

BEHAVIOR PROFILE: ANTENATAL CARE

HEALTH GOAL	Improve maternal and child survival
BEHAVIOR	<p>Pregnant women complete a full course of quality antenatal care (ANC)</p> <p>📈 Percentage of women who had a live birth in the three years preceding the survey who had 4+ antenatal care visits</p>

BEHAVIOR ANALYSIS		STRATEGY	
BEHAVIOR AND STEPS	FACTORS	POSSIBLE PROGRAM STRATEGIES	
<p>What steps are needed to practice this behavior?</p> <p>Behavior</p> <p>Pregnant women complete a full course of quality antenatal care (ANC)</p> <p>Steps</p> <ol style="list-style-type: none"> Recognize signs and symptoms of pregnancy Decide to seek ANC early, before the end of the first trimester Plan transport, resources, and logistics Attend all recommended ANC visits Obtain all required services from qualified provider at each visit Adhere to provider instructions during and following each visit, including when to return for the next visit 	<p>What factors may prevent or support practice of this behavior?</p> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">STRUCTURAL</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Accessibility: Pregnant women cannot access health facilities because they are too far.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Accessibility: Pregnant women do not attend multiple ANC visits because they struggle to afford the costs that come in addition to on-going essential expenditures.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Service Provider Competencies: Pregnant women cannot obtain quality ANC because providers neither respect them nor effectively communicate relevant technical information or explain the benefits of the different services, tests, and medications given during ANC.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Service Experience: Pregnant women do not go for ANC because the health facilities often lack the tests, medications, or supplements that women need, or payment is required when services and products should be free.</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">SOCIAL</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Family and Community Support: Many pregnant adolescents and unmarried women are reluctant to seek early care because of stigma or the risk that they will be asked to leave school or quit their job.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Family and Community Support: Pregnant women do not plan to attend, or attend ANC because family and community members do not encourage or support their attendance.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Norms: Pregnant women do not seek ANC because many societies have strict cultural or traditional practices around disclosure of pregnancy.</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">INTERNAL</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>Attitudes and Beliefs: Pregnant women do not always perceive a value to multiple ANC visits if they have already had one or more healthy pregnancies.</p> </div>	<p>Who must support the practice of this behavior, and what actions must they take?</p> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">INSTITUTIONAL</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Policymakers: Ensure maternity care is accessible via insurance schemes, conditional cash transfers (CCTs) or other financing.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Policymakers: Ensure pregnant adolescents can still attend school.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Managers: Provide effective supervision and on-site support to ensure quality ANC services.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Logistics Personnel: Monitor and properly forecast stock of essential tests, medicines, and supplements.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Providers: Offer counseling and support to pregnant women during ANC visits, including thorough explanations of services provided as well as the importance of multiple visits and adherence to supplements or medications given.</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">COMMUNITY</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Community and Religious Leaders: Publicly support or promote ANC including programs that attempt to reduce stigma and encourage women to talk to their partners about early pregnancy care.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Community Health Workers/Peer Educators: Encourage or actively support women to seek a full course of ANC and to continue following provider's instructions once at home.</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">HOUSEHOLD</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Family Members: Actively participate in ANC and support women, especially first-time mothers and adolescents, in all aspects of pregnancy and delivery planning.</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>Male Partners: Actively support finances, planning, and transportation for ANC for pregnant women.</p> </div>	<p>What strategies will best focus our efforts based on this analysis?</p> <p>📌 <i>Strategy requires Communication Support</i></p> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">ENABLING ENVIRONMENT</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Financing: Expand free or low-cost access to products and services through vouchers or fee exceptions to ensure access to ANC. 📌</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Financing: Finance task-shifting and explore community-based service delivery such as iron and folic acid supplements.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Policies and Governance: Adopt and enforce policies to permit pregnant adolescents to attend school. 📌</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Policies and Governance: Establish a policy for areas with poor health facility access to have the most basic ANC services, such as iron and folic acid supplement resupply managed at the community level. 📌</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">SYSTEMS, PRODUCTS AND SERVICES</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Supply Chain: Strengthen supply chains for essential drugs, supplements, and preventative medicines for ANC.</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Quality Improvement: Train and support providers to emphasize value of completing all ANC visits as well as active birth planning. 📌</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Quality Improvement: Expand services and improve structures, including hours offered, types of services available, transparent costing of services when appropriate and use of ANC outreach services to encourage pregnant women to use ANC. 📌</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Quality Improvement: Ensure that services are client- and family-friendly and that counseling on follow-up care is provided to both the pregnant women and any family members accompanying her. 📌</p> </div> <div style="background-color: #4a7ebb; color: white; padding: 2px; margin-bottom: 5px;">DEMAND AND USE</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Communication: Use targeted media, including SMS where possible, to send tailored reminders and tips for pregnant women and their families on both ANC attendance and adherence to supplements like iron and folic acid.</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>Communication: Create pregnancy and new-mother groups to help mothers understand the benefit of care throughout pregnancy and the post-partum period.</p> </div>

Attitudes and Beliefs: Pregnant women do not always comply with provider's instructions particularly related to medications, supplements, or foods because of beliefs about the adverse effects of the medication or foods on their fetus.

Knowledge: Most pregnant women attend at least one ANC visit because they understand its benefits.

Collective Engagement: Train and use traditional leaders and traditional birth attendants to encourage women to seek early and multiple ANC visits.