

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 chlorhexidine. 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. Messaging about chlorhexidine should be integrated into essential newborn care social and behavior change efforts.

A review of chlorhexidine introduction/demonstration studies suggests the following as components of successful chlorhexidine interventions:

- Develop, disseminate, and train providers in the use of materials to use in group and individual counseling and education (doll with cord stump, posters, leaflets)
- Train TBAs, CHWs, ANC providers, and skilled birth attendants in interpersonal communication about chlorhexidine and provide appropriate job aids, as part of newborn care training
- Reach out to family members, especially grandmothers and other potential caregivers, with information about chlorhexidine for cord care
- Ensure a consistent supply of chlorhexidine in the appropriate formulation and packaging [Policy/Manufacturing]
- Implement interventions to assist TBAs and other community-level providers to promote chlorhexidine for cord care (e.g. clean birth kit including chlorhexidine and instructions for its use)
- Include or associate chlorhexidine for cord care with clean delivery kits [determined at the country-level]

In areas where traditional healers are regularly consulted, it might be useful/necessary to reach out to them given that chlorhexidine use for cord care will reduce the need for their services.

Depending on country context, it may also be important to have interventions that address policy and practice (including pre-service education), supply, and monitoring.

Mass Media

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Short-form mass media	<ul style="list-style-type: none"> Develop Radio and TV spots on chlorhexidine (e.g. of real women talking about how happy they were to have chlorhexidine and of grandmothers who wish they had known about chlorhexidine in time to save their grandchild, women of all social strata who switched from traditional methods to chlorhexidine; emphasis on how much nicer, cleaner, and safer it is.) 	Increase product/brand awareness and knowledge of benefits	Pregnant women/new mothers Grandmothers Fathers Communities Secondarily: Health providers (facility- and community-level)
Long-form mass media	<ul style="list-style-type: none"> Integrate newborn care including chlorhexidine into multi-episode radio drama serial on RMNCH Produce radio call-in shows that include chlorhexidine for cord care as a newborn care topic Develop and produce radio distance learning programs on safe birth and ENC including chlorhexidine for cord care, for CHWs, TBAs and facility-based providers that model positive behaviors and relationships with communities and referral facilities 	Depict desired behaviors Stimulate social dialogue about everyone's role in protecting maternal and child health Shift social norms around assisted childbirth	Pregnant women/new mothers Grandmothers and other caregivers Fathers Communities Providers Pharmacy owners and staff

Print media	<ul style="list-style-type: none"> • Develop/adapt take home brochures/leaflets on chlorhexidine (including where to get it), stickers to remind women to obtain and use chlorhexidine • Posters, point of sale materials 	<p>Increase product knowledge / knowledge of where to find quality services</p> <p>Reminders</p>	<p>Pregnant women/new mothers</p> <p>Fathers</p> <p>Facility-based providers</p> <p>Pharmacy owners and staff</p>
Digital media and mHealth	<ul style="list-style-type: none"> • Produce SMS service on chlorhexidine benefits, reminders to obtain and use it, reminders to seek ANC, where to obtain chlorhexidine (in the context of safe birth/newborn health messaging) • Host newborn health hotline (phone and/or SMS-based) • Where appropriate, social media pages on essential newborn care/ newborn health for peer-to-peer support and social marketing • Develop short video clips and short FAQs that model chlorhexidine promotion and education (accessible on basic and smart phones) • Develop SMS messages reminding pregnant women to include chlorhexidine in their birthing supplies 	<p>Increase product/brand awareness</p> <p>Stimulate social dialogue</p> <p>Increase knowledge and skills</p>	<p>Pregnant women/new mothers</p> <p>Fathers</p> <p>CHWs</p> <p>Facility-based providers</p> <p>Pharmacy owners and staff</p>

Clinic-, Pharmacy- and Drug Shop- Based Services

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
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Clinic services	<ul style="list-style-type: none"> • Develop and disseminate cord care guidelines that include chlorhexidine • Train providers in ENC practices including chlorhexidine • Discuss cord care and chlorhexidine during ANC education sessions • Teach songs about ENC including chlorhexidine during ANC education sessions • Hold ENC practice sessions for people waiting for ANC services • Develop flipchart for group and individual education • Develop clean birth and ENC video for clinic waiting room • Develop chlorhexidine job aids (instructions, ENC checklists, etc.) on when and how to use chlorhexidine for cord care • Develop low- and non-literate materials for take-home chlorhexidine • Distribute clean delivery kits that include chlorhexidine for cord care • Develop posters for awareness, teaching, and reminding 	<p>Increase product awareness/knowledge</p> <p>Establish quality standards to ensure good service for clients</p> <p>Improve provider-client interaction</p>	<p>Pregnant women</p> <p>ANC providers</p> <p>Skilled birth attendants</p>
Social franchising/ service promotion	<p><i>Consider all of the above activities with private-sector health facilities</i></p> <ul style="list-style-type: none"> • Establish or strengthen a network of social franchise providers with ENC quality standards; use a logo marketed as a symbol of high quality, low cost, respectful care for mother and 	<p><i>All of the above</i></p> <p>Establish a recognized symbol for high quality newborn health</p>	<p>Pharmacy/franchise owners and staff</p>

	<p>newborn</p> <ul style="list-style-type: none"> • Establish network of pharmacies to stock, dispense, and instruct on chlorhexidine use. • Develop and disseminate materials to pharmacies on chlorhexidine benefits and use • Train pharmacy workers to promote and educate about chlorhexidine for cord care • Promote logo through mass media 	<p>care</p> <p>Ensure consistent supply</p> <p>Promote quality brand of chlorhexidine</p>	
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Community-Based Services, Outreach and Community Approaches

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
TBA outreach	<ul style="list-style-type: none"> • Train TBAs to use and educate mothers on safe birth and ENC including chlorhexidine • Develop/adapt materials and job aides (practice dolls, flipbooks, pictorial checklists, etc.) to provide guidance on counseling on clean delivery and ENC including chlorhexidine • Develop meaningful, useful reminder for TBAs to use safe delivery and ENC including chlorhexidine (e.g., birthing cloth, carrying case, scarf, etc.) • Develop certificate or laminated card denoting TBA as having completed safe birth/ENC training • Establish reward system for TBAs educating and referring pregnant women for ANC and skilled delivery 	<p>Improve knowledge and skills</p> <p>Improve linkages with health system/facilities</p> <p>Acknowledge TBA value</p> <p>Encourage skilled delivery</p>	TBAs

CHW outreach	<ul style="list-style-type: none"> • Train CHWs to conduct community-based counseling, education & referral for safe birth and ENC • Establish CHW radio listening groups for distance learning program • Develop/adapt materials and job aides (practice dolls, flipbooks, pamphlets, checklists, referral cards, etc.) to provide guidance on counseling on clean delivery and ENC including chlorhexidine • Develop songs, logos, buttons, badges, and other items that support the central positioning and promotion of quality and acceptability 	<p>Improve knowledge and skills</p> <p>Provide peer-supported learning opportunities</p> <p>Ensure quality counseling, education and referral</p> <p>Promote quality services</p> <p>Provide incentives</p>	CHWs
CHW/TBA administration/ distribution	<ul style="list-style-type: none"> • Train and equip TBAs for clean delivery and ENC including chlorhexidine • Supply TBAs and CHWs with clean delivery kits including chlorhexidine • Train CHWs to counsel pregnant women and distribute chlorhexidine to women by 32 weeks with low-literate take-away instructions on usage • Develop an easy-to-keep-and-carry instructions job aid • Establish/update supportive supervision for CHWs and, where applicable, TBAs • Develop sticker to remind pregnant women to get and use chlorhexidine • Develop pictorial pamphlet with key messages for new mother/family 	<p>Improve knowledge and skills</p> <p>Enable seamless distribution and, where appropriate, income</p> <p>Ensure quality counseling, education, and referral</p>	<p>Pregnant women</p> <p>Fathers/families</p> <p>TBAs and CHWs</p>

Community approaches	<ul style="list-style-type: none"> • Hold community dialogues around newborn health, including chlorhexidine for cord care (and misoprostol, ORS, etc.) using satisfied users, grandmothers, and other family members as key advocates • Invite respected nurses and midwives to speak and answer questions • Organize discussion groups for women, grandmothers, and other family members and community leaders as appropriate • Use community events to promote safe birth, clean delivery, and ENC including chlorhexidine 	<p>Encourage social dialogue on preventing maternal and neonatal deaths</p> <p>Increase social support for safe birth and ENC</p> <p>Create/improve environment for cultural shift</p> <p>Increase correct use of chlorhexidine</p>	<p>Pregnant women</p> <p>Grandmothers</p> <p>Fathers</p> <p>Communities</p> <p>TBAs</p>
Champions	<ul style="list-style-type: none"> • Identify satisfied users as community advocates • Identify “everyday heroes” - grandmothers in the community who support ENC and are helping to ensure the health of their families – and celebrate them at community events and through community and mass media • Identify women and family members who have suffered the loss of a newborn and want to save other families from such tragedy. Have them speak at community meetings, in mass media, at work where appropriate, and one-on-one with their neighbors 	<p>Encourage social dialogue on preventing neonatal deaths</p> <p>Increase social support for clean delivery and ENC</p>	<p>Women</p> <p>Grandmothers and other caregivers</p> <p>Fathers and communities</p>

Structural

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Policy and guidelines	<ul style="list-style-type: none"> • Disseminate guidelines for use of chlorhexidine for cord care in appropriate situations • Disseminate policy/guidelines to pharmaceutical companies • Update monitoring and supervision tools to include ENC/chlorhexidine for cord care • Twitter feed on international, national, and local impact of implementing chlorhexidine for cord care, implementation tips, and other relevant information <p><i>Scaling Up Lifesaving Commodities for Women, Children, and Newborns: An Advocacy Toolkit</i> 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</p>	<p>Increase knowledge</p> <p>Ensure consistent availability of chlorhexidine</p> <p>Ensure practice matches policy</p>	<p>Health district and facility decision-makers and implementers</p>
Pre-service training	<ul style="list-style-type: none"> • Integrate chlorhexidine for cord care into pre-service training for all providers, including pharmacists, doctors, nurses, midwives, and CHWs 	<p>Increase awareness and practice</p>	<p>Pharmacists, doctors, nurses, midwives, CHWs</p>
Digital/distance learning	<ul style="list-style-type: none"> • Develop distance learning module (radio, online, post, or other) for clinicians, preferably integrated into an existing newborn health distance learning program • Develop short video clips and print FAQs that model education and counseling that can be disseminated via, video, smartphones, tablets and online 	<p>Increase and refresh knowledge and skills</p>	<p>ANC providers</p> <p>Skilled birth attendants</p> <p>Supervisors of CHWs</p>

	<ul style="list-style-type: none">• Use Twitter or other social media as a discussion forum to share program implementation ideas, problems, and solutions		
Other continuing education	<ul style="list-style-type: none">• Offer ENC workshops and online courses that include the new cord care guidelines• Disseminate updated cord care job aids	Increase awareness and improve practice	Professional associations for health providers