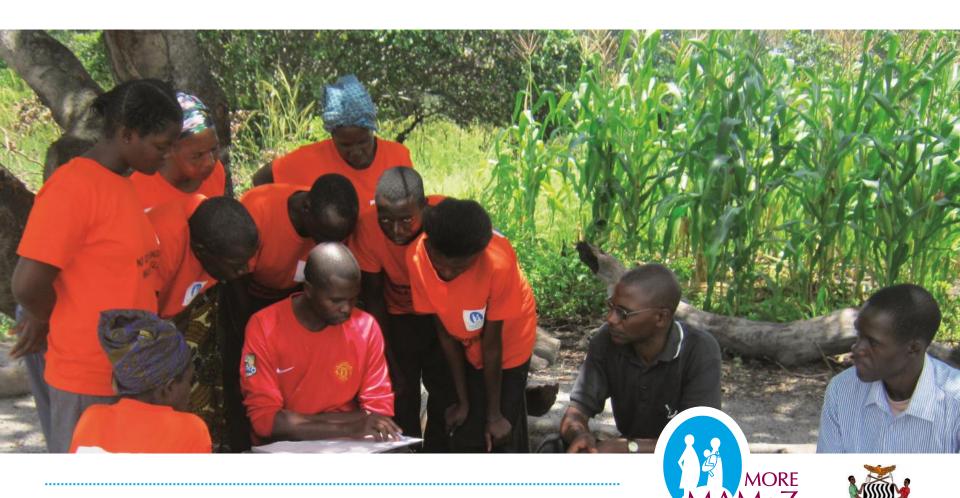
Community Empowerment Approach



Mobilising Access to Maternal

Health Services in Zambia

MORE MAMaZ is funded by Comic Relief. The programme is implemented by Transaid, Health Partners International, Development Data and Disacare in partnership with the Ministry of Community Development, Mother and Child Health and District Community Health Teams.

Interventions

Community Systems

Address all barriers simultaneously Individual, family and community actions to break down the barriers to use of services

Community Monitoring

Communities generate data on community response systems

Builds community capacity to document and reflect on changes

Community Mobilisation

Effective engagement with the whole community

Facilitates consciousness for maternal and newborn health

Improved
Access to
Maternal and
Newborn
Care

Mentoring and Coaching Support

Supports communities to move from increased awareness to action

Facilitates linkages with the health facilities

Support intensive initially, becoming lighter over time

Innovations

Volunteer Training

- Training content based on issues and challenges defined by community
- Innovative teaching methods used to train community volunteers (SMAGs)
 - Training methods appropriate in low literacy setting (body tools and songs)
 - Training methods empower and encourage sharing of problems and action planning
 - Volunteers given time to practice and internalise training (no need for training manuals)
- Training followed up with coaching and mentoring support



Use of Communication Body Tools



Finger tip method for Learning Safe Pregnancy and Delivery Plan

Hold up left hand, palms outwards. Start with small finger.

1. Pinky finger

Everyone must know the danger signs

2. Ring finger

Community sets a law that every woman with a maternal emergency must be rushed to the health centre

3. Middle finger

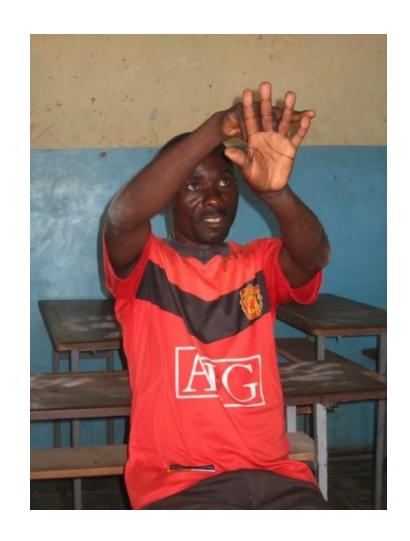
Family decides: prepares delivery items and mother's helpers

4. Pointer finger

Prepare to get transport

5. Thumb

Save money; save food



Innovations

Community Mobilisation Methodology

- Use discussion group methodology facilitated by volunteers
- Groups encourage joint analysis and action planning empowering communities to take action on local problems
- Emphasis on reaching entire communities (men, women, young people)
- Strong focus on male participation
- Special emphasis on reaching the socially excluded
- Significant emphasis on informing and involving traditional leaders





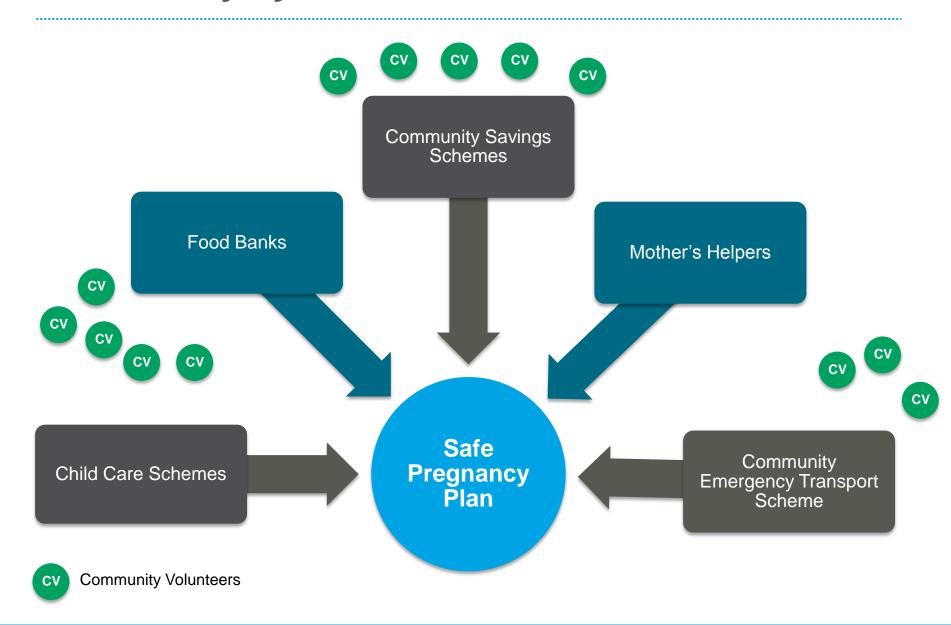
Innovations

Community Mobilisation Methodology

- All MNH barriers identified by communities addressed simultaneously
 - Lack of awareness
 - » community discussion groups
 - » door to door visits
 - Financial access
 - » emergency savings schemes
 - Lack of food to take to health facility
 - » food banks
 - Absence of support for child care
 - » male involvement and mother's helpers
 - Physical access
 - » emergency transport scheme



Community systems



ETS riders and SMAG volunteers with a bicycle ambulance and ox-cart





Social Inclusion

- Sensitive social issues addressed in discussion groups (e.g. links between alcohol abuse and GBV)
- Major emphasis on reaching entire community, including the hard-to-reach. Volunteers encouraged to go door-to-door to ensure that no woman is left out
- Improve their ability and freedom to care for themselves and their families

