



USAID MCH Program - Health Communication Component



Report on International Mother's Day Celebration

10th May 2015

Rural Support Programmes Network

The International Mother's Day 2015 was celebrated, on 10th of May, under USAID MCH Program's Health Communication Component (HCC) in all five intervention districts of Sindh province, namely Matiari, Umerkot, Sukkur, Sanghar, and Mirpurkhas. International Mother's Day is a day to honor one's own mother, as well as motherhood, maternal bonds, and the influence of mothers in society. However, the day is known by different names and is celebrated on various days in many parts of the world.

International Mother's Day 2015 gave us an opportunity to honor mothers, for their extreme devotion towards their children and thank them for giving birth and providing them with the best of care and upbringing. This day also enabled us to revere the mothers by bringing people's attention to the importance of food and care mothers' need especially during pregnancy and lactation period to reduce the MMR due to malnutrition and carelessness to the complications. The factors jeopardizing maternal survival and health across the country reinforce the benefits of a continuum of care which underlines the imperative of delivering essential services and information for mother at critical points in time (pre-natal, during pregnancy, and postnatal period) and the key locations in rural areas where they can be readily accessed by women, and their decision makers (at household and community level).

USAID's MCH PROGRAM

USAID has been a stalwart partner to Pakistan. USAID's current flagship Maternal and Child Health (MCH) Program with its five interrelated components: 1) Family Planning/Reproductive Health (FP/RH); 2) Maternal, Newborn and Child Health (MNCH); 3) Health Communication; 4) Health Commodities and Supply Chain; and 5) Health Systems Strengthening, is an innovative program designed to improve health outcomes of women and children in target areas. Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU-CCP) in partnership with Center for Communication Program Pakistan (CCPP), Mercy Corps and Rural Support Programmes Network (RSPN) is implementing the Health Communication Component. Under this component the RSPN/RSPs are responsible for demand creation for MNCH/FP services and referral to public and private facilities. In addition, the RSPN/RSPs are responsible for community mobilization. The celebration of International days/ advocacy events is also an important component of community mobilization. In this regard, the RSPN in collaboration with the National Program for Family Planning and Primary Health Care (NPFP&PHC) celebrated the International Mother's Day at Lady Health Worker – Village Health Committee (LHW-VHC) community level in aforementioned districts.

CELEBRATION OF INTERNATIONAL MOTHER'S DAY

The day was celebrated at the LHW-VHC level where LHW-VHC members in particular and communities in general participated. Lady Health Worker (LHW) program took lead of the event and RSPN and Mercy Corps (MC) district teams provided support for the successful celebration of the event.

The objective of the day was to provide the LHW-VHCs an opportunity to honor the mothers at the community level, to disseminate the information regarding MNCH/FP issues and services, and to inform the communities about the available health services in their respective areas.

In Mirpurkhas, Sanghar, Sukkuri, and Matiari the event was celebrated at 12 LHW-VHCs each while in Umerkot the event was celebrated at 11 LHW-VHCs. In total the event was celebrated at 59 LHW-VHCs, in all five districts, where 1,484 Married Women of Reproductive Age (15-49 years) participated and 139 of them were referred to health facilities for family planning services.



AGENDA

The celebration events were organized simultaneously in all five intervention districts and the event followed the same agenda with minor variations.

Importance of Mother's Day

While stating the importance of mother's day LHWs described the importance of a mother for the family in particular and for the society in general. They mentioned that this day is being celebrated globally to honor the mothers and how we should take care of mothers especially when they are pregnant or breastfeeding their children. They informed the MWRAs about the benefits of safe food and hygiene. They also covered the topics as wide as ante-natal, natal, post-natal care and the importance of Immunization for mother and child as well the preventions from diarrhoea.



Awareness Session on Family Planning

IPC officer from MC conducted the awareness sessions on Family Planning (FP). She briefed about the types of FP methods and gave detailed information about each method. She said that birth spacing may bring a positive change in the social as well as economic life of a couple. She said that if a couple doesn't use any FP method they suffer a lot of problems in their reproductive health. She later asked community about the myths regarding family planning and then she clarified those myths.



with reasonable answers.

Interactive Discussion on the Issues of MCH

This session was made interactive to answer the issues of the community regarding the MCH services. LHWs raised the questions regarding the issues MWRAs face for the MCH services at the health facilities while answering their concerns LHWs shared that in case of any problem regarding MCH they should directly contact their LHWs, and they should do birth preparation before the delivery in terms of transport, money, identification of health facility and the skilled birth attendant.



Key Messages on MCH

After an interactive discussion with MWRAs, RSPN district team members delivered key messages on Maternal Neonatal and Child Health to aware the community regarding prenatal, natal, postnatal care and FP.

Sharing of Delivery Experiences by Mothers

After key messages session RSPN team asked MWRAs to share their experiences regarding child birth. There were different experiences shared during the meetings. Some MWRAs shared that they deliver their babies at home by TBAs, some of MWRAs shared that delivery was done at BHU and most of the MWRAs shared the experience of delivery at private Hospitals. Those of them who had experience of giving birth at both home and health facilities gave a comparison of both experiences and said that delivery experiences at health facilities were relatively easier and led to quick recovery.



Community Response

At the end of the meetings the mothers shared that they feel privileged that a day is being celebrated around the world in their honor. And they thanked the LHWs, RSPN and MC teams for providing such informative session on mother care and celebrating this day with them.