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**

<table>
<thead>
<tr>
<th>INTERVENTION AREA</th>
<th>ILLUSTRATIVE ACTIVITIES</th>
<th>PURPOSE</th>
<th>INTENDED AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-form mass media</td>
<td>• Develop Radio or TV spots on PE/E (e.g. about recognizing danger signs and seeking ANC)</td>
<td>Increase awareness and knowledge of benefits of ANC</td>
<td>Pregnant Women and their families</td>
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<td>Secondarily: Health providers (facility- and community-level)</td>
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<td>Long-form mass media</td>
<td>• Integrate PE/E into multi-episode radio or TV drama serial</td>
<td>Stimulate social dialogue</td>
<td>Pregnant Women and their families</td>
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<td>• Produce radio call-in shows that include PE/E as a topic</td>
<td>Shift social norms around ANC and assisted childbirth</td>
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<td>Print media</td>
<td>• Develop/adapt take home brochures/leaflets on PE/E, stickers to remind women about</td>
<td>Increase knowledge of PE/E and where to find quality services/when to</td>
<td>Pregnant Women and their families</td>
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<td></td>
<td>warning signs of PE/E, posters</td>
<td>seek help Reminders</td>
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<tr>
<td>Digital media and mHealth</td>
<td>• Integrate PE/E into existing maternal health SMS service including reminders of when</td>
<td>Increase awareness and knowledge</td>
<td>Pregnant Women and their families</td>
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### Clinic-Based Services

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| 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 knowledge  
Ensure correct use  
Facilitate 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 skills  
Facilitate use by various cadres of providers | Facility-based providers  
CHWs |
| 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 | Increase knowledge | Health officials/managers |
checkpoints (e.g. during supervision checks; refresher training) | Increase skills | Facility-based providers

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

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| 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/E  
Ensure 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                                                              | CHWs  
Pregnant 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 dialogue  
Increase social support for ANC                                                                                                                | Pregnant women and their families                                                                                                           |
### Structural

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| 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 | Influence policies and guidelines | Health officials/managers    |
| **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](http://www.path.org/publications/detail.php?i=2381) |  |  |  |
| 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 knowledge  
Ensure correct supplies  
Obtain consensus for task-shifting | Facility-based providers  
Health officials/managers |
### An Illustrative Communication Strategy for Magnesium Sulfate: Step 5 (Determine Activities and Interventions)

| 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 families  
CHWs  
Facility-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 providers  
CHWs |