



Guidelines for Developing Home-Based Reminder Materials

Helping Families
Save Sick Children



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Copies of the Guidelines are available in print and CD-ROM from:

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The children in the cover photos are healthy children.

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PREFACE

These guidelines reflect the experiences and lessons learned from a global project that developed communication materials to improve the health of young children. Project HOPE undertook the “Mothers Reminder Material” (MRM) initiative with the CHANGE and BASICS II projects to enhance the performance of existing child survival programs in nine countries (Dominican Republic, Ecuador, Ghana, Guatemala, Malawi, Mozambique, Nicaragua, Peru and Uzbekistan). The aim of this project was to develop materials to help mothers and other caregivers know when they need to seek immediate medical care for a sick child.

The guidelines present practical, easy-to-use methods for creating effective materials and take you step-by-step through the processes needed to plan, research, design, test, produce, distribute and evaluate reminder materials. The appendices contain resources and templates for everything from organizing a workshop, hiring consultants and testing materials, to soliciting production bids from printers, to guidelines for acquainting families with the use of the material.*

The primary audience for these guidelines is Private Voluntary Organization (PVO) country staff working in child survival programs in developing countries. Although it is hoped that the document may be useful to a much wider audience, where it addresses “you,” the authors have PVO staff in mind.

Clearly, this is not the first set of guidelines on developing effective health education materials.¹ However, this document is distinct in that it focuses specifically on developing home-based reminder materials and is aimed at PVO country staff.

The basic organization is as follows: After the introductory discussions, the steps in the MRM development process are described in chronological order. Each section briefly explains the step’s purpose and recommended procedures. Tools, resources and summaries of actual field experience are found in boxes throughout the text as well as in appendices. Also included are comments from the field gathered in 2003 by Project HOPE.

It should be noted that although these guidelines are based on experiences in nine countries, they most heavily reflect the activities and results in Nicaragua, Malawi, and Ghana, the countries with which the primary authors worked most closely. The authors apologize for possibly omitting equally innovative and interesting ideas and lessons from the other country experiences.

* This document uses a “MRM” or a “material” interchangeably to refer to a “Mothers Reminder Material.”

¹ For example, see:

- HealthCom Project. HealthCom Communication Toolbox. Washington, D.C.: Academy for Educational Development, 1995.
- O’Sullivan, G.A., J.A. Yonker, W. Morgan, and A.P. Merritt. A Field Guide to Designing a Health Communication Strategy. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs, March 2003. Can be downloaded at <http://www.jhuccp.org/pubs/fg/index.shtml>
- U.S. Department of Health & Human Services, Public Health Service, National Institutes of Health, National Cancer Institute. Making Health Communication Programs Work. Bethesda, MD, September 2002. Can be downloaded at <http://cancer.gov/pinkbook>
- Younger, E., S. Wittet, C. Hooks, and H. Lasher. Immunization and Child Health Materials Development Guide. Seattle: Bill and Melinda Gates Children’s Vaccine Program/PATH, 2001. Can be downloaded at http://www.childrenewaccine.org/html/ip_clinical.htm

ACRONYMS

| | |
|--------|--|
| ARI | Acute Respiratory Infections |
| CHW | Community Health Worker (<i>brigadista</i> in Nicaragua) |
| C-IMCI | Community-Based Integrated Management of Childhood Illness |
| CS | Child Survival |
| IMCI | Integrated Management of Childhood Illness |
| MOH | Ministry of Health |
| MRM | Mothers Reminder Material |
| NGO | Non-governmental Organization |
| PVO | Private Voluntary Organization |
| TBA | Traditional Birth Attendant |
| UNICEF | United Nations Children's Fund |
| USAID | U.S. Agency for International Development |
| WHO | World Health Organization |

TABLE OF CONTENTS

Preface

Acronyms

Introduction

- Appropriate Care-Seeking for Child Health 1
- The Mothers Reminder Material (MRM) Initiative 3

Steps in Developing Home-Based Reminder Materials (MRM)

- Step 1** Organize the Process and Involve Partners 9
- Step 2** Plan and Conduct Formative Research 13
- Step 3** Analyze, Summarize and Use the Findings 19
- Step 4** Design the MRM 21
- Step 5** Pretest the MRM 27
- Step 6** Finalize and Produce the MRM 33
- Step 7** Distribute and Provide Orientation on the MRM 35
- Step 8** Monitor and Evaluate the MRM 39

Appendices

- A.** Mothers Reminder Materials—Samples From Nine Countries 45
- B.** MRM Workshop Agenda 54
- C.** Menu of Topics for Mothers Reminder Materials 58
- D.** Research Gaps in Existing Data 60
- E.** Job Description and Qualifications for the Research Consultant 61
- F.** Research Instruments from Nicaragua 62
 - Discussion Guide for Group Discussions
 - Question Guide for Interviews at Health Facilities
 - Question Guide for Interviews with Community Health Workers
 - Question Guide for Interviews with Mothers at Home
- G.** Research Findings 71
- H.** Basic Principles for Designing Print Materials 73
- I.** Pretesting Guides from Nicaragua 74
 - Nicaragua: Mothers, Fathers, Grandmothers
 - Ghana: Caretakers and Health Staff
 - Nicaragua: Health Staff
- J.** Sample Request for Bid 83
- K.** Production Checklist 86
- L.** Distribution Plan for the MRM 87
- M.** Guidelines for Explaining the Reminder Material to Families 88
- N.** Register for Distribution of the MRM 91
- O.** Methodology Used in Nicaragua MRM Evaluation 92