?

A3. ALL of them. A husband needs to support his wife to go for ANC, to have proper nutrition, and to give birth with a Skilled Birth Attendant.

Q4. Do you think it is important for you and your spouse to discuss these things so that you can decide together?

A4. It is important for spouses to jointly make decisions about her health, her pregnancy, and the health of the expected baby. By discussing these things, they can come to a decision together, and they will both understand each other.

Q5. How will you approach your spouse to discuss these things?

A5. You should plan for when and how you will discuss with your spouse, considering the following:

- When is a good time to talk?
- What are the specific topics they need to discuss?
- What are the decisions they need to make?

Help them to think through these questions and set a time for when they will speak to their spouse.



# Call to Action



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Pictures of things a pregnant woman should do to ensure a safe and healthy pregnancy.

Q2. We have discussed many different topics. What should you do to ensure a safe and healthy pregnancy?

A2. There are four things you can do to ensure a healthier and safer pregnancy:

1. Go to the health facility for ANC at least eight times and take IPTp,
2. Sleep inside an insecticide treated mosquito net every night,
3. Ensure the pregnant woman eats nutritious diet, including iron folic acid supplements,
4. Give birth with a skilled birth attendant at a health facility

Refer for the following as appropriate:

- ANC
- Pregnant woman with fever
- Pregnancy Danger Signs

Hand over a birth plan calendar if applicable.

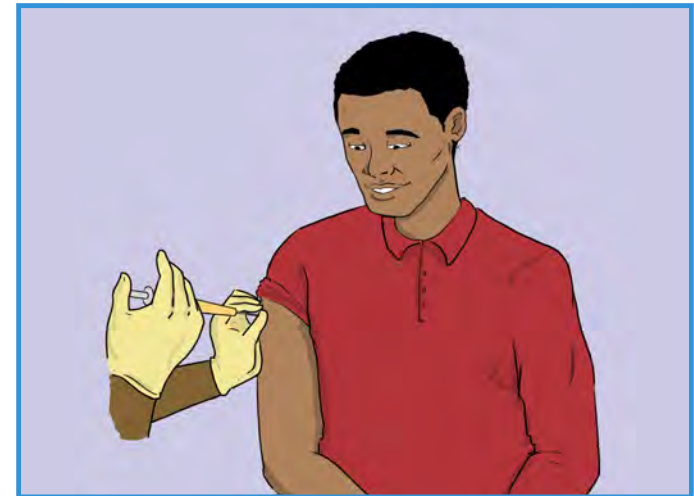
Measure MUAC for children under 5 and refer any children that read red for nutrition services. If the MUAC reads yellow, advise the caregivers to improve the child's diet.



# COVID-19 Key Message

- COVID-19 infection is still occurring daily in our communities.
- For some people, infection with COVID-19 can still cause severe illness that may lead to death.
- One of the ways people can protect themselves is by taking the COVID-19 vaccine, it requires a second and booster dose for full effectiveness.
- COVID-19 vaccine is safe, effective, and efficient for a persons aged 18 and above, including Pregnant women and breastfeeding mothers
- Go and get vaccinated to protect yourself, your family, and your community.
- The nearest vaccination site to you is [name of nearest vaccination site]
- Do you have any questions or concerns?

For more information on the COVID-19 vaccine, visit the nearest Health facility close to you. You can also call 7722 for more information.



# Fistula-Related Symptom Household Screening Tool

*Apply this Fistula-Related Symptom Screening Tool at the end of the session.\*\* Start the screening by saying:*

“Thank you for your time and patience to listen to the messages. Before I leave, I would like to touch on one more thing. Women face a lot of challenges around health, and sometimes they do not get the care they need to overcome them. I would like to ask about one of these health challenges. Please know whatever information you share will not be disclosed to any other person and will help to improve the health of women in your community.” \*\*\*{Ask question one (1) as a general question in every household visited}

1. Is there anyone in this household that is experiencing leaking of urine or feces or both through the vagina/birth canal all the time during day and night even when she is not trying to urinate or defecate? (yes or no)

\*If the answer to question # 1 is NO, stop administering the form and thank the respondent?

\*If the answer to question # 1 is YES, the CV should identify the client, ask the below questions privately. Greet the client and exchange pleasantries as follows:

“My name is XXX and I am a community volunteer working for the LGA. What is your name? Thank you for agreeing to talk to me. Please know whatever information you share will not be disclosed to any other person and will only be used to determine the best way to assist you. I have been told you are experiencing leaking of urine or feces and I would like to ask some additional questions to determine how you can be assisted.”

2. How did the leaking start? (ask options below)

- a. After you delivered a baby or had a stillbirth? (yes or no)
- b. After any operation or surgery in the lower abdomen, or cut around the vagina? (yes or no)
- c. Did you ever experience a delivery that resulted in a tear of the vagina extending down to the anus? (yes or no)
- d. Other (client should describe)

\*\*\*If the answer to Question 1 and/or any of 2a-d is ‘YES’ - REFER the client to the nearest Fistula Referral Facility for assessment after providing reassurance as follows:

“Thank you for responding to my questions. I would like to let you know that you are not alone as many women live with and experience this health situation. There are hospitals and doctors that specialize in taking care of women with these conditions, and I would like to refer you to get treatment. Do you have any questions or concerns?” \*\*\*CV should respond to questions, ask if the client has any barriers to reaching the health facility, and support the client to reach the referral facility by linking up with established structures and resources in the ward and/or LGA.

## **End of Life Stage 1**



## Introduction for each Life Stage

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If you do not mind, please can we take some time to discuss some of these things? Please note that everything we are going to discuss here is confidential.



## Life Stage 2: Late Pregnancy, Birth, and the First Weeks After Birth

Messages for pregnant women and their husbands from late pregnancy up to 4 weeks after delivery

# Introduction for Life stage 2



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A married couple with a newborn baby and they look very happy. Their family and religious leaders are also there, and they seem pleased.

Q2. Why do you think the couple and other people look so happy?

A2. They are happy that the baby was born healthy. Other people may be happy because the couple is respecting their traditions and religion.

Q3. What can we do to be happy like these people to ensure a safer and healthier delivery?

A3. There four things we can do to ensure a healthier and safer delivery:

1. Give birth with a skilled birth attendant in the health facility,
2. Follow Essential Newborn Care practices,
3. The new mother and baby should go for a Postnatal Care check ups,
4. The new mother and baby should sleep under an insecticide treated net every night.

Next, we are going to discuss these in more detail.



# Early Antenatal Care & Intermittent Preventive Treatment in pregnancy



Q1. Are you already attending ANC? **Follow the instructions below:**

- If the woman has not attended ANC, continue with Q2 below. **After discussing Life Stage 2, refer for ANC**
- If the woman is already attending ANC, then proceed to Delivery with a Skilled Birth Attendant, page 2.4

## Desired Response

Q2. What do you see in this picture?

A2. A pregnant woman getting an ANC check-up with the support of her spouse.

Q3. Why would a pregnant woman go for ANC?

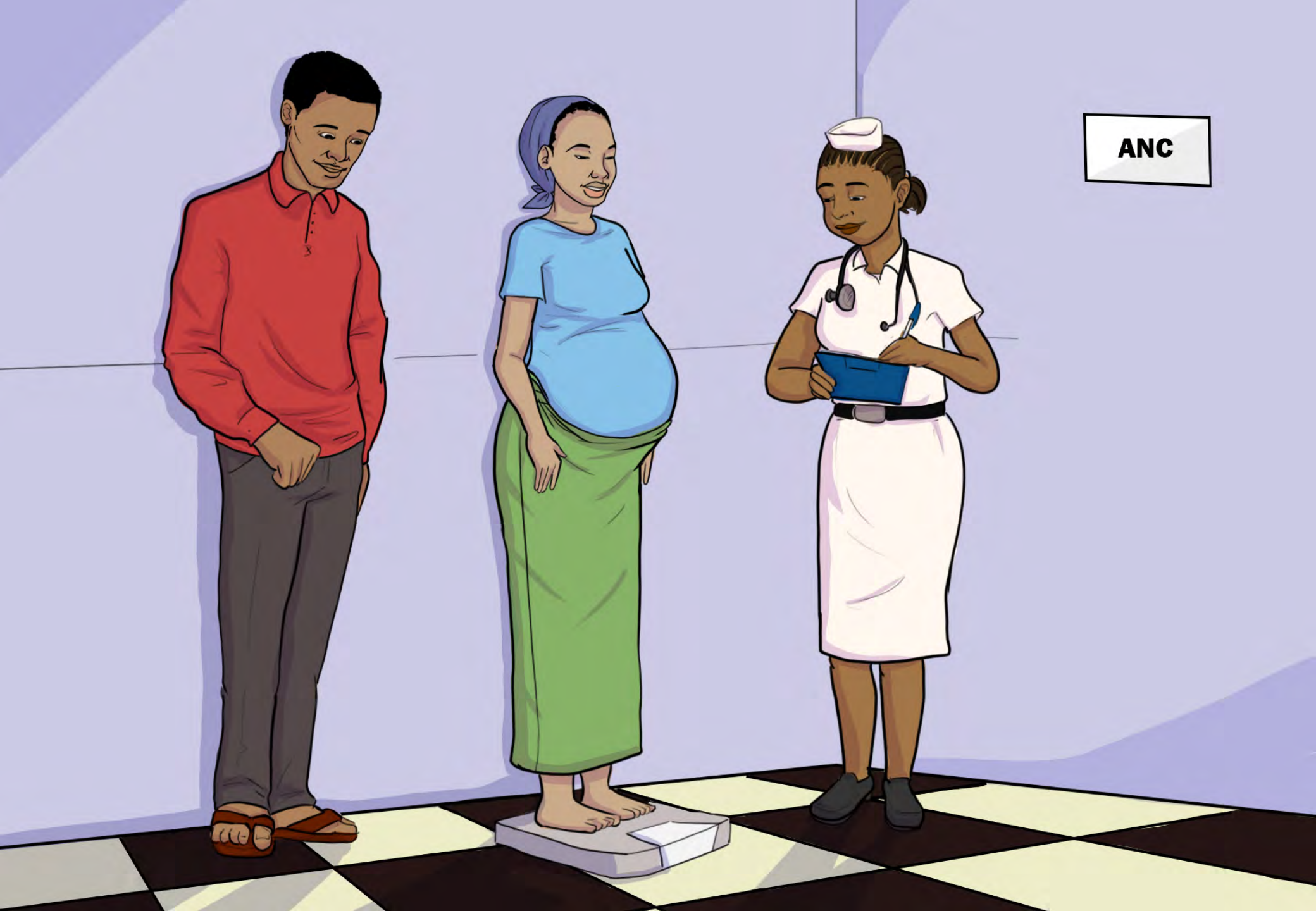
A3. Health care providers need to check on different things during the different stages of the pregnancy:  
 Early ANC allows the pregnant woman to learn more about her pregnancy from the health worker,  
 Allows the health worker to monitor the growth of the baby and the health of the mother,  
 Every pregnant woman should attend ANC at least eight times before delivery.

Q4. Why is it important to take medicine to prevent malaria during pregnancy?

A4. Malaria causes a lot of problems for pregnant women and their unborn babies. The problems include fever, miscarriage, stillbirth, or delivering a baby that is too small.

Taking IPTp prevents malaria early, and it should be taken whether there are symptoms of malaria or not.

IPTp is safe and effective for pregnant women and the baby. It is taken in the presence of a health care worker. It is safe for you to take it without food.



**ANC**

# Pregnancy Danger Signs

RECOMMENDED TIME: 3 MINUTES



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. The pregnant woman is going through different health challenges.

Q2. What have you heard or know about pregnancy danger signs?

A2. These are some of the signs and symptoms that indicate a pregnant woman is having complications. She or her baby's life may be at risk, and she should see a healthcare provider IMMEDIATELY.

Q3a. Do you know what any of the pregnancy danger signs might be?

A3. Some of the pregnancy danger signs are:

- Severe headache
- Swollen hands and feet
- Acute stomach pain
- Bleeding from vagina
- Difficult breathing
- Seizure

Q3b. Do you know of any woman who experienced any of these danger signs during pregnancy?

Clarify any misconceptions about pregnancy danger signs.

Q4. What can a pregnant woman do to detect danger signs early?

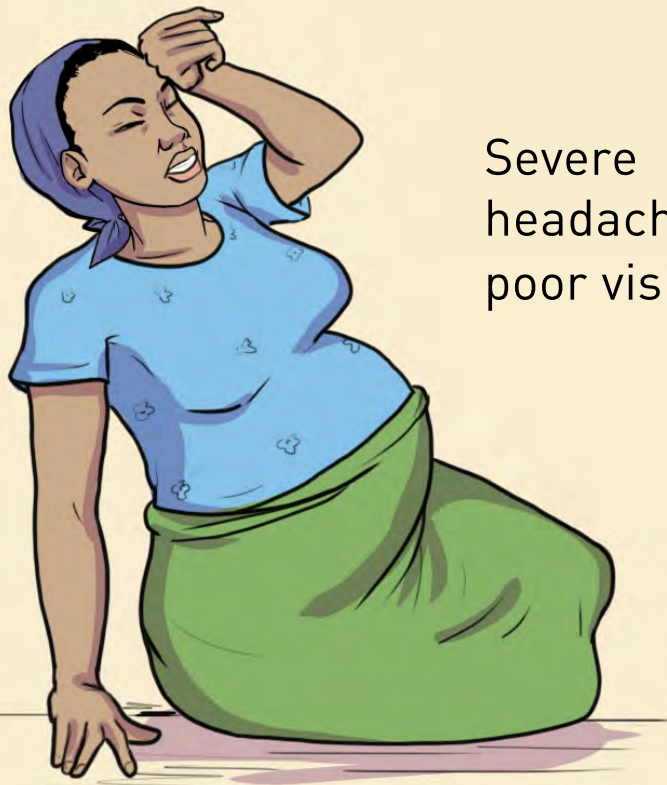
A4. Going to ANC can help healthcare providers detect any complications before they become danger signs.

And what should she do when she has a danger sign?

If a pregnant woman experiences any danger sign, she should immediately go to the health facility for urgent care.

If any of these signs are present or there are reported of the danger sign by a pregnant woman REFER!

Support her to the health facility if necessary.



Severe headaches, poor vision

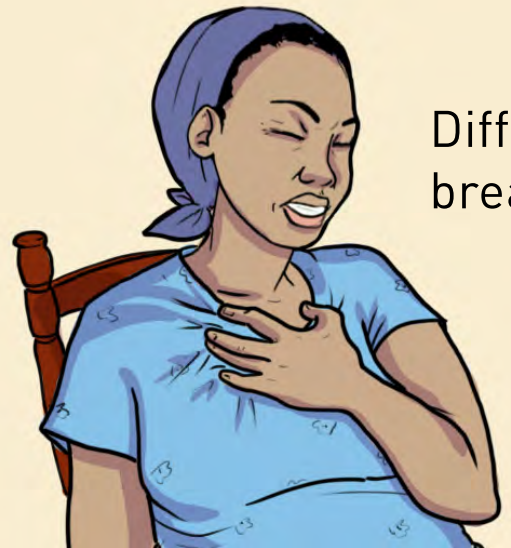


Swollen hands and feet



Acute stomach pain

Bleeding from vagina



Difficulty breathing



Seizure



# Developing a Birth Plan



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Pregnant wife and her husband discussing and planning for delivery of their baby.

Q2. Why do you think it is important to plan for delivery?

A2. Developing a plan for delivering helps to ensure safe delivery and prepare for complications that may arise.

Q3. What do you need to plan for in order to give birth with a Skilled Birth Attendant at a health facility?

A3. Things you need to plan for include:  
 Transportation (how will they get to the facility, even if they need to travel at night),  
 Money (how much cash do they need to cover transportation and any fees associated with delivery),  
 Escort (who will accompany the woman to the facility),  
 Materials and consumables for delivery.

Q4. Who do you need to inform so that they can support your birth plan?

A4. Inform all significant others (mother and father-in-law, brothers-in-law, escort, etc.) in the household. The husband should also give advance permission for the woman to go to the facility in case he is not around when labour starts.

**Hand over a birth plan calendar.**



# Delivery with a Skilled Birth Attendant



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A woman is getting ready to give birth in a health facility. The health worker and her husband are there assisting her.

Q2. Do you know any woman who had a healthy pregnancy but had trouble during childbirth?

A2. **Ask them to share what happened.**

Q3. What are some of the benefits of delivering with a skilled birth attendant in a health facility?

A3. Although many women feel more comfortable giving birth in their homes, every delivery is a risk even if there were no complications during the pregnancy. Therefore, you should ensure that you deliver with a skilled birth attendant at the health facility.

The benefits of delivering with a skilled birth attendant include:

If there are complications during delivery, the skilled birth attendant is trained to manage them to prevent loss of the mother or baby,

Skilled birth attendants are better able to manage complications during delivery at the health facility where they have special equipment to work with.

Q4. Do you know the signs of labour?

A4. There are certain signs that the baby is ready to be born like periodic and continuous contractions, discharge of blood mixed with mucus, and/or watery discharge from the vagina.

When any of these signs present, the couple should go to the health facility for delivery immediately.



# Essential Newborn Care



Q1 How many days old is the baby? **Follow the instructions below:**

If the baby is 0-7 days, continue with Q2 below.

If the baby is 8 days and above, then go to page 2.9, Immunization at Birth.

If the baby is above 4 weeks, proceed to page 2.12, Nutrition for new mothers.

## Probing Question

## Desired Response

Q2. What do you see in this picture?

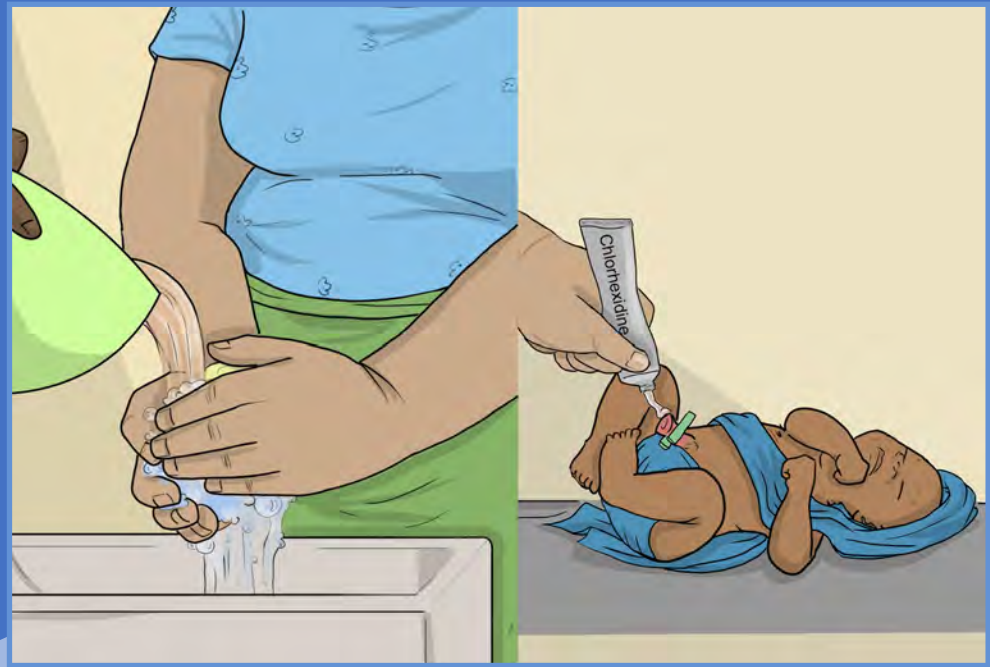
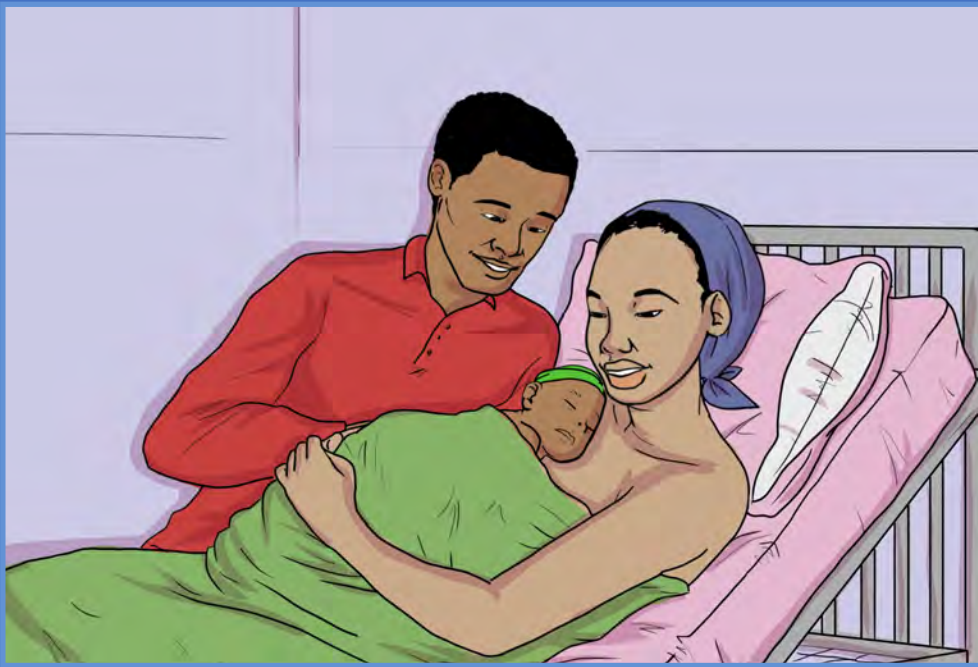
A2. A woman keeping her baby warm on her chest, breastfeeding her baby, getting her baby immunized, and taking care of her baby's umbilical cord.

Q3. What are the most critical things to do immediately after a child is born to ensure it gets a healthy start in life?

A3. The most critical things to do immediately after the child is born are:

- Keeping the baby warm through skin-to-skin care
- Early and exclusive breastfeeding
- Receive the Immunizations due at birth
- Appropriate care for the umbilical cord
- Delay bath of the newborn till after 24 hours

Next, we will discuss these in more detail.



# Skin-to-Skin Care



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A mother with her baby placed skin-to-skin on her chest.

Q2. Why do you think it is important to place the baby on a mother's bare chest immediately after delivery?

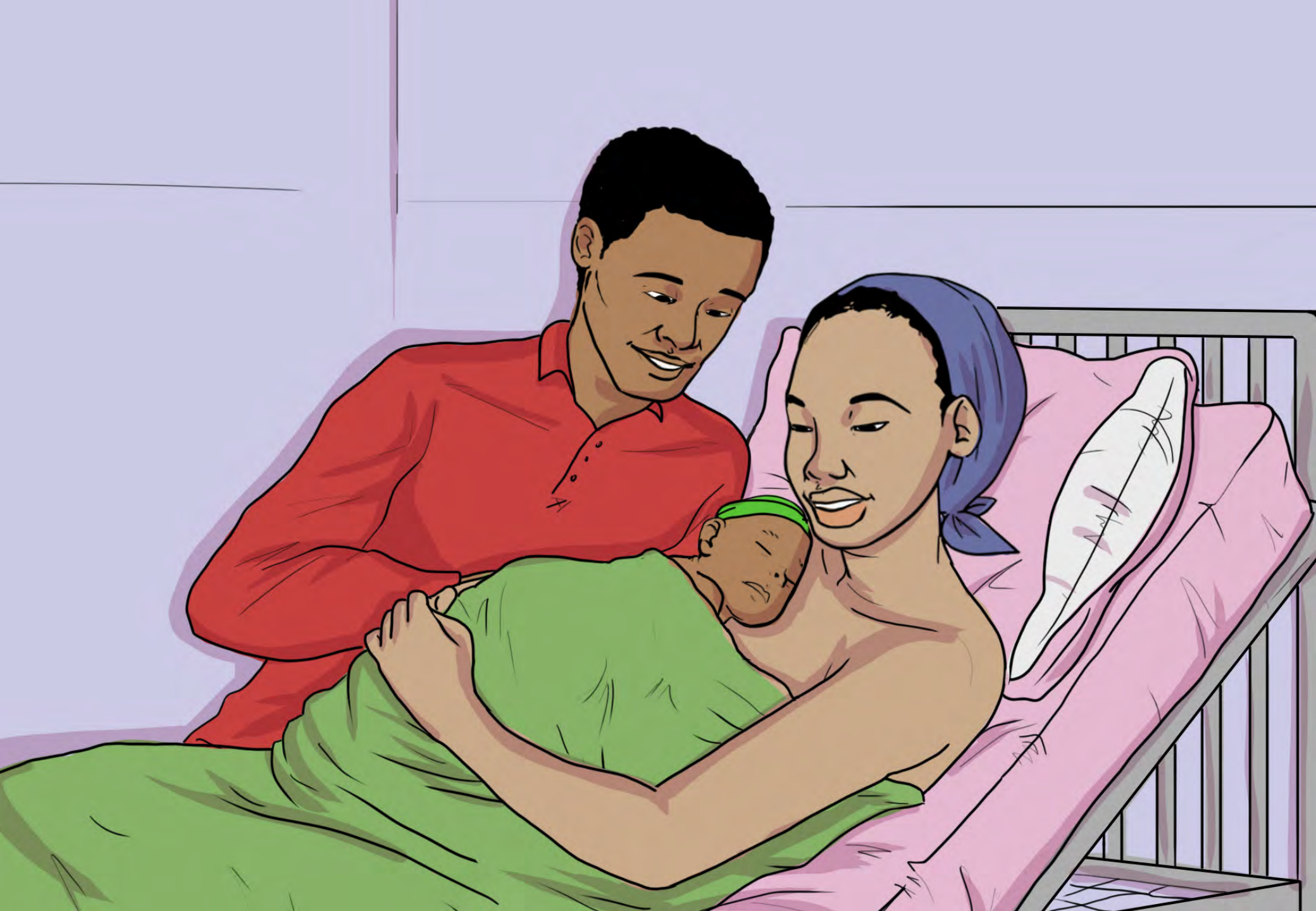
A2. The womb that the baby is used to is much warmer than the outside weather.

To help the baby adjust to the outside weather and prevent cold, the baby should be immediately placed on the mother's bare stomach and covered for one hour for warmth.

The skin-to-skin contact prepares the baby to start breastfeeding soon after birth.

Babies who are held skin-to-skin by their mothers are healthier and tend to cry less.

The baby should be kept warm and should not be bathed until 24 hours after birth.





# Cord Care

RECOMMENDED TIME: 2 MINUTES



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A woman washing her hands and applying a cream to the baby's umbilical.

Q2. What do people usually do to care for the umbilical cord after birth?

A2. Infection can enter the body through the umbilical cord, so proper care of the cord is important.

Chlorhexidine should be put on the cord to prevent infection and help it to heal properly. Caregivers should wash their hands with soap and running water before applying Chlorhexidine to the cord.

Chlorhexidine should be put on the cord every day for seven days or until the cord drops off, and the area is completely healed.

Chlorhexidine is in Gel formulation and should not be applied on any other part of the body or used with any other thing in caring for the cord.

Q3. Where do you think you can get chlorhexidine?

A3. You can get chlorhexidine at the health facility or PPMV, at an affordable price.



# Immunizations at Birth



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A father holding a baby while a health worker gives an injection.

Q2. Do you know why babies need to get immunized?

A2. Immunizations help our children's bodies to fight life-threatening diseases and protect them from many illnesses. Immunization saves lives and gives our children a healthy start in life.

Q3. Do you know when the Nigeria government recommends the first round of immunization to be given?

A3. The first immunization should be taken immediately after birth.

Q4. If a baby is not born at a health facility, what should its parents do?

A4. The parents should immediately take the newborn to the facility so it can get its first round of immunizations.

**If you meet any child, who has never been immunized or has incomplete immunization, REFER!**



# Early and Exclusive Breastfeeding



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A mother breastfeeding her baby.

Q2. What do you know about the first milk that comes from the mother's breast immediately after giving birth?

A2. The first milk is different from regular milk. It is thick and yellowish. It is called colostrum. It contains all the nutrients the baby needs and protects the baby from diseases. After 3-5 days, it starts to become like regular breast milk. Many mothers throw out colostrum because they believe it is contaminated or bad, but it is more nutritious than regular breast milk, and babies who drink it are usually healthier.

Breastfeeding within one hour after delivery will also help reduce the mother's birth pain and bleeding and help her expel the placenta.

Q3. Do you think a baby needs other foods or liquids besides breast milk? Why do you think so?

A3. Breast milk is all the nutrition a baby needs in the first 6 months of life. Anything else apart from breastmilk is less nutritious and may make the baby sick as its body is not ready to digest other foods. Other foods may be contaminated during preparation. Breast milk protects the baby from some common illnesses e.g., diarrhoea and pneumonia.

Q4. Some people think it is wicked not to give baby water. What do you think?

A4. Breast milk contains all the water and nutrients the baby needs. Even if it is hot outside, a baby does not need to be given water or any liquid or solid food until after 6 months. The baby should finish one breast before moving to the other to ensure the baby gets all the nutrients it needs because the first part of the mother's milk is mostly water, and the second part has more nutrients. Each breast contains a full meal for the baby.

Q5. What other benefits are there to immediate breastfeeding?

A5. Early and exclusive breastfeeding helps the woman's womb return to its normal size. It also increases the bond between a mother and the newborn child.



# Postpartum Haemorrhage Prevention: Misoprostol



## Probing Question

## Desired Response

Q1. What do you see in the picture?

A1. A woman about to take some pills with a health worker standing next to her.

Q2. Do we know any woman in our community that has ever had excessive vaginal bleeding after giving birth?

A2. **Ask them to share what happened.**

Q3. How might you know if vaginal bleeding is a serious problem?

A3. It is normal for some bleeding to occur after the delivery, but in some rare cases, the bleeding can be excessive, and it can put the new mother's life at risk.

If the bleeding after the delivery does not slow down or stop (more than three soaked pads in 24 hours), then it is serious. It could lead to a severe drop in blood pressure, dizziness, the woman, could collapse, or even die.

Q4. Do you know what you can take to stop excessive bleeding after delivery?

A4. After delivery, a drug called misoprostol should be taken - after the placenta is out, and it is confirmed that there is no other baby - to prevent excessive bleeding.

Q5. Where can you find misoprostol?

A5. You will be given misoprostol after delivery at the health facility, or you can get it from a PPMV at an affordable price.

**If a woman reports experiencing PPH, even if she has taken misoprostol, REFER!**





# Nutrition for New Mothers



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A woman backing a baby surrounded by different types of foods.

Q2. How can we make sure the mother is recovering well from childbirth and able to make enough breast milk for the baby?

A2. For the new mother to recover well from childbirth and to make enough breast milk, the lactating mother needs to eat a variety of foods to increase her fluid intake and eat three main meals plus two small meals or snack daily.

Share more examples of foods from the local diet that would be good for a new mother to eat to produce enough breast milk.

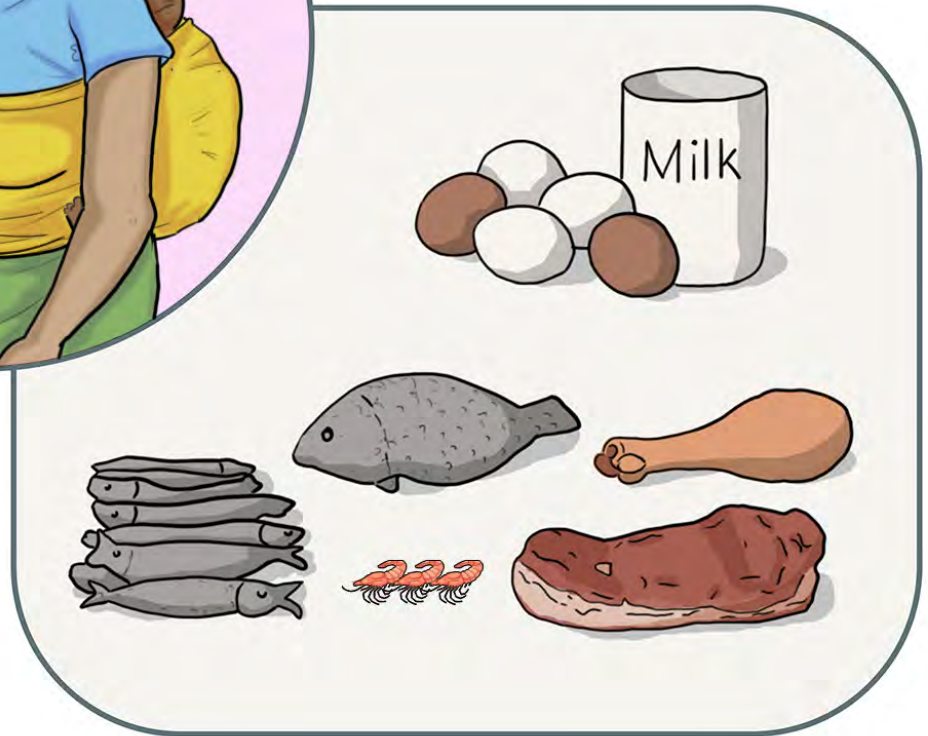
A good way to remember is a “4-star meal”, which has foods from each of the following four (4) food groups:

1. Animal-source foods (flesh meats, eggs, and dairy products) for body building,
2. Staples (grains like corn and millets, and tubers like yam and cassava) for energy,
3. Legumes and seeds (beans, soya beans, benniseeds, groundnut) for body building,
4. Fruits and vegetables (mangoes, banana spinach, pumpkin leaf) to build immunity.

Breastfeeding will help the mother lose her pregnancy weight after some weeks or months. It is normal for pregnancy weight to remain for some time as the body is still ensuring nutrients are enough for the baby. Breastfeeding also delays quick pregnancy in some women.

Q3. How can families afford all these foods?

A3. Families do not need to spend much money to eat nutritious foods. Many of the nutritious foods listed above are available in our communities and can be grown in our yards. Chickens and other animals can also be reared in the compound.



# Malaria Prevention for New Mother and Newborn



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Mother and her baby sleeping inside a mosquito net.

Q2. Why do you think it is important for a new mother and her baby to sleep under insecticide treated mosquito net?

A2. New mothers and newborn babies are especially vulnerable to becoming seriously ill due to malaria, and they need to be extra careful to prevent it.

A new mother and her baby should sleep inside an insecticide treated mosquito net every day - from the evening until the morning all year round - to prevent getting malaria from mosquito bites. This will help ensure a better outcome for both the mother and child.

Q3. Is sleeping inside the insecticide treated mosquito net all we need to do to make sure the mosquito does not bite us?

A3. We should make sure the net is tucked under the mattress securely so that the mosquito cannot enter the insecticide treated mosquito net.

We should also ensure that any holes or tears in the insecticide treated mosquito net are sewn up with a needle and thread.

Q4. Are there certain times of the year where we do not need to sleep inside the insecticide treated mosquito net?

A4. Mosquitoes transmit malaria all year round. However, they may reduce in number during the dry season.

Therefore, it is important to sleep inside the insecticide treated mosquito net every night, all year round.



# Postpartum Danger Signs



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. New mothers and babies having different health challenges.

Q2. Have you heard of the danger signs for a pregnant woman?

A2. The same pregnancy danger signs are also danger signs for the new mother after the baby has been born such as sudden and severe stomach pain, severe headache, poor vision, fever, swollen hands, and feet.

Q3. Do you know any danger signs for a newborn?

A3. There are also danger signs for the newborn, such as: refusing to eat, difficulty breathing, excessive crying, convulsions, fever, yellow palms, and soles of feet.

Q4. Do you know of any newborn babies or new mothers who experienced any of these danger signs?

A4. Ask them to talk about it.

Clarify any misconceptions on danger signs for newborn babies mention.

Acute stomach pain



Severe headache, poor vision



Fever



Swollen hands and feet



Difficulty breathing



Excessive crying



Yellow eyes, palms and soles of feet

Refusing to eat



Seizure



Fever

# Postnatal Care (PNC) Check-ups



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. New mother and her husband at the health facility for a check-up after delivery.

Q2. Why do you think that it is recommended that the new mother and baby should go to the health facility for check-ups after delivery, even if she gave birth in the hospital?

A2. Sometimes the woman can have problems after delivering, even if the delivery went okay. She might feel well, but the health provider can check to make sure.

Also, the baby's health should be looked at, and the baby needs to start getting immunizations.

To detect any problems that might have started after delivery and for the baby to receive the first immunizations, the woman and the newborn need check-ups 24 hours after delivery, 3 days after delivery, 1 week after delivery, and 6 weeks after delivery.

Postnatal check-ups enable the health provider to check the new mother and baby to make sure everything is fine, and both mother and child are recovering well.

Q3. What should a woman do if she suspects any problems with herself or her baby?

A3. She and the baby should go to the health facility IMMEDIATELY.





# Post-Pregnancy Contraception for Childbirth Spacing



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A new mother and her husband playing with their baby.

Q2. What does the couple need to ensure that the baby has a good start?

A2. There are many things the couples need to do for the baby to have a good start in life. However, one of the most important things is Childbirth Spacing.

It is healthiest for a woman to have a pregnancy when her body is fully recovered from the last pregnancy. It is best for the woman and the newborn if she can recover for at least two years before getting pregnant again.

When families space their childbirths, the father, mother, children and community ALL benefit.

Q3. What might happen if she were to get pregnant again within 2 years of her last delivery?

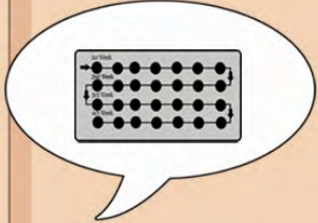
A3. The new mother may get pregnant again before the couple is ready for another child. She may have trouble with the pregnancy since she has not yet recovered her health.

Also, she may struggle to adequately breastfeed and care for her newborn child if she got pregnant again within 2 years of having the previous baby.

Q4. What can the new mother and her husband do if they want to avoid getting pregnant for some time?

A4. The new mother and her husband should speak to a health care provider about options for childbirth spacing that would be best for them.

**If the couple is not already using childbirth spacing method REFER!**



# Spousal Communication Before And After Delivery



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. A pregnant woman speaking with her husband.

Q2. We have discussed many different topics. How might your spouse think about these issues?

A2. Some of the topics will be easy to discuss and convince him about, such as skin to skin care or cord care. Some topics may be challenging, such as where to give birth or immediate breastfeeding.

Q3. Which of these issues do you think a husband needs to provide more support to his wife to do?

A3. All of them. A husband needs to support his wife to give birth with a Skilled Birth Attendant, to start exclusive breastfeeding immediately after birth, or to go to the health facility for postnatal care check up 24 hours after delivery, 3 days, 1 week, 6 weeks to avoid or detect danger sign in the mother or newborn.

Q4. Do you think it is important for you and your spouse to discuss these things so that you can decide together?

A4. It is important for spouses to jointly make decisions about the woman's health, her pregnancy, and the health of their expected baby. By discussing these things, they can come to a decision together, and they will both understand each other.



# Call to Action



## Probing Question

## Desired Response

Q1. What do you see in this picture?

A1. Pictures of what a pregnant and new mother should do before and after delivery to ensure she and the baby are healthy and safe.

Q2. We have discussed many different topics. What should you do to ensure a safe and healthy delivery?

A2. There four things you can do to ensure a healthier and safer delivery:

1. Give birth with a skilled birth attendant in the health facility,
2. Follow Essential Newborn Care practices,
3. The new mother and baby should go for a Postnatal Care check ups,
4. The new mother and baby should sleep under an insecticide treated mosquito net every night.

Refer for the following as appropriate:

- ANC
- Pregnant woman with fever
- Pregnancy Danger Signs
- Postpartum Hemorrhage (PPH)
- First Immunization
- Childbirth Spacing

Hand over a birth plan calendar if applicable.

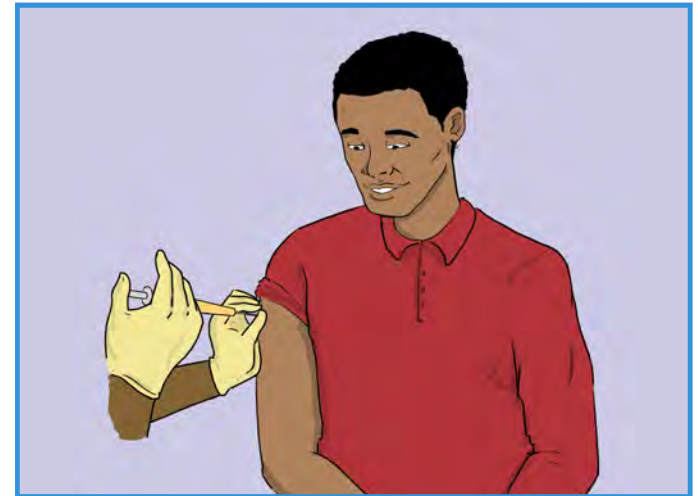
Measure MUAC for children under 5 and refer the children that read red for nutrition services. If the MUAC reads yellow, advise the caregivers to improve the child's diet.



# COVID-19 Key Message

- COVID-19 infection is still occurring daily in our communities.
- For some people, infection with COVID-19 can still cause severe illness that may lead to death.
- One of the ways people can protect themselves is by taking the COVID-19 vaccine, it requires a second and booster dose for full effectiveness.
- COVID-19 vaccine is safe, effective, and efficient for a persons aged 18 and above, including Pregnant women and breastfeeding mothers
- Go and get vaccinated to protect yourself, your family, and your community.
- The nearest vaccination site to you is [name of nearest vaccination site]
- Do you have any questions or concerns?

For more information on the COVID-19 vaccine, visit the nearest Health facility close to you. You can also call 7722 for more information.



# Fistula-Related Symptom Household Screening Tool

*Apply this Fistula-Related Symptom Screening Tool at the end of the session.\*\* Start the screening by saying:*

“Thank you for your time and patience to listen to the messages. Before I leave, I would like to touch on one more thing. Women face a lot of challenges around health, and sometimes they do not get the care they need to overcome them. I would like to ask about one of these health challenges. Please know whatever information you share will not be disclosed to any other person and will help to improve the health of women in your community.” \*\*\*{Ask question one (1) as a general question in every household visited}

1. Is there anyone in this household that is experiencing leaking of urine or feces or both through the vagina/birth canal all the time during day and night even when she is not trying to urinate or defecate? (yes or no)

\*If the answer to question # 1 is NO, stop administering the form and thank the respondent?

\*If the answer to question # 1 is YES, the CV should identify the client, ask the below questions privately. Greet the client and exchange pleasantries as follows:

“My name is XXX and I am a community volunteer working for the LGA. What is your name? Thank you for agreeing to talk to me. Please know whatever information you share will not be disclosed to any other person and will only be used to determine the best way to assist you. I have been told you are experiencing leaking of urine or feces and I would like to ask some additional questions to determine how you can be assisted.”

2. How did the leaking start? (ask options below)

- a. After you delivered a baby or had a stillbirth? (yes or no)
- b. After any operation or surgery in the lower abdomen, or cut around the vagina? (yes or no)
- c. Did you ever experience a delivery that resulted in a tear of the vagina extending down to the anus? (yes or no)
- d. Other (client should describe)

\*\*\*If the answer to Question 1 and/or any of 2a-d is ‘YES’ - REFER the client to the nearest Fistula Referral Facility for assessment after providing reassurance as follows:

“Thank you for responding to my questions. I would like to let you know that you are not alone as many women live with and experience this health situation. There are hospitals and doctors that specialize in taking care of women with these conditions, and I would like to refer you to get treatment. Do you have any questions or concerns?” \*\*\*CV should respond to questions, ask if the client has any barriers to reaching the health facility, and support the client to reach the referral facility by linking up with established structures and resources in the ward and/or LGA.

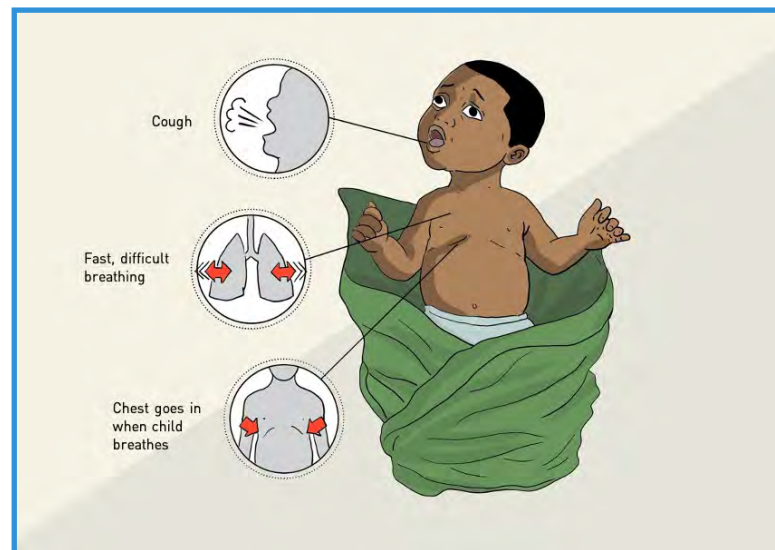


## **End of Life Stage 2**

The illustrations used for nutrition topics were adapted from “The Community Infant and Young Child Feeding Counseling Package” developed by the SPRING project with funding from USAID.



The illustration used for the topic “Treatment of Acute Respiratory Infection” was adapted from “A Guide to Pneumonia Training and Education Kits” developed by the Every Breath Counts project with funding from USAID.





## Audience Segmentation Guide

Is the woman pregnant? If so, how many months pregnant is she?



If she is 1-6 months pregnant, go to page 1.1, Introduction to Life Stage 1.

If she is 7-9 months pregnant, go to page 2.1, Introduction to Life Stage 2.

Has the woman recently given birth? If so, how many weeks ago?



If she delivered less than 7 days ago, go to page 2.6, Essential Newborn Care.

If she delivered between 8 days and 4 weeks, go to page 2.9, Immunization at Birth.

If she delivered more than 4 weeks ago, go to page 3.1, Introduction to Life Stage 3.

If the youngest child is less than 5 years old, go to page 3.1, go to Introduction to Life Stage 3.

If the youngest child is more than 5 years old, and the woman is not pregnant, go to page 4.1, Introduction to Life Stage 4.