

KHANDA NDI MPHATSO (A BABY IS A GIFT)

**EVALUATION OF A PILOT SBCC CAMPAIGN
TO SHIFT SOCIAL NORMS & CARE PRACTICES
FOR PRETERM AND LOW BIRTHWEIGHT BABIES**



Background

- Malawi 2016: highest rate of **preterm birth** globally (18%)
- Limited attention given to **increasing perceived value of newborn life** and addressing misperceptions and stigma against small babies.
- No intervention has focused specifically on **pregnant women** or **mothers of premature babies** in Malawi.
- Building upon the investment and success of *Moyo ndi Mpamba* (“Life is precious”) – a national health promotion campaign that encompasses six health areas, including maternal and newborn health.

The Khanda ndi Mphatso Campaign

Goal: To increase the value of newborn life and community-wide/familial engagement in saving newborn lives, with a focus on low birthweight babies.

Primary audience: Pregnant women and mothers of low birth weight babies



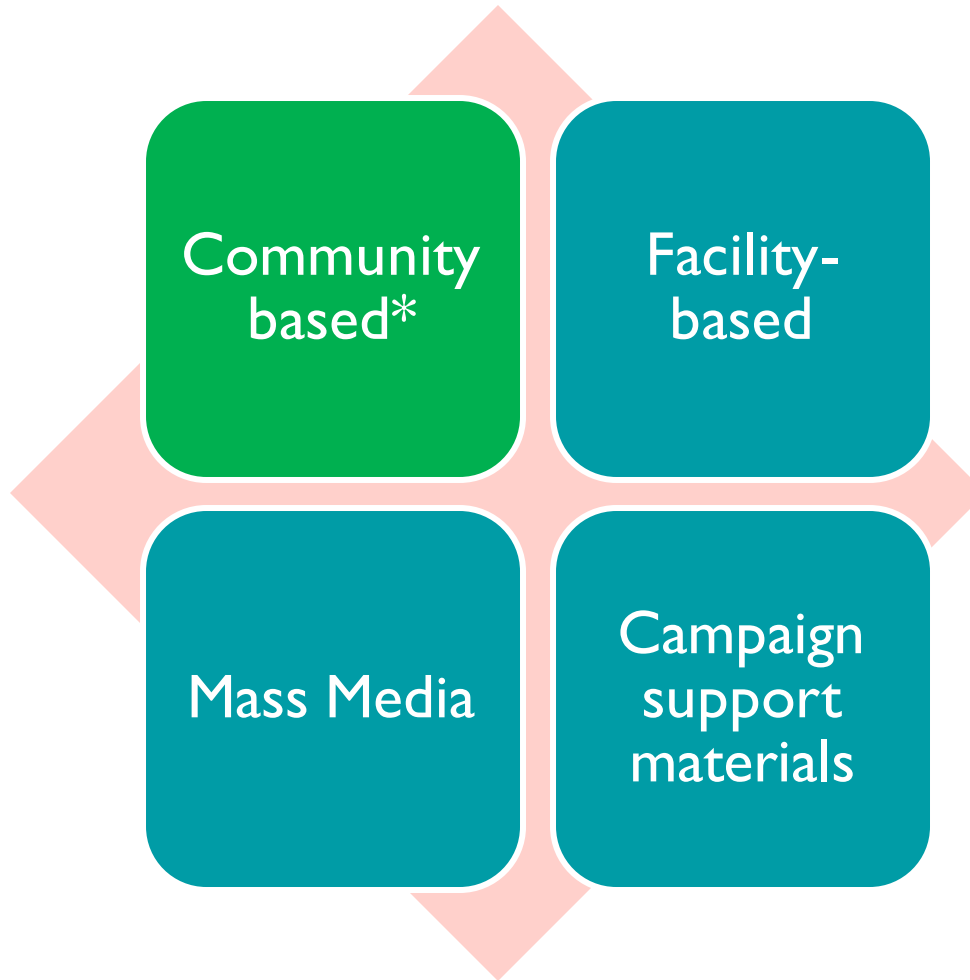
Campaign Strategy

- 1. IMAGE PHASE → shift norms**
 - Increase value of newborn lives (regardless of size),
 - Mobilize women, family, community & providers
- 2. TACTICAL PHASE → address specific behaviors, with focus on**
 - early initiation of KMC
 - continued KMC practice
 - family & community support.



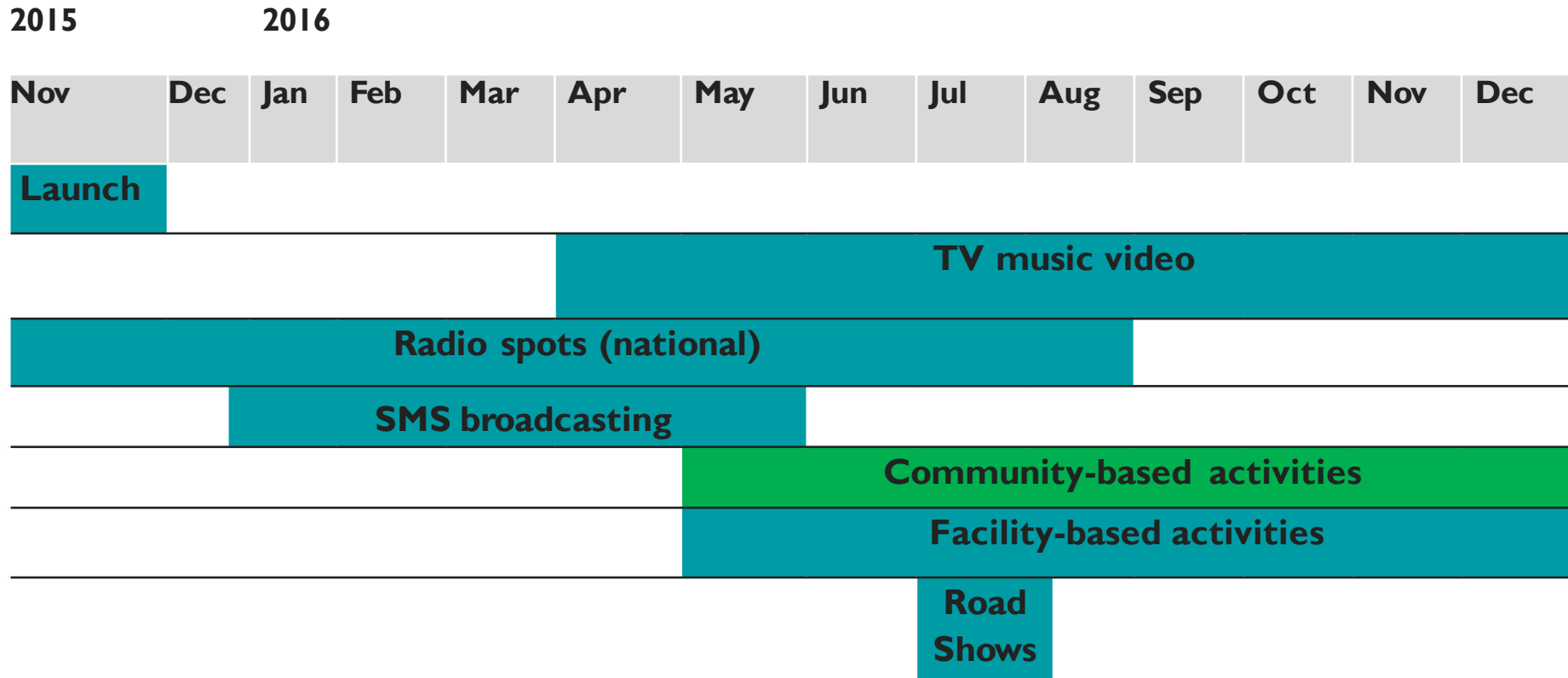
Campaign logo

Campaign Activities



*-Implemented in 'comprehensive' communities only

Rollout of comprehensive campaign package



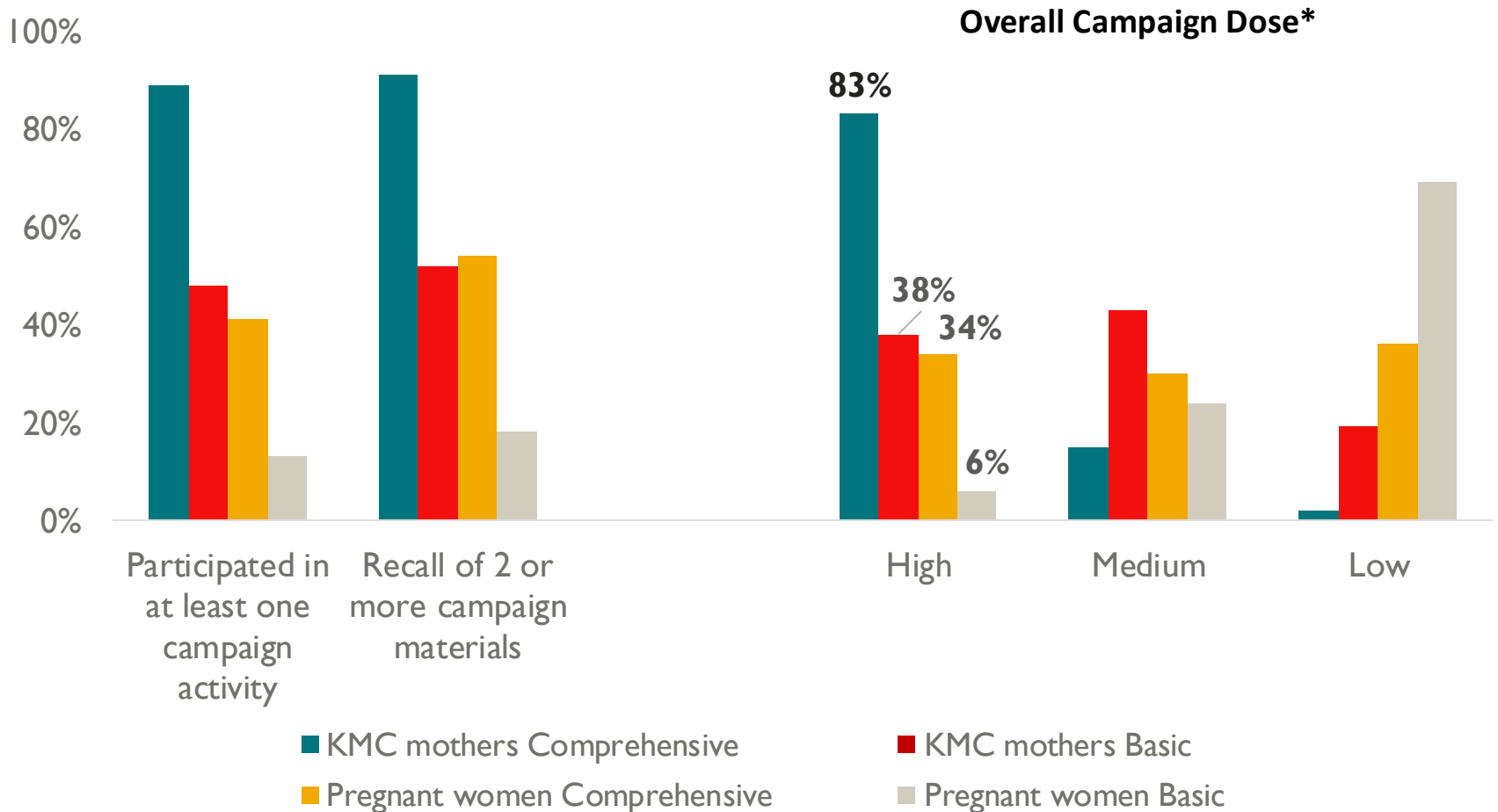
Pilot location: Southern districts of Thyolo and Machinga

Evaluation Objectives

1. Document effects of SBCC campaign on social norms and care practices
2. Assess appropriateness of campaign channels
 - focus on understanding additional contribution of community-based activities
3. Identify lessons learned and recommendations



Campaign reach and dose was higher in comprehensive communities and among KMC mothers

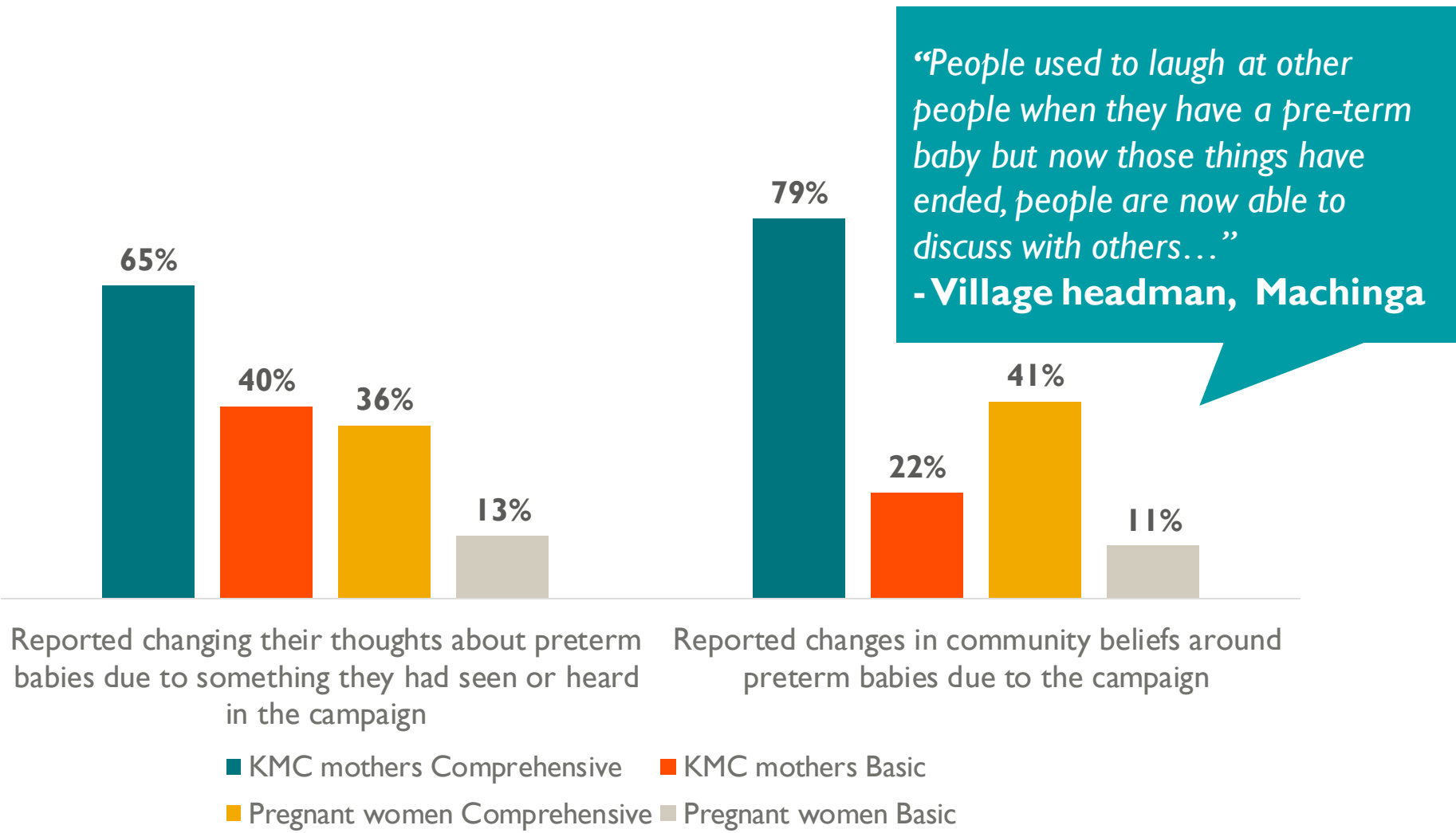


High dose: participated in at least one campaign activity and recalled two or more campaign materials

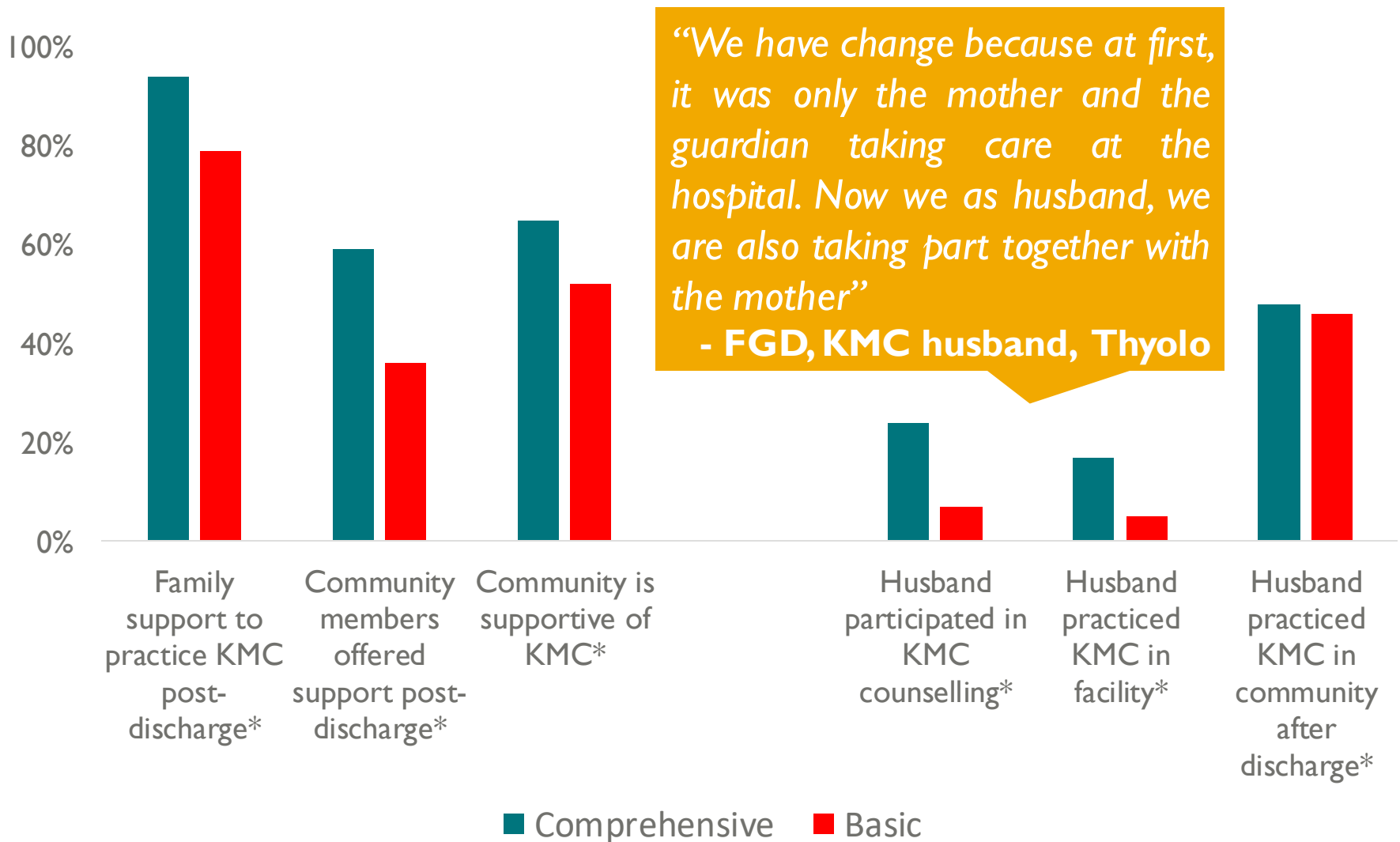
Medium dose: participated in at least one campaign activity or recalled two or more campaign materials

Low dose: no participation in campaign activities and recalled one or no campaign materials

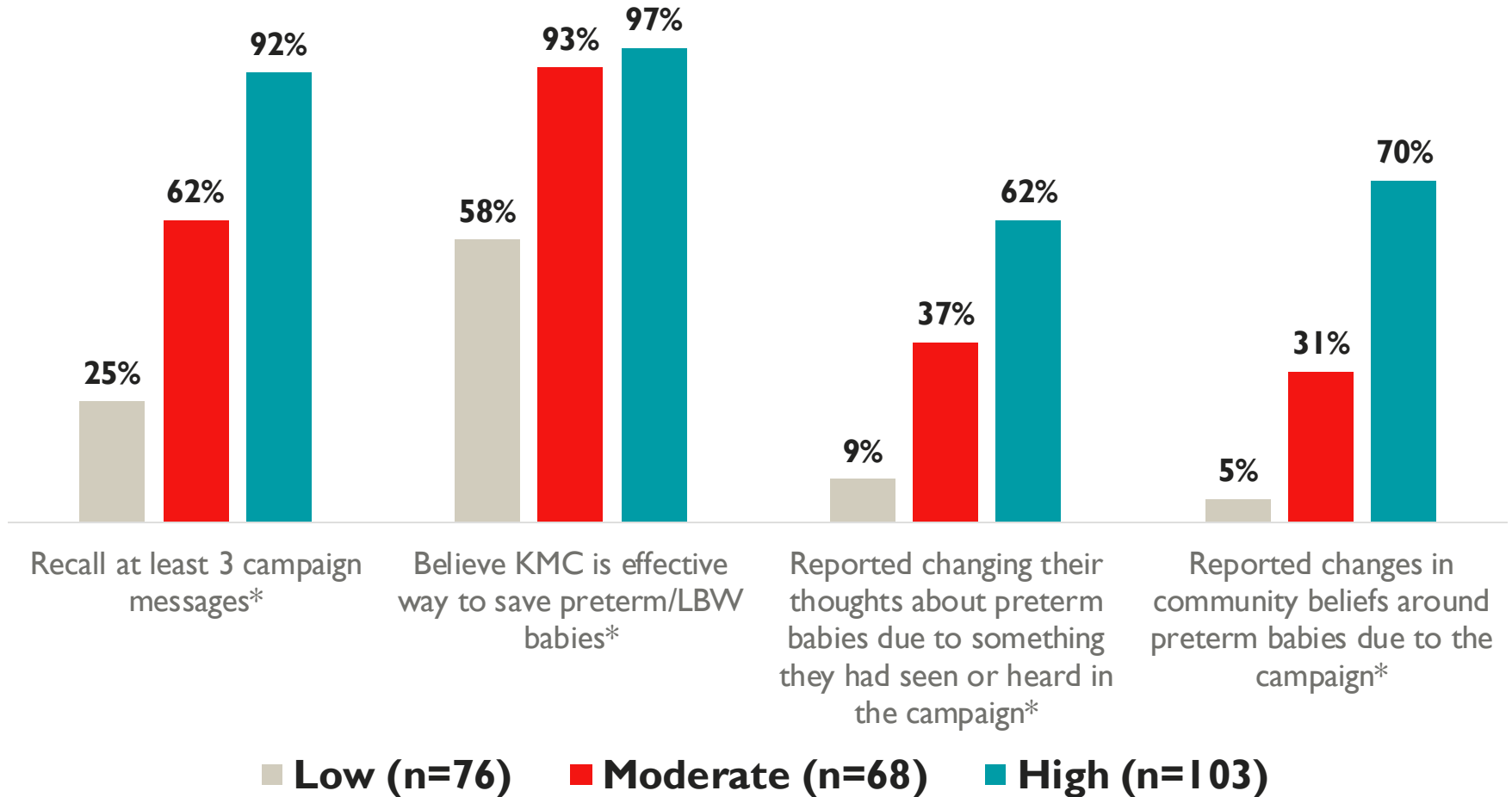
Women in comprehensive communities reported greater shifts in **personal and community beliefs/norms**



KMC mothers in comprehensive areas reported stronger **community support & male involvement**



Consistent, strong relationship between **campaign dose and response**



Lessons learned

- **Strong results within a limited implementation period provide key learnings on how to strengthen the national SBCC campaign:**
 - ✓ Ensure multi-channel and blended approaches
 - ✓ Build on establish CAGs already trained by previous projects
 - ✓ Ensure linkages with ongoing quality of care activities in districts
 - ✓ Build strong relationships with district leaders
- **Lessons from missed opportunities:**
 - ✓ Better sequencing of activities would have further strengthened impact
 - ✓ There were lost opportunities to more engagement with religious leaders

THANK YOU



Save the Children