## Step 5: Determine Activities and Interventions

Suggested approaches and activities and illustrative examples are presented here as appropriate choices for communicating to primary and influencing audiences about magnesium sulfate. These suggestions are a starting point and close collaboration with communication and creative professionals can help ensure that design and execution are innovative and compelling.

**Mass Media**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Short-form mass media | * Develop Radio or TV spots on PE/E (e.g. about recognizing danger signs and seeking ANC)
 | Increase awareness and knowledge of benefits of ANC | Pregnant Women and their familiesSecondarily: Health providers (facility- and community-level) |
| Long-form mass media | * Integrate PE/E into multi-episode radio or TV drama serial
* Produce radio call-in shows that include PE/E as a topic
 | Stimulate social dialogue Shift social norms around ANC and assisted childbirth | Pregnant Women and their families |
| Print media | * Develop/adapt take home brochures/leaflets on PE/E, stickers to remind women about warning signs of PE/E, posters
 | Increase knowledge of PE/E and where to find quality services/when to seek helpReminders | Pregnant Women and their families |
| Digital media and mHealth | * Integrate PE/E into existing maternal health SMS service including reminders of when to seek care
* Host MH hotline (phone and/or SMS-based)
 | Increase awareness and knowledgeStimulate social dialogue | Pregnant Women and their familiesCommunity-based providers |

**Clinic-Based Services**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Clinic services | * Develop and disseminate quality guidelines via professional peer networks or associations
* Train health providers in prevention, screening and management of PE/E (including magnesium sulfate)
* Develop algorithm for detection and treatment of PE/E
* Develop a job aid showing overall treatment protocol (including hypertension management)
 | Increase correct knowledgeEnsure correct useFacilitate decision-making Increase early detection and correct treatment | Facility-based providers |
| Digital/distance learning | * Develop and train on electronic job aids such as smart phone and tablet based apps
* Disseminate YouTube videos on how to detect PE/E and administer magnesium sulfate via smart phones or tablets
 | Increase knowledge and skillsFacilitate use by various cadres of providers | Facility-based providersCHWs |
| Supportive Supervision | * Conduct on-the-job supervision using checklists and give feedback to provider to encourage improved quality of care
 | Increase skills and motivation | Health officials/managers |
| Reminders/Incentives | * Develop reminders to test for PE/E and administer appropriate treatment and disseminate at regular and frequent checkpoints (e.g. during supervision checks; refresher training)
 | Increase knowledgeIncrease skills | Health officials/managersFacility-based providersCHWs |

**Community-Based Services, Outreach and Community Approaches**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| CHW outreach | * Develop low-literacy flipcharts with PE/E danger signs
* Develop badges or other items with key messages on PE/E and ANC visits
* Develop influencing / negotiating skills to ensure proper care is given
* Develop systematic and supportive referral systems
 | Early detection of PE/EEnsure timely care for PE/E women | CHWs Pregnant women and their families  |
| Community approaches | * Develop community dialogue around regular ANC visits and appropriate care of pregnant women – including danger signs
 | Increase knowledge of PE/E Encourage prompt care-seeking  | CHWsPregnant women and their families |
| Champions | * Identify “everyday heroes” - men in the community who support ANC and knowing about PE/E for their partners and are helping to ensure the health of their families – and celebrate them at community events and through community and mass media
 | Encourage social dialogueIncrease social support for ANC  | Pregnant women and their families |

**Structural**

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| **INTERVENTION AREA** | **ILLUSTRATIVE ACTIVITIES** | **PURPOSE** | **INTENDED AUDIENCE** |
| Policy and guidelines | * Engage professional associations in evidence sharing activities related to use of magnesium sulfate
* Develop advocacy brief for district level policy-makers to promote importance of supplies and training related to PE/E
* Share research showing cost savings obtained from early detection and treatment with magnesium sulfate

*Scaling Up Lifesaving Commodities for Women, Children, and Newborns: An Advocacy Toolkit* provides advocacy resources for utilizing the Commission platform to raise awareness and engage stakeholders in addressing commodity-related gaps in policy. See: <http://www.path.org/publications/detail.php?i=2381> | Influence policies and guidelines | Health officials/managers |
| Technical working groups | * Develop/update guidelines on PE/E detection and treatment
* Update training materials on correct PE/E detection and treatment (pre-service and in service)
* Assess task shifting opportunities and need for guidelines on its use in PE/E detection and treatment
 | Ensure correct knowledgeEnsure correct suppliesObtain consensus for task-shifting | Facility-based providersHealth officials/managers |
| Incentives  | * Set up an incentive scheme to reward women who go to four ANC visits and deliver at a health facility
* Reward health facilities for the number of ANC visits and deliveries conducted
 | Increase ANC attendance and health facility delivery | Pregnant women and their familiesCHWsFacility-based providers |
| Pre-service training | Integrate PE/E and magnesium sulfate into pre-service training for all providers, including doctors, nurses, midwives, CHWs, etc. | Increase awareness and proper use of magnesium sulfate | Facility-based providersCHWs |