

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

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Short-form mass media	<ul style="list-style-type: none"> 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 families Secondly: Health providers (facility- and community-level)
Long-form mass media	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 help Reminders	Pregnant Women and their families
Digital media and mHealth	<ul style="list-style-type: none"> Integrate PE/E into existing maternal health SMS service including reminders of when to seek care 	Increase awareness and knowledge	Pregnant Women and their families

	<ul style="list-style-type: none"> • Host MH hotline (phone and/or SMS-based) 	Stimulate social dialogue	Community-based providers
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Clinic-Based Services

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Clinic services	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 CHWs
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Community-Based Services, Outreach and Community Approaches

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
CHW outreach	<ul style="list-style-type: none"> • 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 	<p>Early detection of PE/E</p> <p>Ensure timely care for PE/E women</p>	<p>CHWs</p> <p>Pregnant women and their families</p>
Community approaches	<ul style="list-style-type: none"> • Develop community dialogue around regular ANC visits and appropriate care of pregnant women – including danger signs 	<p>Increase knowledge of PE/E</p> <p>Encourage prompt care-seeking</p>	<p>CHWs</p> <p>Pregnant women and their families</p>
Champions	<ul style="list-style-type: none"> • 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 	<p>Encourage social dialogue</p> <p>Increase social support for ANC</p>	<p>Pregnant women and their families</p>

Structural

INTERVENTION AREA	ILLUSTRATIVE ACTIVITIES	PURPOSE	INTENDED AUDIENCE
Policy and guidelines	<ul style="list-style-type: none"> 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 <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>	Influence policies and guidelines	Health officials/managers
Technical working groups	<ul style="list-style-type: none"> 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

<p>Incentives</p>	<ul style="list-style-type: none"> • 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 	<p>Increase ANC attendance and health facility delivery</p>	<p>Pregnant women and their families</p> <p>CHWs</p> <p>Facility-based providers</p>
<p>Pre-service training</p>	<p>Integrate PE/E and magnesium sulfate into pre-service training for all providers, including doctors, nurses, midwives, CHWs, etc.</p>	<p>Increase awareness and proper use of magnesium sulfate</p>	<p>Facility-based providers</p> <p>CHWs</p>