

Outreach Counselling Cards

**Saving Newborn Lives
Program - Malawi**



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Outreach Counselling Cards for Group and Individual Discussions

Purpose of Outreach Counselling Cards: To support group and individual discussions held by Saving Newborn Lives (SNL) program partners and volunteers with pregnant women, post natal women and family members. These cards can be used either in clinics, as part of outreach activities, after presentation of dramas, at meetings with women and grandmothers, or during other activities.

Individuals using these cards should be trained in interpersonal communication skills

Card Format: Laminated A4 cards with pictures on the front and corresponding notes on the back. The cards use similar illustrations to those found on SNL brochures and posters.

Card Content: Cards cover each of the following five topics and are numbered from Card 1 to Card as follows:

- Card Number 1 - 7: Birth Preparedness
- Card Number 8 - 14: Danger Signs During Pregnancy
- Card Number 15 - 20: Caring for the Newborn after Delivery
- Card Number 21 - 27: Danger Signs of the Newborn Baby
- Card Number 28 - 37: Taking care of the underweight/premature baby

Tips For Using The Cards

Each card is used to provide information and for counselling and is presented as follows:

- The front of the card has picture representing the message
- The back of the card has written information

Written information has the following sections:

- Description of picture on the front of the card
- Key messages
- Action to be taken



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Card 1



BIRTH PREPAREDNESS

Cards 1 – 7:

Card 1

A Couple Where the Woman is Pregnant

Description of Picture

- This picture shows a happy couple who are looking forward to the birth of their new baby.

Introductory Messages

- Everyone wants their pregnancy to go well and wants to have a healthy baby in the family
- We are going to talk about the things you can do to make sure you have a safe pregnancy and clean delivery
- Can you tell me some things that you can do, to make sure your pregnancy is safe?
- I am now going to discuss some of these things with you



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Birth Preparedness

Card 2

Go For At Least 4 Clinic Visits When You Are Pregnant

Description of Picture

This picture shows a woman going to the clinic for a check-up during her pregnancy

Messages

- A woman should visit the clinic at least four times during her pregnancy
- During these visits the nurse can check on your health and the health of the baby
- A pregnant woman should go to the clinic at last 4 times before she delivers her baby

Action To Be Taken

- Make sure you go to the clinic for at least four visits before you have your baby



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K200

K100

K20

K5

A 230327486

FIVE KWACHA

FIVE KWACHA



K5

TWENTY KWACHA

K20

ONE HUNDRED KWACHA

K100

TWO HUNDRED KWACHA

K200

Card 3

Save Money For Emergency Transport And To Buy Necessary Items For Delivery

Birth Preparedness

Description of Picture

It is important to set aside some money for your delivery

Messages

- You may need to go to the clinic for emergency care during your pregnancy
- You may also need money to pay for transport to go to the clinic for the delivery
- There are also some necessary items you will need to buy for the delivery and for the baby

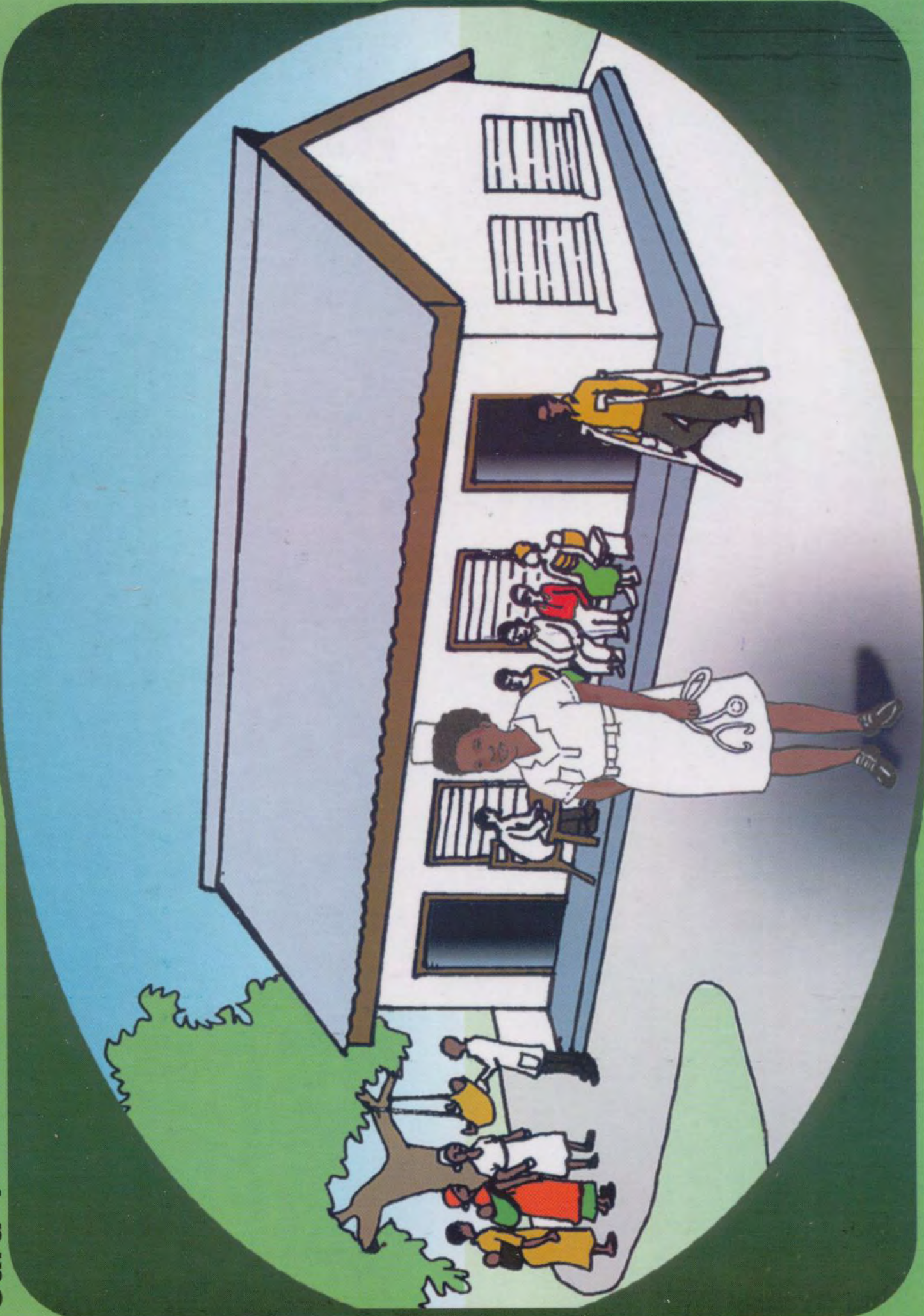
Action To Be Taken

- Try to save a little money each month while you are pregnant, so that, as you get close to the time of delivery, you will have enough money for the items you need
- Discuss this with your husband so he can also be ready.



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Card 4



Card 4

Select A Place For Delivery

Birth Preparedness

Description of Picture

This picture shows a clinic where you can deliver your baby, with the help of trained nurses

Messages

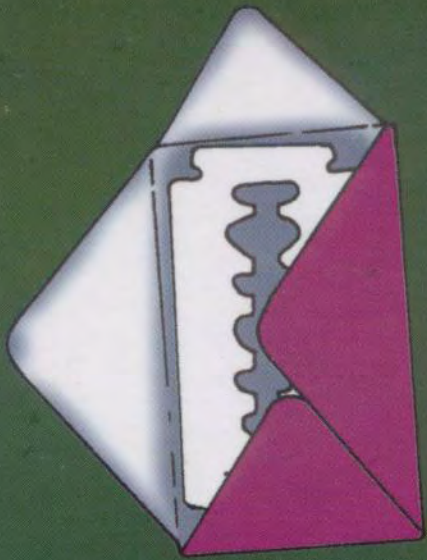
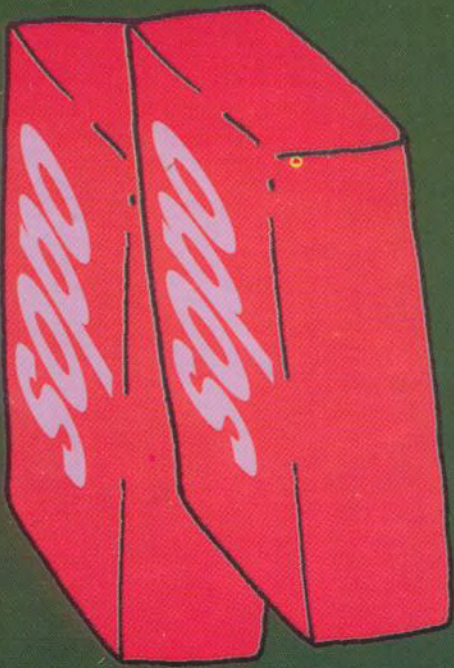
- Before your time of delivery you and your family should select the place where your baby will be delivered
- At the clinic, trained nurses can help you deliver your baby safely
- You can also get the proper care you need after the baby is born
- If you cannot find a clinic, make sure to find a trained birth attendant in your community who can help you with the delivery

Action To Be Taken

- Select the clinic you want to go to for delivery of your baby
- Find a trained birth attendant in case you cannot get to the hospital in time



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Card 5

Card 5

Prepare Necessary Items In Readiness For Delivery (Soap, New Clean Razor, Clean Cord Ties, and Clean Plastic Sheet)

Birth Preparedness

Description of Picture

- These pictures show a bar of soap, a new clean razor, clean cord ties and a plastic sheet. These are some of the things you should have ready for your delivery

Messages

- You need a plastic sheet to cover the place you will lie on when you deliver the baby
- The soap is for the nurse to wash her hands before the delivery
- The new clean razor is used to cut the umbilical cord
- The clean cord ties are used to tie the umbilical cord
- It is important to use a new, clean razor and clean cord ties so that the cord does not get infected and make the baby sick

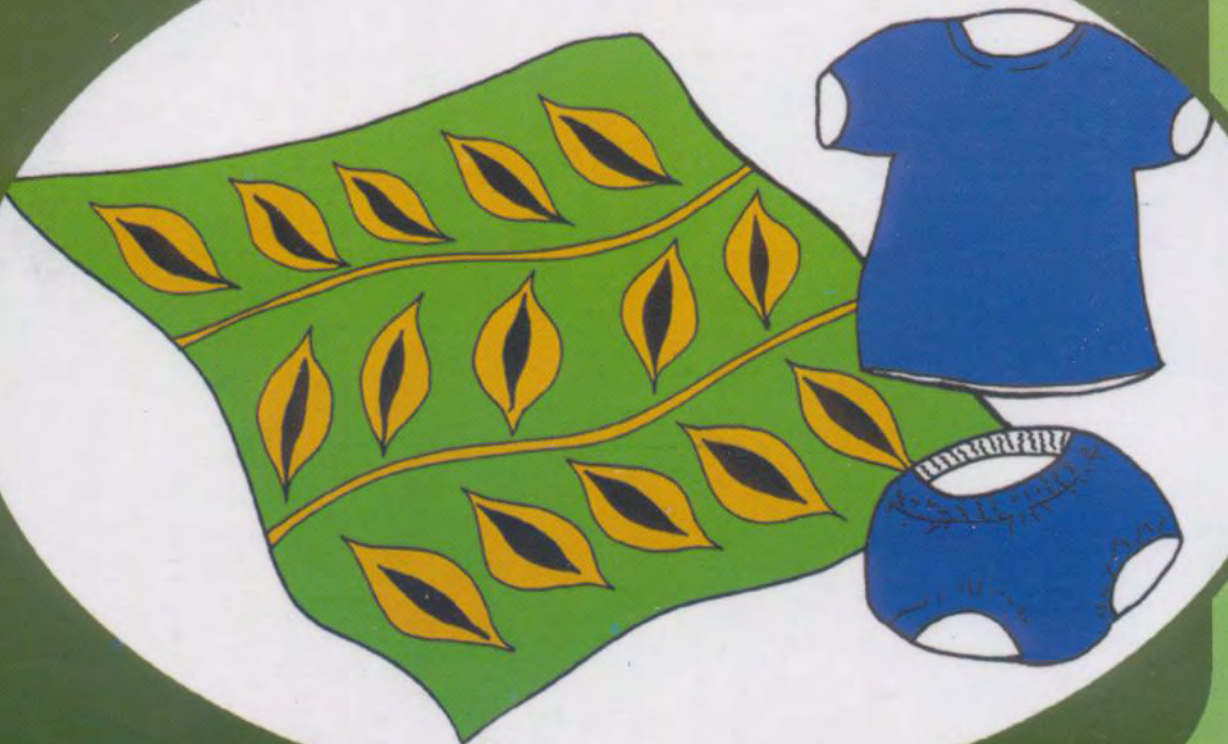
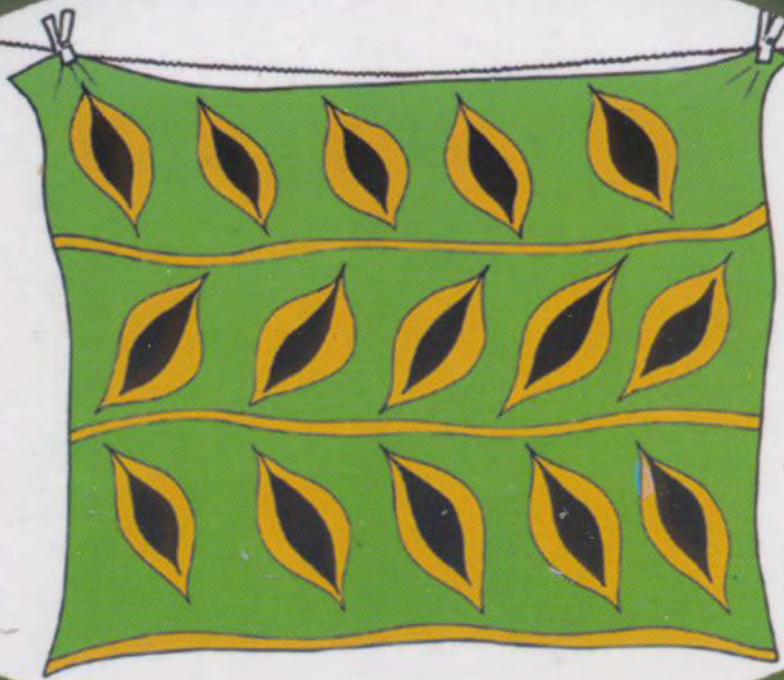
Action To Be Taken

- Make sure you have the necessary items ready before your baby is born. You may want to have them ready in a bag to take with you when you go to deliver the baby
- You will need to discuss with your husband or family about having money ready to buy these items.



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Card 6



Birth Preparedness

Card 6

Keep Aside Necessary Items for Delivery (Clothes for Mother and Baby)

Description of Picture

These pictures show a clean cloth ("Chitenje") and clothes for the baby. These are some of the necessary items you should have ready for your delivery.

Messages

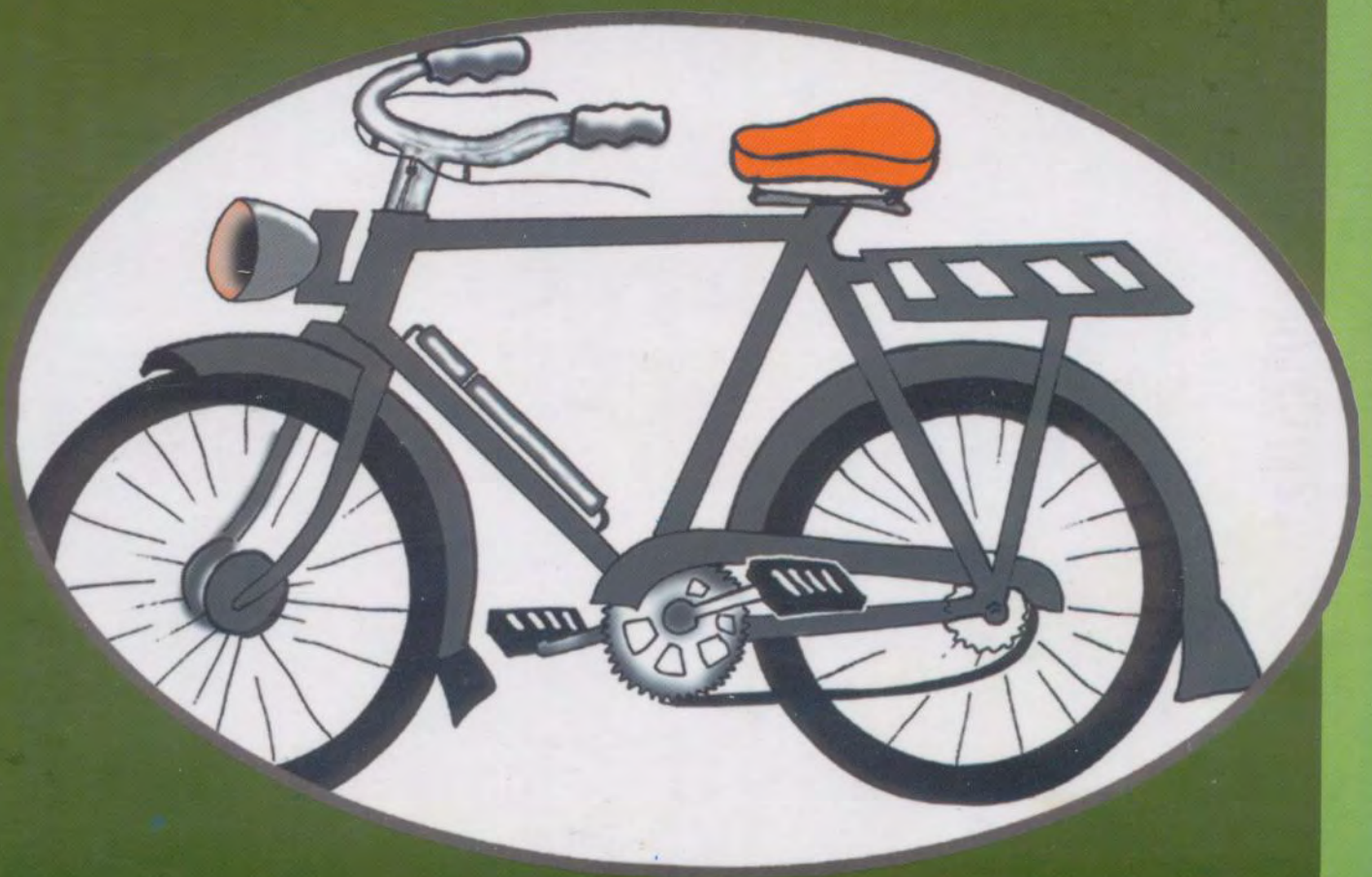
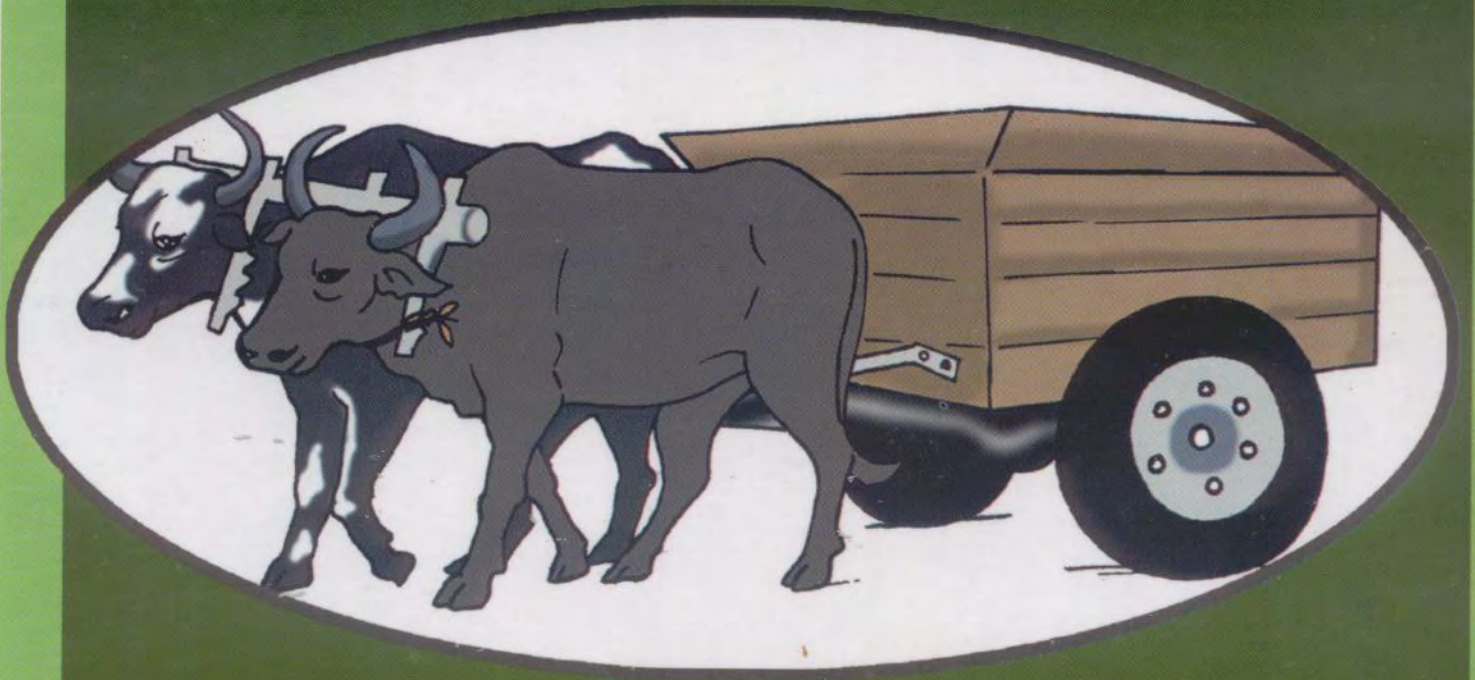
- You need a clean cloth ("chitenje") to wear when going home from the hospital
- You also need a cloth to cover the baby with after delivery and clothes for the baby to wear at the hospital and when going home

Action To Be Taken

- Make sure you have the items ready before your baby is born. You may want to have them ready in a bag to take with you when you go to deliver the baby
- You will need to discuss with your husband or family about having money to buy these necessary items



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Birth Preparedness

Card 7

Arrange Transport for Emergency Care and for Delivery (Bicycle or Cart)

Description of Picture

This picture shows a cart and a bicycle, two ways you can use to get to the clinic for your delivery or during an emergency

Messages

- You should be prepared for the time you need to go to the clinic to deliver your baby
- If you have transport, you should have it available when it is your time for delivery
- If you do not have transport, you need to ask family members or others in your community to help you arrange for it

Action To Be Taken

- Be prepared for the time you will have your baby
- Arrange transport for the time your baby is ready to be delivered
- Find other forms of transport that you can arrange for, within your community



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Danger Signs During Pregnancy

Card 9

If You Have High Fever Go to the Clinic

Description of Picture

- One picture shows a pregnant woman with a high fever
- The other picture shows her husband escorting her to the clinic to get checked

Messages

- Having a high fever when you are pregnant could mean there is a problem with the pregnancy
- The only way to know that you and the baby are not in danger is to go to the clinic right away

Action To Be Taken

- If you have a high fever when you are pregnant, go to the clinic and get checked immediately



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Danger Signs During Pregnancy

Card 10

**If You Have Anaemia /Go to the
Clinic Immediately**

Description of Picture

- One picture shows a pregnant woman being checked for anaemia
- The other picture shows her husband escorting her to the clinic to get checked

Messages

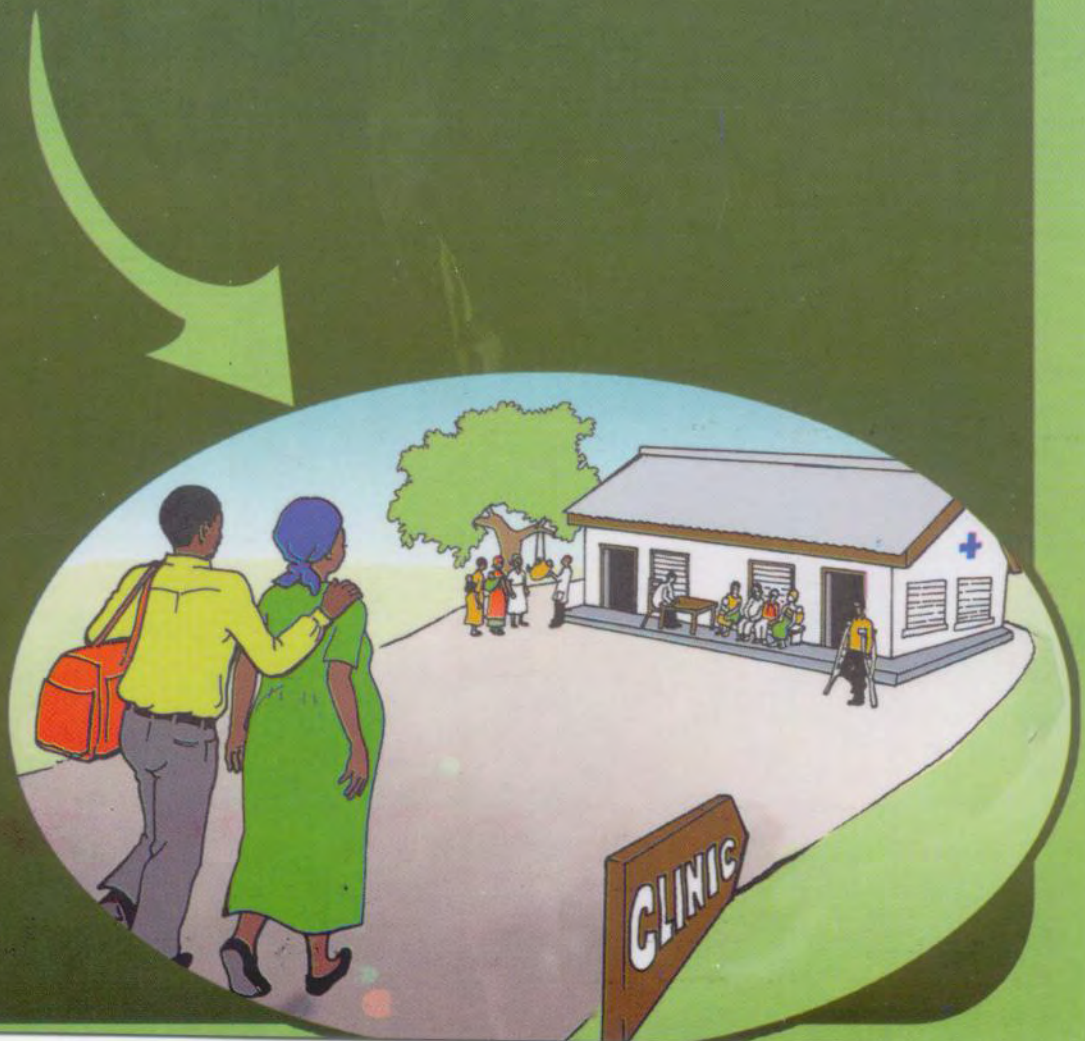
- Having anaemia when you are pregnant could mean there is a problem with the pregnancy
- The only way to know that you and the baby are not in danger is to go to the clinic right away if you have this problem

Action To Be Taken

- If you have anaemia when you are pregnant go to the clinic and get checked immediately



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Danger Signs During Pregnancy

Card 11

If You Are Bleeding from the Vagina/Go to the Clinic Immediately

Description of Picture

- One picture shows a pregnant woman who is bleeding from the vagina
- The other picture shows her husband escorting her to the clinic to get checked

Messages

- Bleeding from the vagina when you are pregnant could mean there is a problem with the pregnancy
- The only way to know that you and the baby are not in danger is to go to the clinic right away if you have this problem

Action To Be Taken

- If you are bleeding from the vagina when you are pregnant go to the clinic and get checked immediately



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**If You Get Convulsions/Go to the Clinic
Immediately**

Description of Picture

- One picture shows a pregnant woman having convulsions
- The other picture shows her husband escorting her to the clinic to get checked

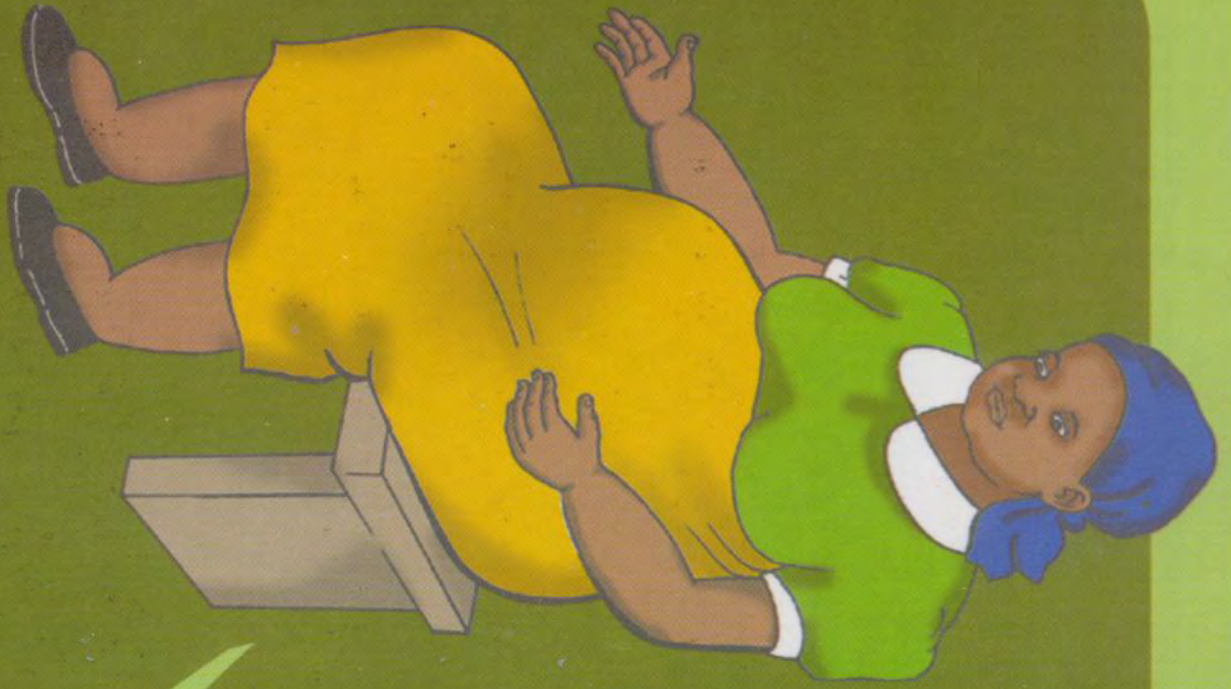
Messages

- Having convulsions when you are pregnant could mean there is a problem with the pregnancy
- The only way to know that you and the baby are not in danger is to go to the clinic right away if you have this problem

Action To Be Taken

- If you have convulsions when you are pregnant go to the clinic and get checked immediately





Danger Signs During Pregnancy

Card 13

**If You Have Swelling of the Body
(Oedema)/Go to the Clinic Immediately**

Description of Picture

One picture shows a pregnant woman whose body is swollen

The other picture shows her husband escorting her to the clinic to get checked

Messages

- If your body is swollen when you are pregnant could mean there is a problem with the pregnancy

- The only way to know that you and the baby are not in danger is to go to the clinic right away if you have this problem

Action To Be Taken

- If your body is swollen when you are pregnant go to the clinic and get checked immediately



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Danger Signs During Pregnancy

Card 14

**If You Have Excessive Vomiting
Go to the Clinic Immediately**

Description of Picture

- One picture shows a pregnant woman who is vomiting excessively
- The other picture shows her husband escorting her to the clinic to get checked

Messages

- Vomiting excessively when you are pregnant could mean there is a problem with the pregnancy.
- The only way to know that you and the baby are not in danger is to go to the clinic right away if you have this problem

Action To Be Taken

- If you are vomiting excessively when you are pregnant go to the clinic and get checked immediately



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Care of the Baby After Delivery

Cards 15 – 20

Card 15

Mother with her Newborn Baby

Description of Picture

This picture shows a proud mother with her new baby

Introductory Messages

- Everyone wants to have a safe delivery and a health baby
- There are certain things you can do to ensure this will happen
- I am going to tell you what you can do during and after delivery
- If you are aware of what you should do, then you will be ready at the time of delivery



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Care of the Baby After Delivery

Card 16

The Baby Should Be Wiped After Delivery and Placed on the Mother's Chest

Description of Picture

The picture shows a baby who has just been delivered. The nurse is wiping the baby with a clean dry cloth and placing the baby on the mother's bare chest.

Messages

- The baby should be wiped clean and placed immediately on the mother's chest "skin to skin" and then covered
- This helps to keep the baby warm

Action To Be Taken

- Make sure your baby is wiped clean and placed on your chest immediately after delivery



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Delay Bathing of Your Baby Until at Least 24 hours After Delivery

Care of the Baby After Delivery

Description of Picture

This picture shows the grandmother trying to give the newborn a bath, but the nurse is stopping her from doing this

Messages

- When a baby is given a bath soon after delivery, the baby can get sick and cold
- It is best to wait at least 24 hours before you bath the baby
- If you just wipe the baby with a clean cloth, the baby will be clean and warm

Action To Be Taken

- Do not bath the baby for at least 24 hours after delivery, just wipe the baby clean



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Breastfeed the Baby Within One Hour of Delivery

Description of Picture

This picture shows a mother breastfeeding her baby soon after delivery

Messages

- A newborn baby needs to breastfeed within one hour after birth
- The first breast milk, colostrum, gives your baby strength and protection against illness
- Continue to breastfeed your baby exclusively for six months after the baby is born
- You should give your baby only breastmilk for the first six months
- Do not give water or other types of fluids during this time

Action To Be Taken

- Breast feed your baby within one hour after delivery and continue to breastfeed exclusively for six months



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Keep the Cord Stump Clean and Dry

Description of Picture

These pictures show the umbilical cord cut with a new clean razor and tied with clean cord ties. The cord stump is left alone to dry up and fall off without applying anything to it

Messages

- The umbilical cord should be cut with a new clean razor and tied with clean ties
- This is done to make sure there is no infection that gets through the umbilical cord to the baby
- The cord should be left alone to dry up and fall off on its own
- Do not put anything on the cord because this can cause infections and make the baby ill

Action To Be Taken

- Cut and tie the cord with a new clean razor and clean ties respectively
- Let the cord stump dry up on its own; do not put anything on the cord



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Kufunika Kopita Kuchipatala Kusikelo Ndi Khanda

Kulongosola Za Chithunzi

Chithunzichi chikuonetsa banja lachinyamata likupita kusikelo ndi khanda lawo

Mauthenga

- Ndikofunikira kuti mayi ndi mwana wake apite kusikelo pasanathe sabata imodzi mwana atangobad-wa
- Musabata loyambirira mwana atangobadwa, angathe kudwala matenda omwe angathe kuwononga moyo wake
- Namwino angathe kudziwa kuti mwana ali bwino kapena ayi ngati amuwona musabata yoyambirirayi

Zomwe Tiyenera Kuchita

Mayi apite mdi mwana wake kuchipatala kuti akamuzeze pasanathe sabata imodzi atangobadwa



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Newborn Danger Signs

Cards 21 - 27

Card 21

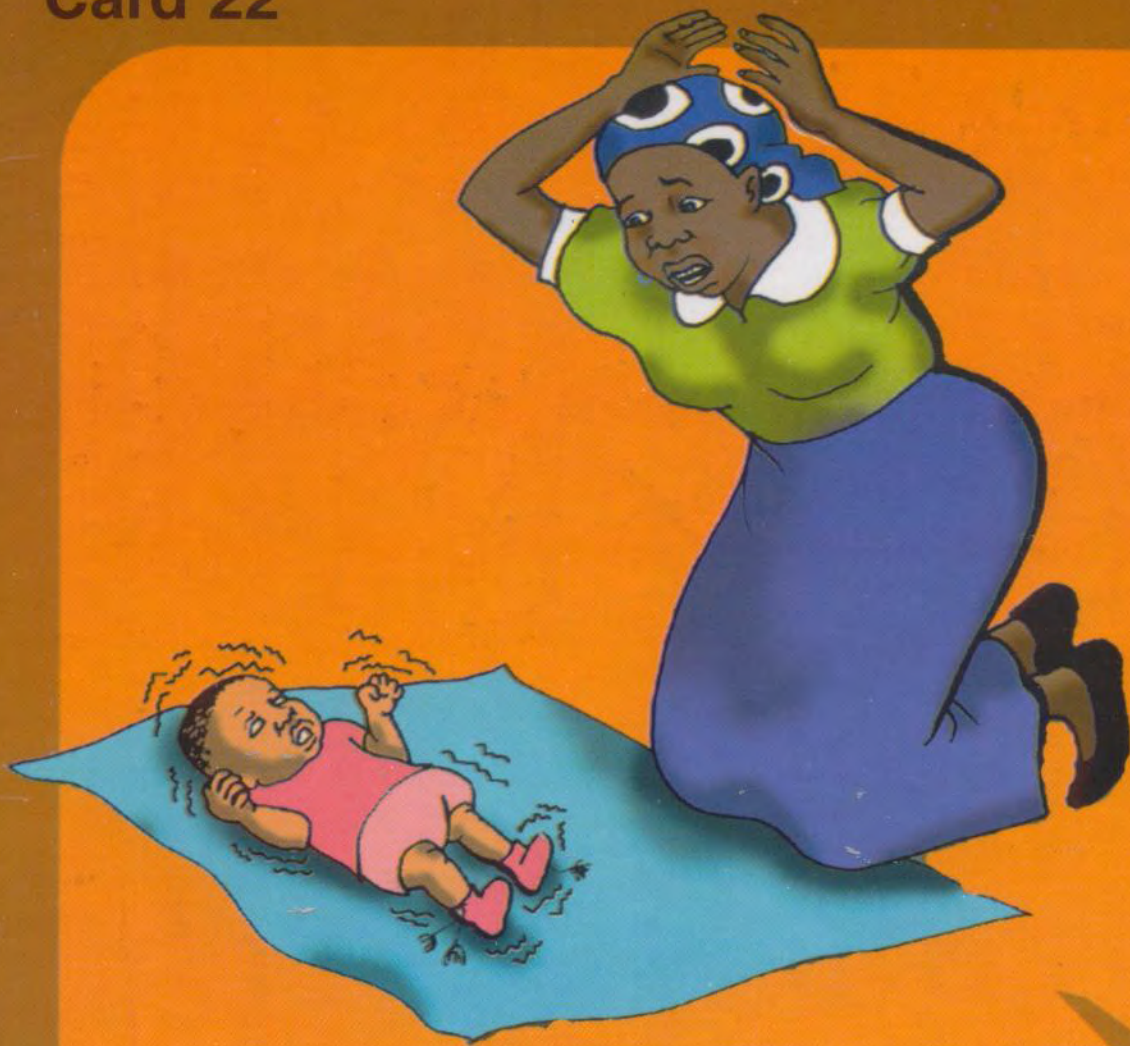
Introductory Messages

Most babies will grow up to be healthy children

- There are times however there can be problems that you should be aware of.
- These problems can be a danger to the health of a baby
- I would like to tell you about those danger signs so you can be aware and take action.



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Newborn Danger Signs

Card 22

If Baby Has Convulsions / Go to the Clinic Immediately

Description of Picture

- One picture shows a baby having convulsions
- The other picture shows the mother and father taking the baby to the clinic for a check up

Messages

- When a baby has convulsions, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby immediately to the clinic for a check up

Action To Be Taken

- If your baby has convulsions, don't delay, take the baby to the clinic right away



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Newborn Danger Signs

Card 23

Yellow Eyes (Jaundice) Go to the Clinic Immediately

Description of Picture

- One picture shows a baby whose eyes have turned yellow (the baby has jaundice)
- The other picture the mother and father are taking the baby to the clinic for a check up

Messages

- When a baby has yellowness of the eyes or jaundice, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby immediately to the clinic for a check up

Action To Be Taken

- If your baby has jaundice, don't delay take the baby to the clinic right away



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Newborn Danger Signs

Card 24

**Baby has Difficulty in Breathing
Go to the Clinic Immediately**

Description of Picture

- One picture shows a baby who has difficulties in breathing
- The other picture shows the mother and father taking the baby to the clinic for a check up

Messages

- When a baby has difficulties in breathing, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby to the clinic immediately for a check up

Action To Be Taken

- If your baby is has having difficulties in breathing, don't delay, take the baby to the clinic right away



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Newborn Danger Signs

Card 25

**If Baby Has High Fever
Go to the Clinic**

Description of Picture

- One picture shows a baby who has high fever
- The other picture shows the mother and father taking the baby to the clinic for a check up

Messages

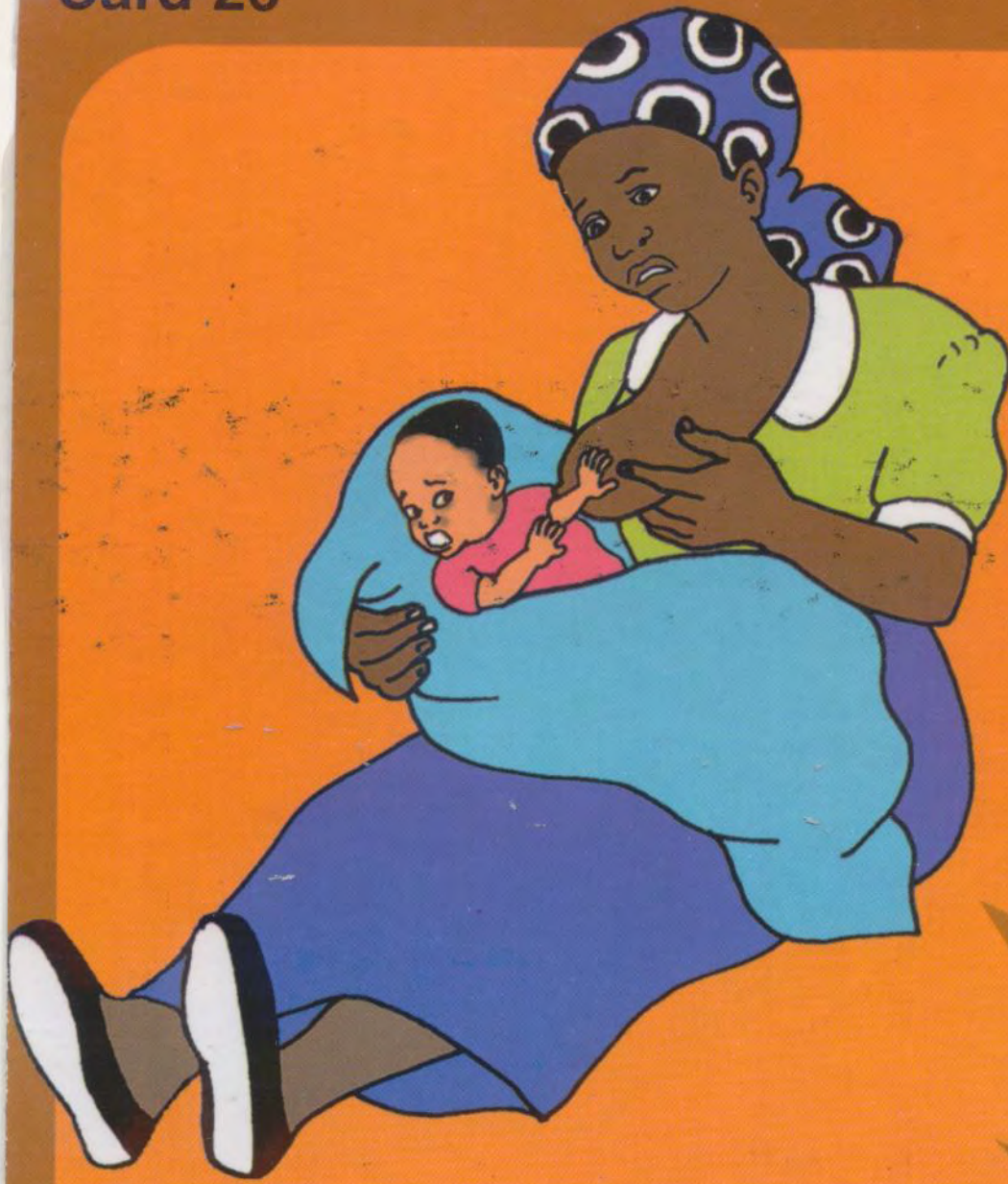
- When a baby has high fever, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby to the clinic immediately for a check up

Action To Be Taken

- If your baby has high fever, don't delay, take the baby to the clinic right away



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Newborn Danger Signs

Card 26

**If Baby Refuses to Breastfeed
Go to the Clinic Immediately**

Description of Picture

- One picture shows a baby who is refusing to breastfeed
- The other picture shows the mother and father taking the baby to the clinic for a check up

Messages

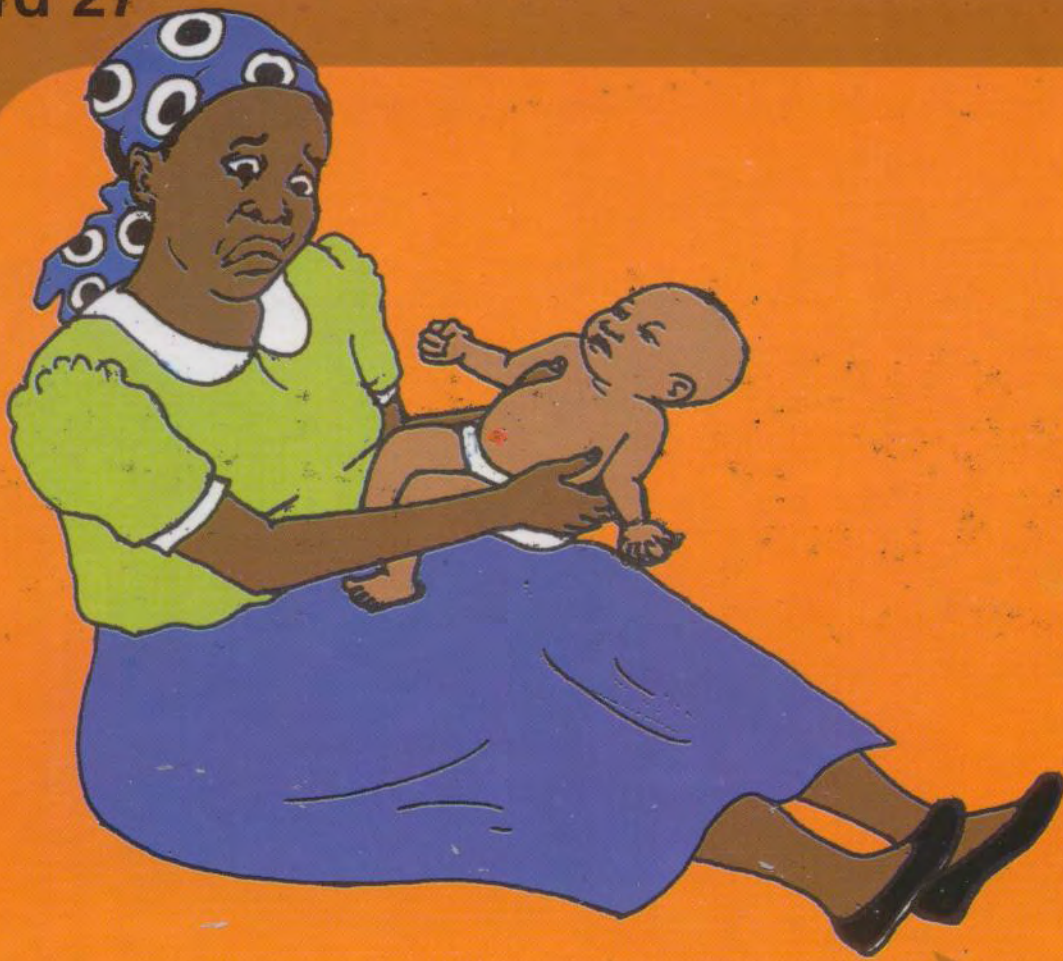
- When a baby is refusing to breastfeed, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby to the clinic immediately for a check up

Action To Be Taken

- If your baby is refusing to breastfeed, don't delay, take the baby to the clinic right away



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Newborn Danger Signs

Card 27

**If the Baby Has Redness of the
Umbilical Cord
Go to the Clinic Immediately**

Description of Picture

- One picture shows a baby who has redness of the umbilical cord red
- The other picture shows the mother and father taking the baby to the clinic for a check up

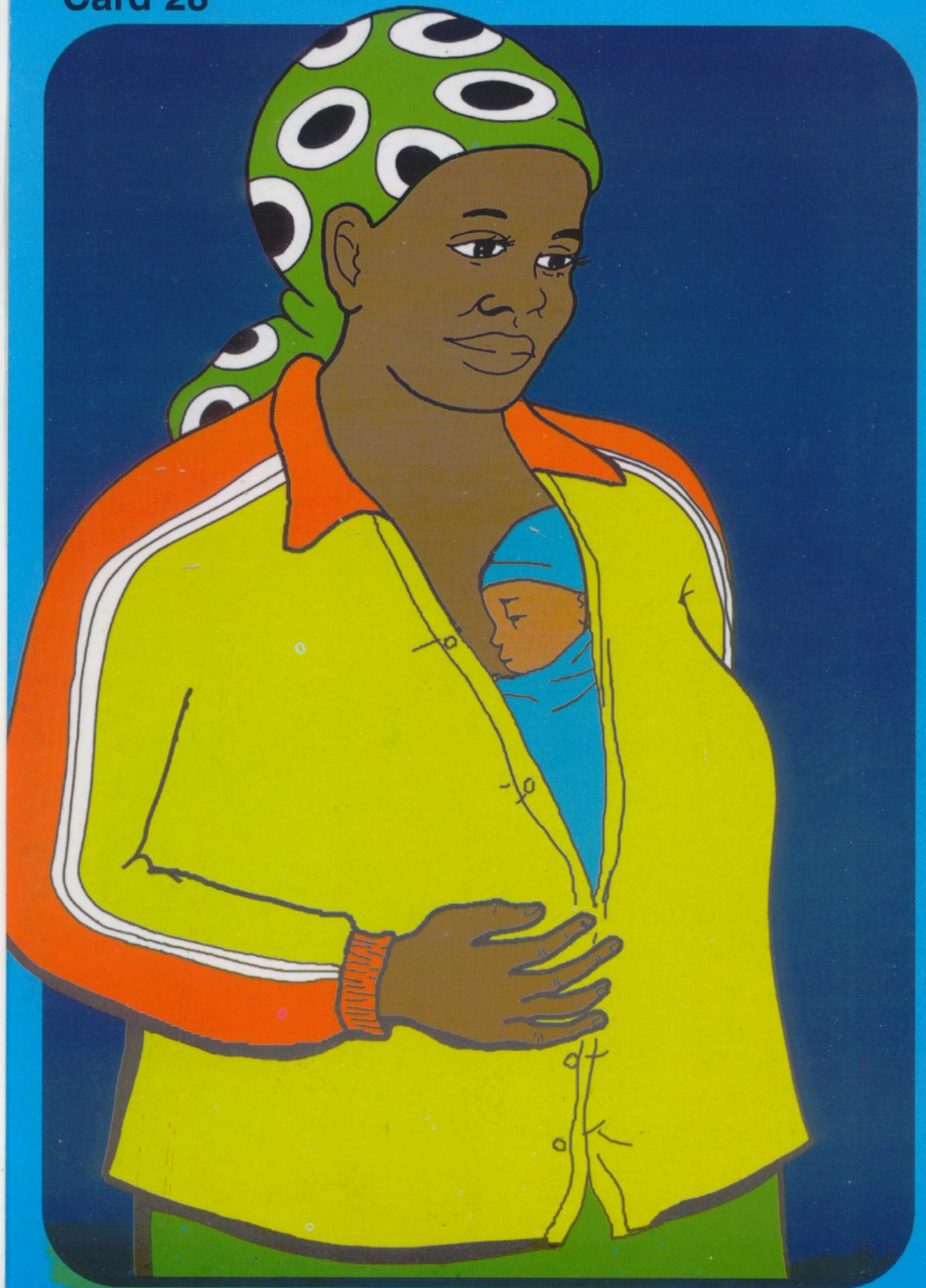
Messages

- When a baby's umbilical cord has become red, this is a sign that there is something wrong with the baby's health
- Don't delay - take the baby to the clinic immediately for a check up

Action To Be Taken

- If your baby's umbilical cord has become red, don't delay take the baby to the clinic right away





Taking Care of a Low Birthweight/ Premature Newborn Baby

Cards 28 - 37

Card 28

Put the Baby "Skin to Skin" Close to the Body

Description of Picture

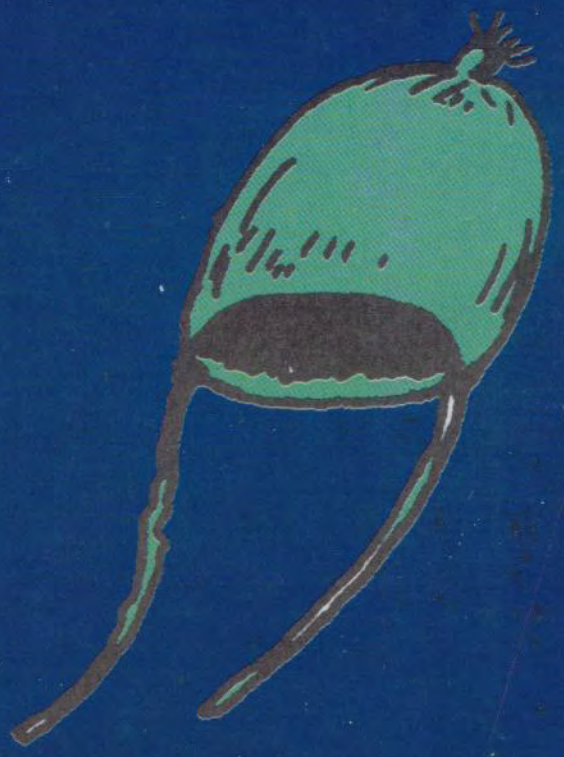
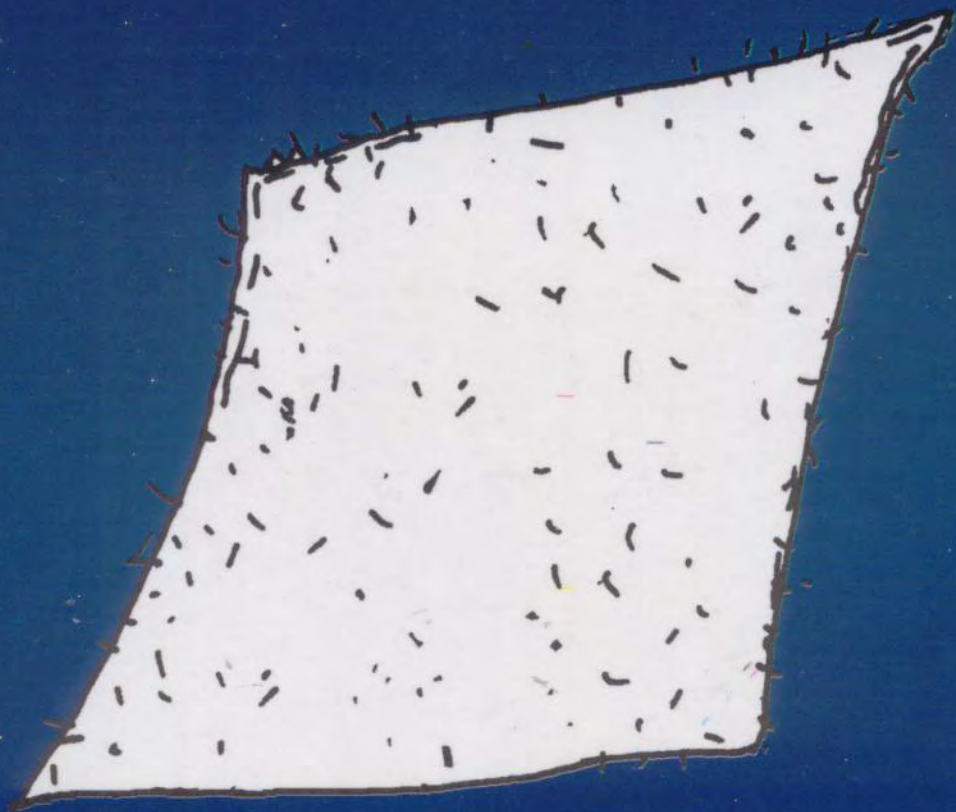
This picture shows a woman carrying her low birthweight or underweight baby close to her

Introductory Messages

- Low birthweight or underweight and premature babies are usually smaller than other babies
- When a baby is born too early or is underweight, the baby needs special care to grow and develop
- These babies need breastmilk, love and warmth to help them grow well
- There are several things a mother can do to help her underweight or premature newborn baby grow
- Kangaroo Mother Care "Kufungatira Mwana" is one good way to help these small babies grow as the baby is carried close to the mother's body



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 29

How to Dress the Low Birthweight or Premature baby

Description of Picture

This picture shows a hat, nappy and socks

Messages

- It is important to cover the baby's head with a hat and the feet with socks
- The baby should also wear a nappy
- The hat and socks keep the baby warm
- The nappy keeps the baby dry and warm

Action To Be Taken

- Dress the underweight baby with a hat, socks and nappy before you wrap the baby close to your body

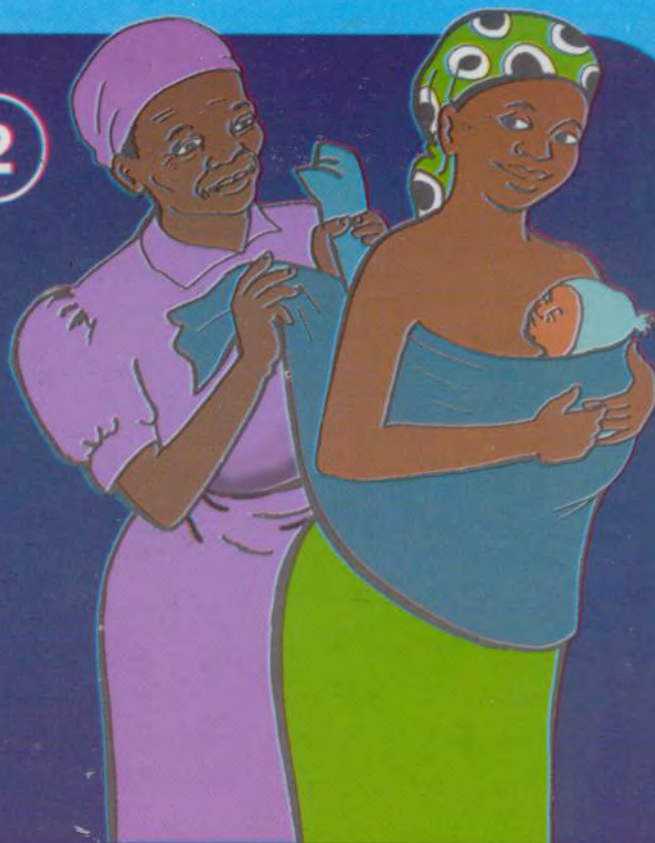


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1



2



3



4



Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 30 - 34

Card 30

How to Keep the Baby Warm

Card 30: Steps on How to Wrap the Baby Close to the Body

Description of Picture

These four pictures show how you can wrap a baby close to the body for warmth

Messages

- The first step is to place the baby skin-to-skin between your breasts
- The next step is to tie the baby tightly to your body using a piece of cloth ("chitenje")
- After that place another cloth ("chitenje"), shawl or blanket over the baby and tie it around your body
- Finally, wear a blouse or top that allows the baby's head to be seen
- You may want to ask for help in wrapping the baby in this way

Action to be taken

- Wrap the baby skin-to-skin between your breasts and cover him snugly and warmly



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 31

How to Keep the Baby Warm

Step 1: Wrapping the Baby Close to the Body

- The first step is to place the baby skin-to-skin between your breasts



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 32

How to Keep the Baby Warm

Step 2: Wrapping the Baby Close to the Body

- Tie the baby tightly to your body using a piece of cloth or “chitenje”



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 33

How to Keep the Baby Warm

Step 3: Wrapping the Baby Close to the Body

- Place another piece of cloth ("chitenje"), shawl or blanket over the baby and tie it around your body



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 34

How to Keep the Baby Warm

Step 4: Wrapping the Baby Close to the Body

- Finally, wear a blouse or top that allows the baby's head to be seen
- You may want to ask for help in wrapping the baby in this way



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Card 35

Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 35

Performing Other Activities When the Baby is Wrapped Close to the Body

Performing Other Activities with the Baby Wrapped Close to the Body

Description of Pictures

These pictures show a mother carrying the underweight baby wrapped close to her body, as she goes about her day's activities: going to the market, preparing food, sewing and sleeping

Messages

- To keep the baby warm it is important to keep the baby wrapped next to your body as you go about your daily activities (e.g. going to the market, preparing food, sewing, and sleeping)

Action to be taken

- Keep the baby wrapped close to your body as you do your daily activities



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Taking Care of a Low Birthweight/ Premature Newborn Baby

Card 36

Getting Other Family Members to Help

Getting Other Family Members to Help when Mother Needs Time without the Baby

Description of Picture

This picture shows a grandmother holding the baby while the baby's mother rests

Messages

- There are times you cannot always carry the baby wrapped closely yourself
- Ask family members to help you when you need to rest, take a bath, or need to do something else without the baby
- Also ask your husband to help – he too can hold the baby wrapped close to him

Action To Be Taken

- Ask others to hold the baby wrapped next to their bodies when you need some time without the baby



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Breastfeeding

Card 37

Description of Picture

This picture shows a mother breastfeeding her baby immediately after birth

Messages

- It is important to breastfeed your newborn baby as often as possible to help the baby grow strong
- Feed the baby whenever the baby hungry
- Keep the baby wrapped close to your body as you breastfeed so the baby stays warm

Action To Be Taken

- Breastfeed your newborn baby as often as possible and whenever the baby is hungry



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