

DEVELOPING FRAMEWORK FOR DEMAND SIDE INTERVENTIONS

FOR SAFE MOTHERHOOD IN INDIA



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Safe Motherhood: Ensuring all women receive the care they need to be safe and healthy, throughout pregnancy and Child birth.

Issues for Promoting Safe Motherhood

- **Effectiveness of safe motherhood services**, especially at the village level. Improving effectiveness of services requires attention to both the demand and the supply sides.
- **Access to quality safe motherhood services**, especially by the poor and hard-to reach
- **sensitive to local needs and conditions** given the diversity of maternal health and safe motherhood needs across the country, efforts to **improve the demand and the supply sides** have to **be sensitive to local needs and conditions**

Key Facts

- **56.1% ever married women aged 15-49 are anemic.**
- **59.3% non-institutional births**
- **50.7% three ANC visit**
- **36.4% gets Post natal care**

Supply Side Vs. Demand Side

- **Supply Side** refers to service delivery inputs such as human resources and supplies.
- **Demand side** refers to behaviour and inputs of the recipients/ intended recipients such as individuals, family and community.

Why Demand side interventions?

- Leverage inputs from communities
- Understand and change demand side behaviour
- Improve quality and responsiveness of health care
- Manage and monitor the health service delivery

Approaches to Demand side Interventions

- **Behaviour Change Approach**
- **Rights Based Approach**
- **Accountability**
- **Participatory Approach**
- **Multi Sectoral Approach**

Key Elements of Behaviour Change Approach

- **Content and mode of communication messages**
- **Innovative ways of putting over information and education to the people**
- **Culturally relevant forms of conveying messages**

Key Elements of Rights Based Approach

- Empowering communities
- Advocacy and cooperation
- Ensuring entitlements viz. disseminating knowledge of rights, social mobilization and community managed support system.

*The **Public Hearings** on Safe Motherhood organised by WRA-Orissa addressed the elements under Right based approach, while putting pressure for an accountable maternal health service mechanism at the district and sub-district level.*

Key Elements Of Accountability

- **Essence of accountability is answerability**
- **Sanctions of enforcement, ethics and code of conduct**
- **Individual like family, community, Political, bureaucratic and public accountability**

*Piloting of **Checklist** through CSO members and elected representatives and the verbal autopsies on maternal deaths involving media in Orissa could help in drawing accountability and provided scope for social watch.*

Key Elements of Participatory Approach

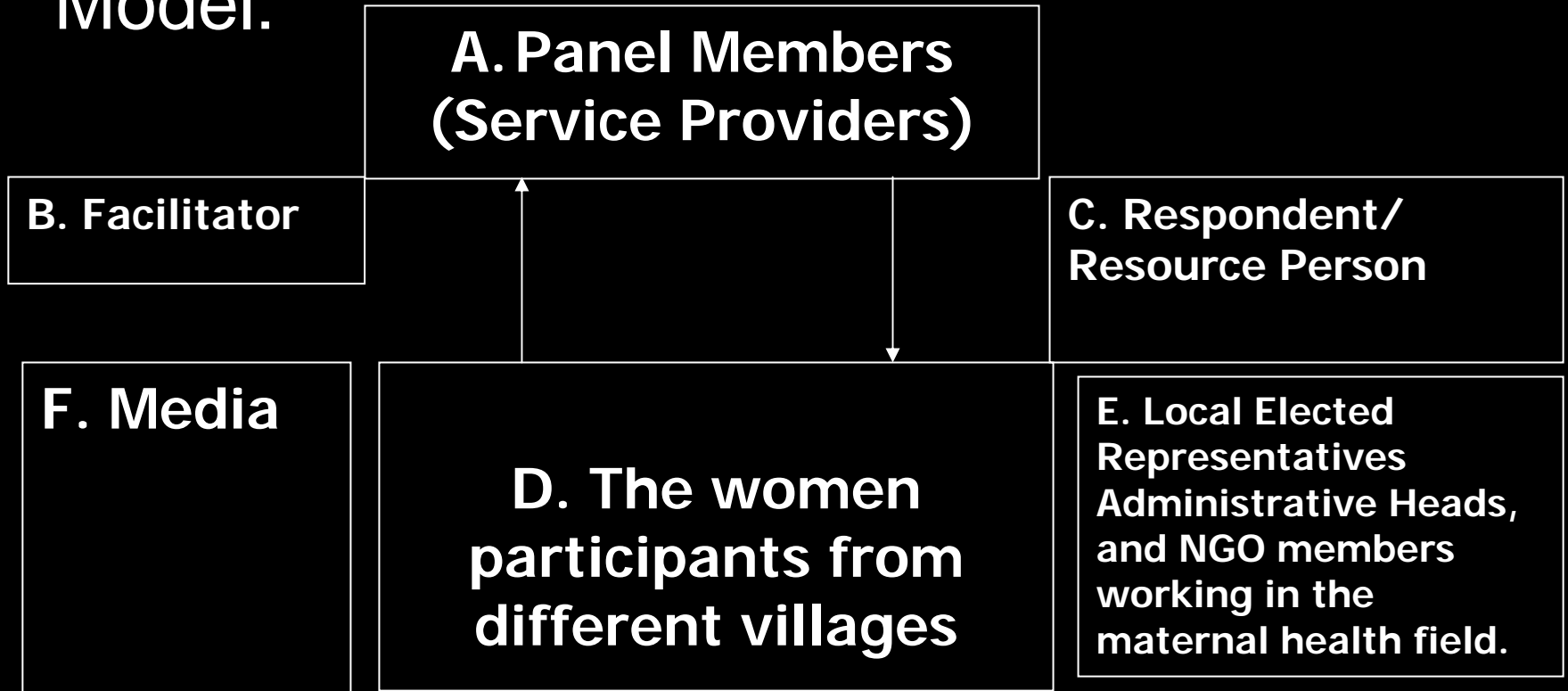
- **Consultation**
- **Involvement in need identification and priority setting.**
- **Awareness building and mobilisation of standard services.**
- **Community monitoring through social watch**
- **Mobilisation of community resources**
- **CSO based initiative to increase answerability**

Key Elements of Multi Sectoral Approach

- **Convergence**
- **Networking**
- **Collective Responsibility**

Case Study: Public Hearing on Safe Motherhood in Orissa

Model:



Case Study: Verbal Autopsy on Instant Maternal Deaths

Objectives:

- Understand the factors that may have contributed to the deaths.
- Offer a tool to be used by state and district health offices to foster action to remove obstacles to high-quality obstetric care for all pregnant women.
- Educate the community and sensitize the policy makers including media force on causes of maternal deaths in the state urging effective action and remedial measures.

Media took kin interest in highlighting issues. One blood bank in district Hospital constructed and got operational, departmental inquiry conducted on one maternal death, State Govt. emphasized on quality of ASHA Trainning.

Key issues/ challenges

Strengthening support system

- PRI, VHSC, SHGW, CBOs, Transport Committees, other development actors.

Mechanism for Promotion women's entitlement

- Strengthening Partnership between providers and users
- Effective Monitoring mechanism to assure quality

For a truly accountable maternal health system

- Processes for mobilisation of stakeholders including policy makers
- Identification and replication of best practices
- Advocacy towards formulation of maternal health policy



Thank you