

Bringing Behaviour Change Communication to Scale: the Case of the Seven Things This Year Initiative in Myanmar





7 Things This Year

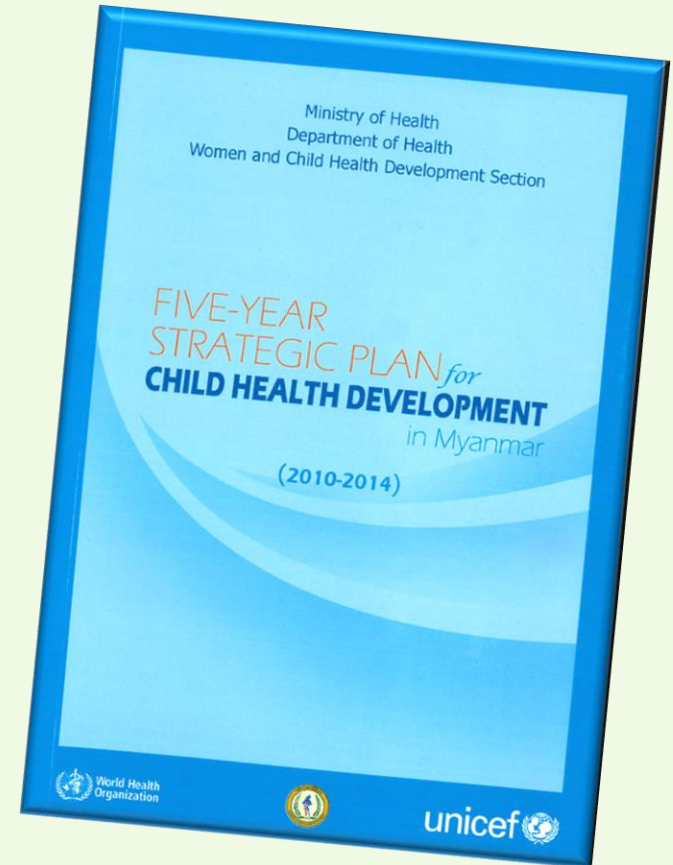
- In 12 townships across Myanmar (2012 – 2015)
- Focused exclusively on maternal and child health
- Aimed at promoting 7 essential family care practices





7 Essential Family Care Practices

1. Exclusive breastfeeding
2. Immunization
3. Use of insecticide treated bed nets
4. Handwashing with soap
5. Knowledge of danger signs in newborns
6. Home treatment of sick children
7. Nutrition of pregnant & lactating women





Partnership between UNICEF, MOHS and Myanmar Maternal and Child Welfare Association (MMCWA)

- Volunteer networks across the country
- Most accessed by community members for health information

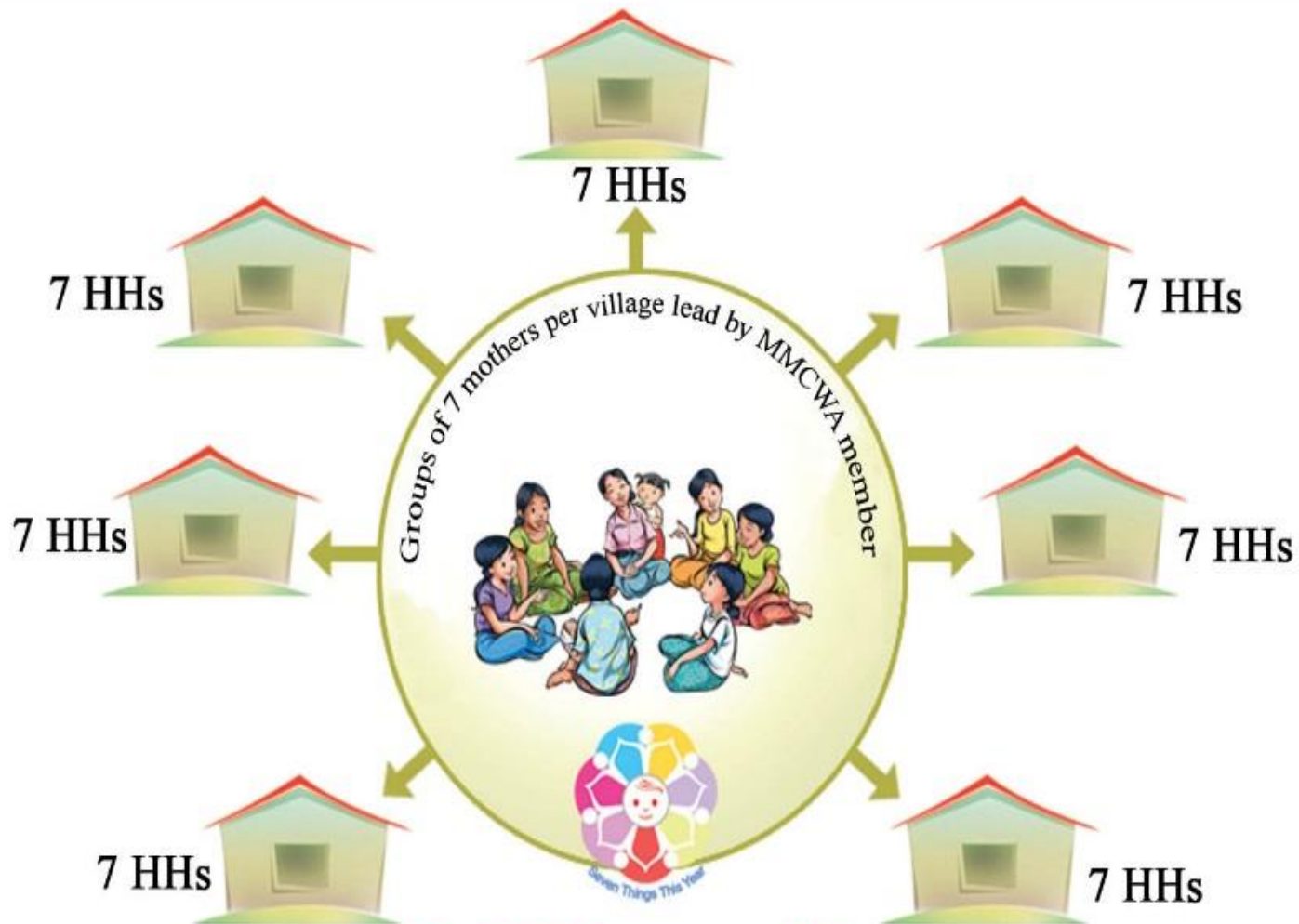


Implementation Principles

- Social network theory
 - Mothers / female caregivers
 - Families
- Links to health services
- Community engagement



Seven Things This Year Initiative Composition of Group at Village Level



49 HH per village

Activities

- Small group sessions
- Community days
- Entertainment education



EVALUATION & EVALUATION FINDINGS





Evaluation Objectives

- To assess the appropriateness of the project design
- To evaluate progress towards achieving behaviour change around the seven practices
- To assess attribution of the intervention to any changes

Methodology



- Mixed method
- Quasi-experimental design
- Using case/control communities
- Sampling plan that stratified upwards from the township level, respecting socio-economic diversity of the intervention communities


















Appropriateness of Project Design


- Groups reached 87% of the target population
- 70% of respondents reported having interacted regularly with the MMCWA volunteers
- 65% of respondents reported having learnt about the given topics from the MMCWA volunteers





Changes in Knowledge

Awareness on thematic issues		
Seven Specified Issues	Statistically Significant	Awareness level
Exclusive breastfeeding		
Nutrition for Pregnant Women		
Hand Washing		
Insecticide treated bed nets		
Immunisation		
Home care of a sick-child		
Identification of symptoms for treatment of a sick child		

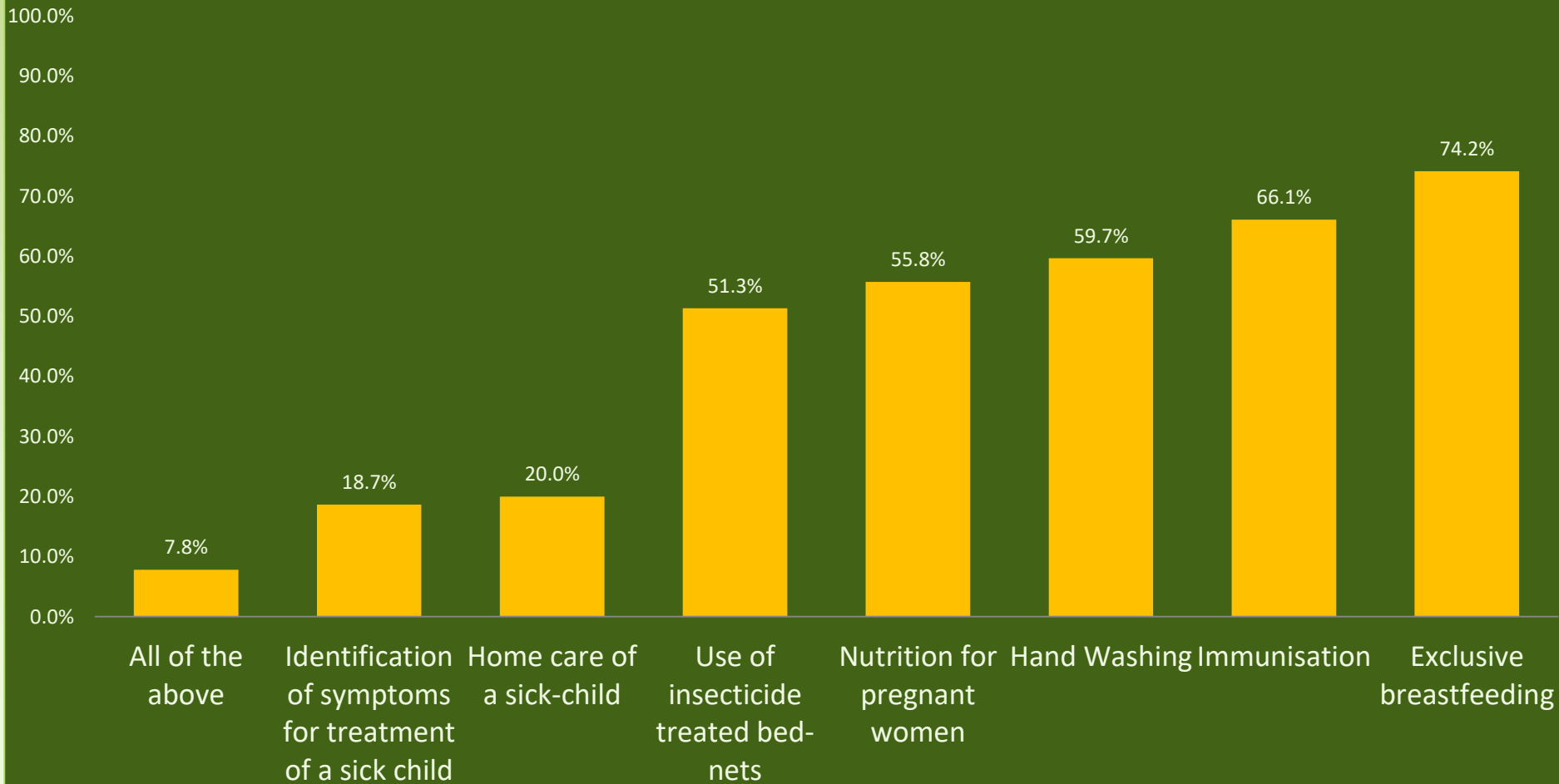
 If the difference in case and control is statistically significant at 95 per cent confidence interval

 If the coverage is more than 85 per cent

 If the difference is not statistically significant

 If the coverage is less than 85 per cent

Issues covered in the meetings



REPORTED
CHANGES IN
BEHAVIOUR

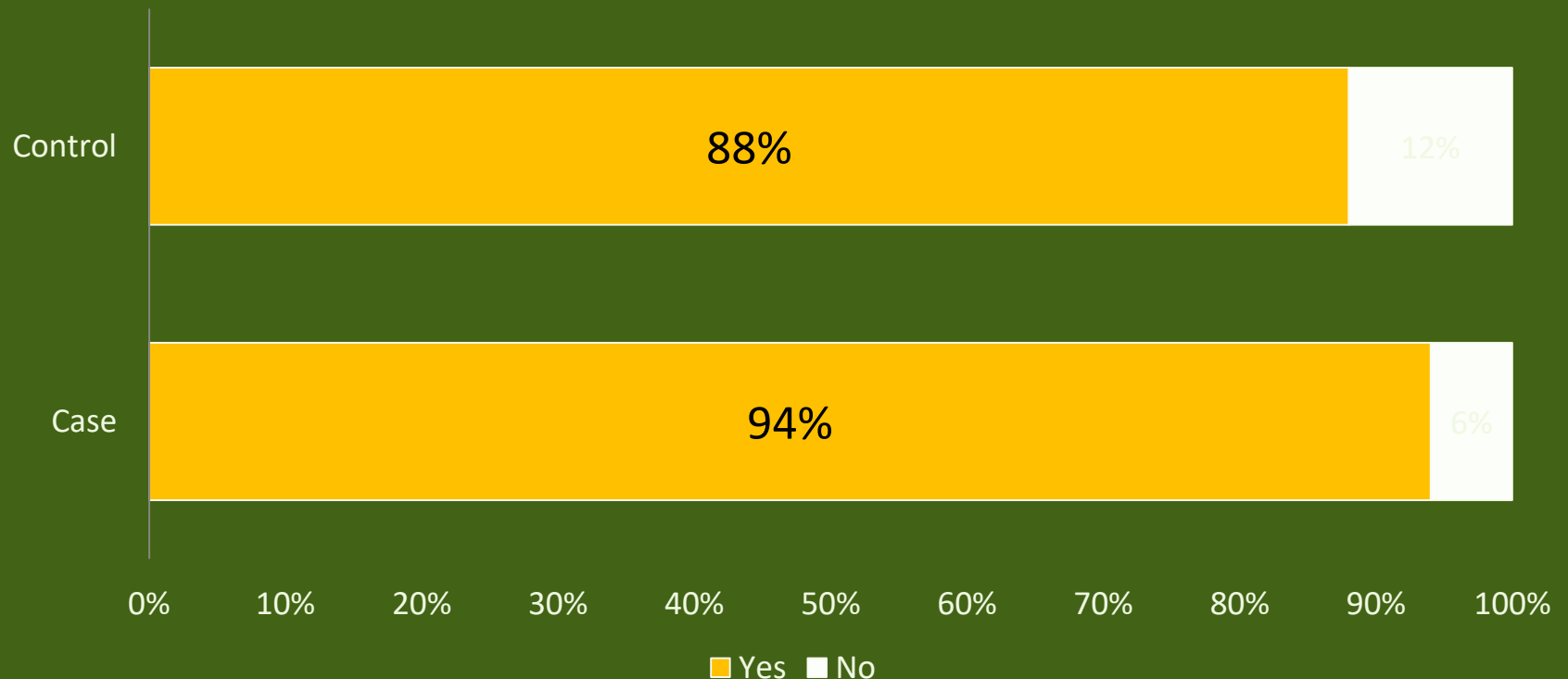


Breastfeeding



- 6% statistically significant different between case and control
- Women in case communities promoted breastfeeding among their peers

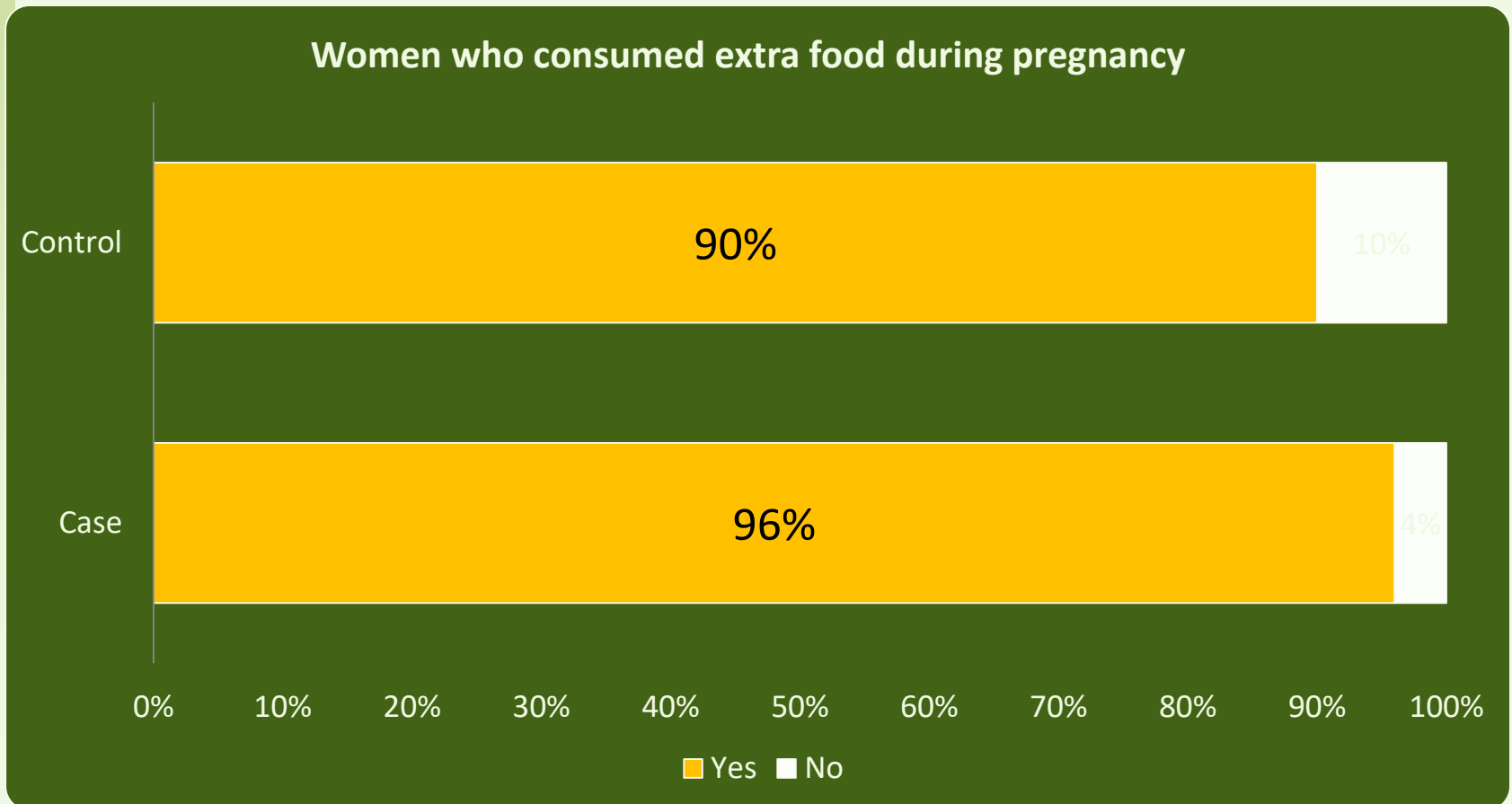
Respondents who practice exclusive breast feeding





Nutrition for pregnant women

- Statistically significant difference between case and control

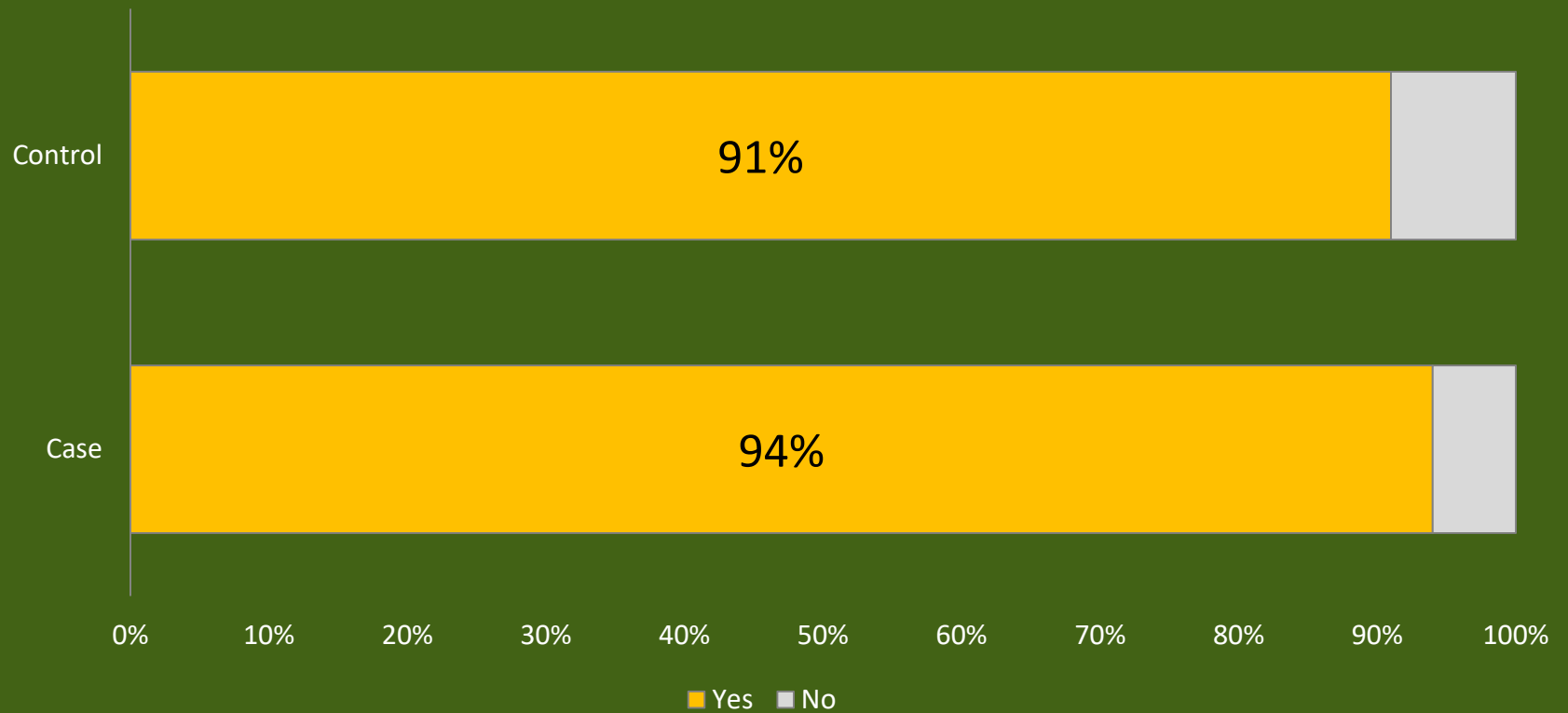




Immunization

- Statistically significant difference between case and control

Percentage of respondents who said they immunized their child





Conclusion

- Improved knowledge and reported practices in simple / frequently promoted practices
- Few changes in knowledge and practice of complex behaviours
- Knowledge of simple/frequently promoted practices was high in both case and control
 - Indicates the need for different strategies that go beyond knowledge building such as skills building and modeling
- Volunteers networks are effective in reaching communities

Thank you



Questions?