

Starting out right: Building improved hygiene practices into the antenatal platform



Merri Weinger, USAID Bureau for Global Health
Rob Quick, CDC Waterborne Diseases Prevention Branch

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- Diarrheal disease:
 - a leading cause of childhood illness
 - can be prevented with proven WASH practices
- Antenatal care (ANC) platform: vehicle for WASH behavior change (BC)
- WASH products: incentives for ANC visits and facility deliveries





Malawi program objectives

- Increase target behaviors in mothers
 - Household water treatment and safe storage (HWTS)
 - Handwashing with soap
- Determine whether behaviors are sustained
- Assess changes in ANC service use

Program intervention

- Water hygiene kits (WHK)
 - Improved storage container
 - WaterGuard (WG) solution
 - Soap
 - Educational materials
- Distributed at first ANC visit
- WG and soap refills provided at later ANC, delivery, and postnatal visits
- Home visits provided by Health Surveillance Assistants
- Advertising and product distribution by PSI



Program evaluation

- Location: Blantyre and Salima Districts, Malawi
- Enrollment: 389 pregnant women from 15 clinics
- Baseline survey and program implementation: 2007
- Follow-up surveys: 2008 and 2010

Evaluation indicators: HWTS



**Observed WG bottle
in home**

+



**Positive test for
chlorine in
stored water**

+



**Reports WG
purchase after
free bottles**

Evaluation indicator: handwashing technique

- Lather hands completely
- Rinse
- Dry in air or with clean towel



Results

	2007 Baseline (N=198)	2008 Follow-up (N=198)	2010 Follow-up (N=198)
Confirmed WG use (<i>WG bottle + residual chlorine</i>)	1%	62%	28%
Confirmed WG use and purchase (<i>WG bottle + residual chlorine + purchase</i>)	1%	33%	22%
Demonstrated proper hand washing	22%	60%	50%

Increase % women with 4+ ANC visits

Increase % women delivering at health facility

Conclusions

- ANC-based program: promising approach for sustained behavior change
- Potential for household impact: new mom, newborn, family



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THANK YOU!

