

# Community Empowerment Approach

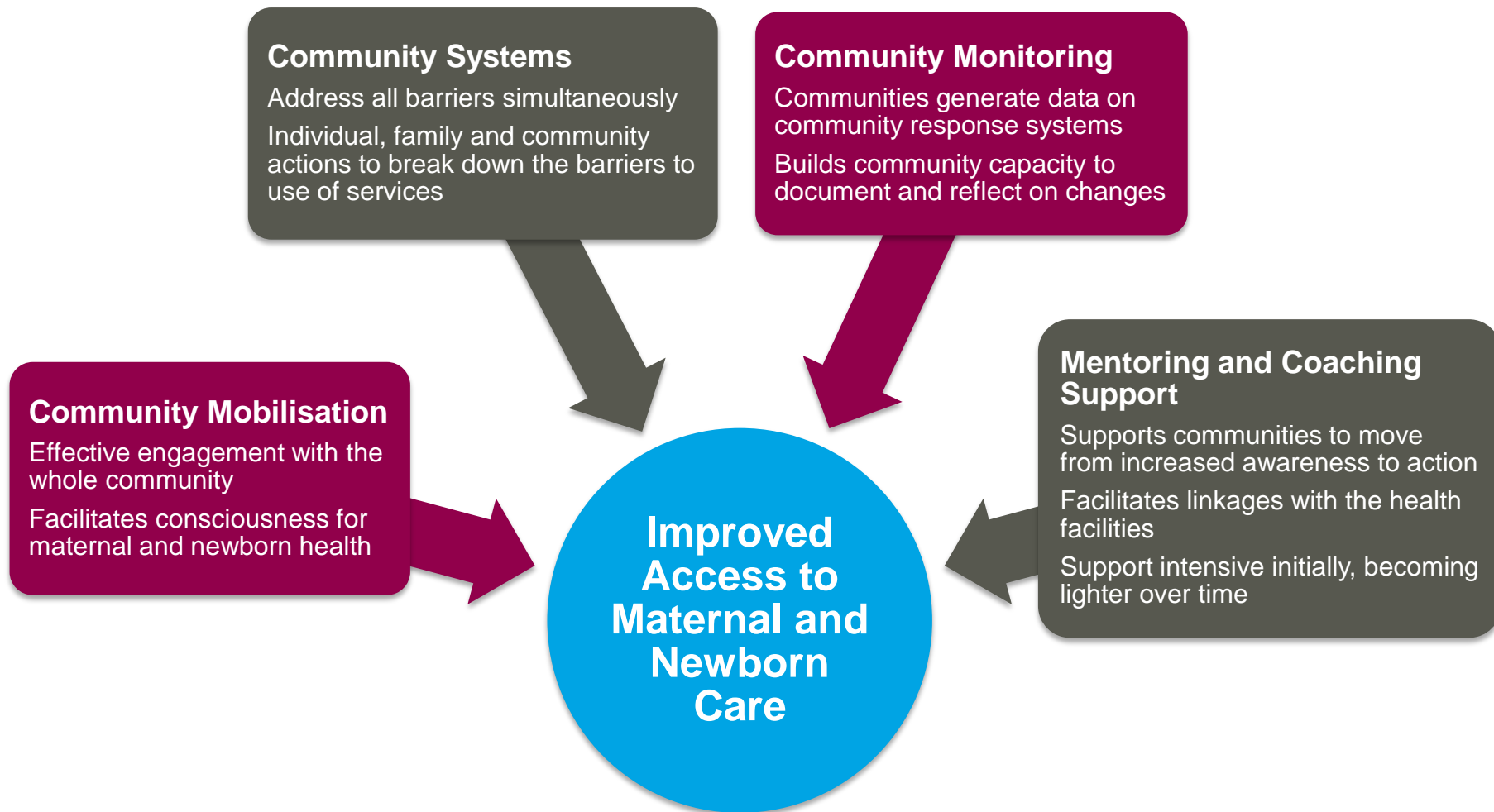


MORE MAMaZ is funded by Comic Relief. The programme is implemented by Transaid, Health Partners International, Development Data and Disacare in partnership with the Ministry of Community Development, Mother and Child Health and District Community Health Teams.



# Interventions

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# Innovations

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## 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

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# Finger tip method *for Learning Safe Pregnancy and Delivery Plan*

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**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**

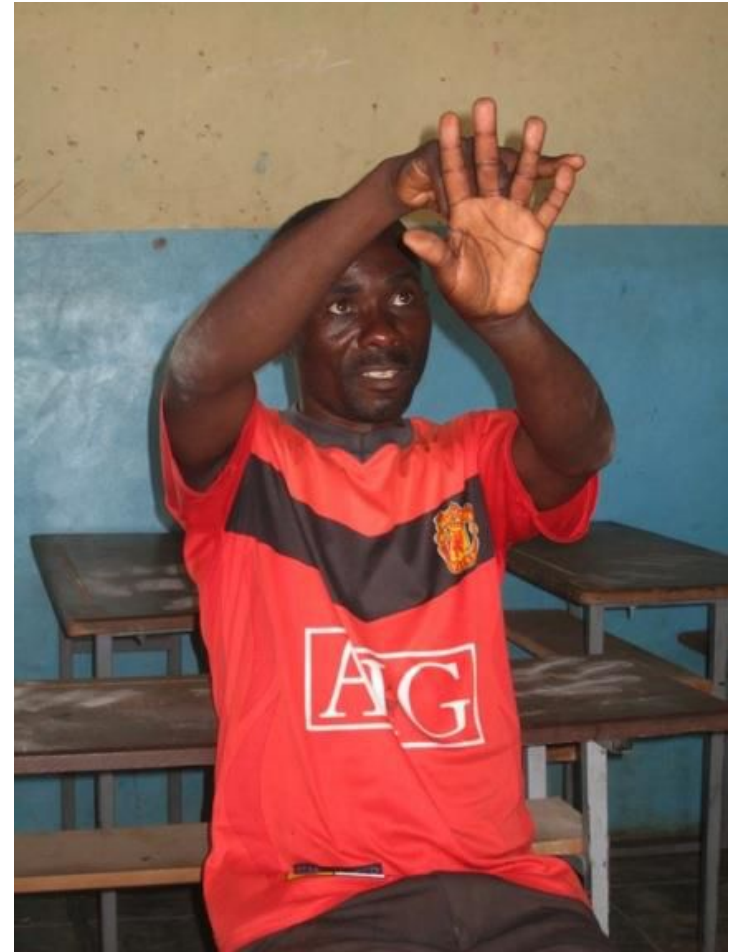
Family decides: prepares delivery items and mother's helpers

**4. Pointer finger**

Prepare to get transport

**5. Thumb**

Save money; save food





# Innovations

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## 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

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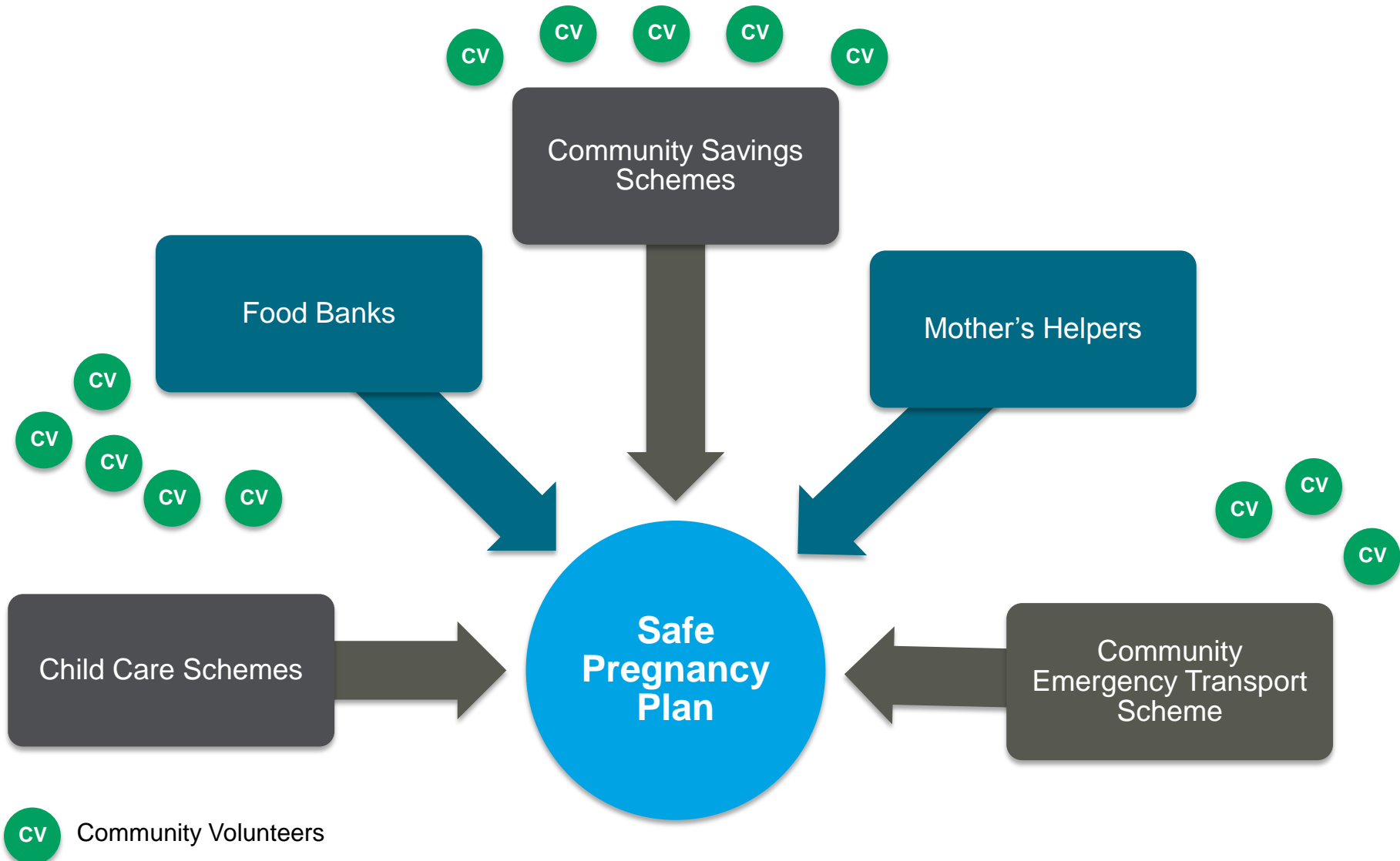
## Community Mobilisation Methodology

- 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

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



# Social Inclusion

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- 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

