

Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa

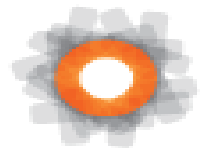


#HealthForAll
ichc2017.org



Maternal Health **Task Force**

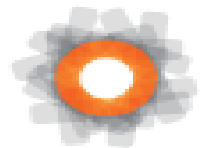
**THE MATERNAL HEALTH TASK FORCE STRIVES TO CREATE
A STRONG, WELL-INFORMED AND INTEGRATED COMMUNITY OF
INDIVIDUALS AROUND THE GLOBE FOCUSED ON ENDING
PREVENTABLE MATERNAL MORTALITY AND MORBIDITY WORLDWIDE.**



**Maternal Health
Task Force**

Communicating and Disseminating Research Findings

- Set broad communication goals
- Identify your target audience
- Define SMART communication objectives
 - **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound
- Select channels
- Develop communication strategy
- Monitor and evaluate



Example #1: Communicating and Disseminating Research

THE
LANCET

Beyond too little, too late and too much, too soon: A pathway towards evidence-based, respectful maternity care worldwide

By Suellen Miller et al.

The Lancet | September 2016

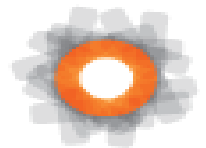


Key message

Many women around the world receive one of two extremes in obstetric care, both of which are harmful:

→ **Too little, too late:** Absent, delayed or inadequate care often linked to insufficient resources such as staff, supplies, medicines or training

→ **Too much, too soon:** Over-medicalization of pregnancy and childbirth often resulting in unnecessary interventions



**Maternal Health
Task Force**

Example #1: Social Media

Facebook



Every woman, every newborn, everywhere has the right to good quality care.

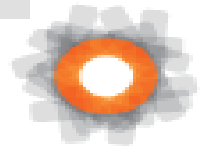
THE LANCET

#MaternalHealthNow
maternalhealthseries.org



Many women around the world do not receive enough high-quality maternal health care, while others receive too much care, too soon. Both extremes can lead to poor maternal newborn health outcomes. How can we ensure that women receive the right amount of care at the right time?

<http://bit.ly/tl1tmts> #MaternalHealthNow



**Maternal Health
Task Force**

Example #1: Social Media

Twitter



Every woman, every newborn, everywhere has the right to good quality care.

THE LANCET

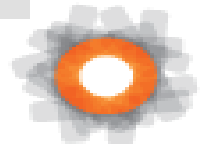
#MaternalHealthNow
maternalhealthseries.org



Many women receive too much #maternalhealth care, too soon—for others, it's too little too late <http://bit.ly/tlItmTs> #MaternalHealthNow

To improve #maternalhealthnow, we must offer the right amount of care at the right time: <http://bit.ly/tlItmTs> via @TheLancet

How can we ensure all women receive right amount of care @ right time? New series via @TheLancet <http://bit.ly/tlItmTs> #MaternalHealthNow



**Maternal Health
Task Force**

Example #1: Blog Ideas

MHTF Blog

The Lancet Maternal Health Series: “Beyond Too Little, Too Late and Too Much, Too Soon”

Posted on *October 17, 2016*

Share this:         

Like this:

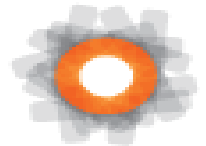
Be the first to like this.

By: *Sarah Hodin, Project Coordinator II, Women and Health Initiative, Harvard T.H. Chan School of Public Health*

The Lancet Maternal Health Series published in September 2016 contains six papers highlighting the importance of improving access to high quality maternal health care for all women across the globe. In paper 2, “Beyond too little, too late and too much, too soon: A pathway towards evidence-based, respectful maternity care worldwide,” Miller and colleagues examine two extremes in global obstetric care:

Consider different angles

- **Summarize** key findings from implementation research
- **Link findings** to recent news, upcoming event, public health observance day, anniversary, etc.
- **Present interview-style** post with researcher
- **Write a guest post** from researcher’s perspective for another platform



**Maternal Health
Task Force**

Example #2: From the MHTF

 **BJOG** An International Journal of Obstetrics and Gynaecology

DOI: 10.1111/1471-0528.13818
www.bjog.org

Review Article

Antenatal and postnatal care: a review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource settings

AD Kearns,^a JM Caglia,^a P ten Hoop-Bender,^b A Langer^a

^a Department of Global Health and Population, Harvard T.H. Chan School of Public Health, Boston, MA, USA ^b ICS Integrare, Barcelona, Spain

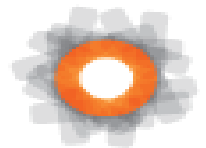
Correspondence: AD Kearns, Department of Global Health and Population, Harvard T.H. Chan School of Public Health, 677 Huntington Avenue, Boston, MA, 02115, USA. Email akearns@mail.harvard.edu

Accepted 13 October 2015. Published Online 23 December 2015.

Key message

Important elements of delivery models for improving antenatal and postnatal care in low-resource settings include:

- Close monitoring
- Health workforce support
- Appropriate use of technology
- Care integration
- Adequate infrastructure
- Women-centered care



**Maternal Health
Task Force**

Example #2: Social Media

Internal communication checklist

- Send to colleagues
- Promote on social media
- Add to website
- Send e-newsletters
- Write blog if appropriate



Maternal Health Task Force
March 21, 2017 at 12:00pm · 🌐

Close monitoring of antenatal and postnatal care quality and delivery models, health workforce support and a woman-friendly perspective are key to improving care for women and newborns in low-resource settings.
[#MomandBaby](#) [#MaternalHealth](#)



Antenatal and postnatal care: a review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource...
[ONLINELIBRARY.WILEY.COM](#)



MHTF ✓
@MHTF

Monitoring quality/delivery models and workforce support key to improving [#maternalhealth](#) in low-resource settings:

Antenatal and postnatal care: a review of innovative mode...
Key lessons can be drawn from innovative approaches that have been implemented to ensure access to better antenatal care (ANC) and postnatal care (PNC). This paper examines the su...
[onlinelibrary.wiley.com](#)



Example #2: MHTF Website

Internal communication checklist:

- Send to colleagues
- Promote on social media
- Add to website
- Send e-newsletters
- Write blog if appropriate



Maternal Health Task Force

[TOPICS](#) [RESOURCES](#) [ORGANIZATIONS](#) [EVENTS](#) [PROJECTS](#)

[MHTF Projects >](#)

Adding Content to Contact

The Adding Content to Contact project aimed to better understand the perspectives of women and providers on successful strategies for integrating antenatal and postnatal care. With this evidence in mind, researchers can create better models of integrated care, and programmers can develop more effective interventions.

You can find more information about the publications resulting from the Adding Content to Contact project on the [MHTF blog](#).

Read the findings from the studies conducted as a part of the Adding Content to Contact project:

[Antenatal and postnatal care: A review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource settings](#)

BJOG | March 2016

[What matters to women: A systematic scoping review to identify the processes and outcomes of antenatal care provision that are important to healthy pregnant women](#)

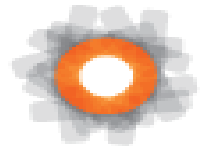
BJOG | March 2016

[Integration of antenatal care services with health programmes in low- and middle-income countries:](#)

[Systematic review](#)

Journal of Global Health | June 2016

[Case studies on antenatal and postnatal care](#)



Maternal Health
Task Force

Example #2: MHTF Newsletters

Internal communication checklist:

- Send to colleagues
- Promote on social media
- Add to website
- Send e-newsletters
- Write blog if appropriate



Maternal Health Task Force

[View this email in your browser](#)

Breaking News

INTRODUCING A NEW PUBLICATION FROM THE MATERNAL HEALTH TASK FORCE

The Maternal Health Task Force (MHTF) is pleased to announce a new publication from the [Adding Content to Contact](#) project:

[Antenatal and postnatal care: A review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource settings](#)

By AD Keams, JM Caglia, P ten Hoop-Bender, A Langer
BJOG | March 2016

Abstract: Key lessons can be drawn from innovative approaches that have been implemented to ensure access to better antenatal care (ANC) and postnatal care (PNC). This paper examines the successes and challenges of ANC and PNC delivery models in several settings around the world; discusses the lessons to be learned from them; and makes recommendations for future programs. Based on this review, we conclude that close monitoring of ANC and PNC quality and delivery models, health workforce support, appropriate use of electronic technologies, integrated care, a woman-friendly perspective and adequate infrastructure are key elements of successful programs that benefit the health and wellbeing of women, their newborns and families. However, a full evaluation of care delivery models is needed to establish their acceptability, accessibility, availability and quality.

We hope that you will find this article helpful in your work to improve maternal health care around the world.

Best wishes,
The MHTF team



Maternal Health Task Force

[View this email in your browser](#)

MHBuzz

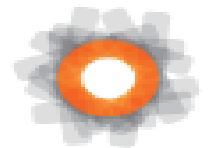
Brought to you by the Maternal Health Task Force

A collection of the most important maternal health publications from the last two weeks

WEEK OF MARCH 20, 2016

[Antenatal and postnatal care: A review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource settings](#)

BJOG



**Maternal Health
Task Force**

Example #2: MHTF Blog

Internal communication checklist:

- Send to colleagues
- Promote on social media
- Add to website
- Send e-newsletters
- Write blog if appropriate

MHTF Blog

Adding Content to Contact: Articles and Reviews Now Available Open-Access

Posted on February 29, 2016

Share this:        

Like this:

Be the first to like this.

Recent research conducted by the Maternal Health Task Force, along with colleagues from Harvard T.H. Chan School of Public Health, the World Health Organization (WHO), Instituto de Cooperación Social Integrare (ICS Integrare), University of Central Lancashire, and Centro Rosarino de Estudios Perinatales (CREP) has been published in the March 2016 issue of the *British Journal of Obstetrics & Gynecology* (BJOG) and is now available open-access.

The publications, including two research articles and two systematic reviews, are part of the [Adding Content to Contact](#) project, which focuses on strengthening the quality of services women receive both before and after giving birth. The goal of the Adding Content to Contact project is to assess the barriers and opportunities for adopting and implementing cost-effective interventions for antenatal and postnatal care.

Among the findings, the researchers cite the need to [streamline antenatal care \(ANC\) guidelines](#) as well as providers' [responsibility to deliver culturally sensitive ANC](#). The research also identifies [successes and challenges of ANC and postnatal care \(PNC\)](#) and offers recommendations for ensuring uptake of services in low-resource settings. Finally, the research discusses both the [barriers to and key elements of integrated antenatal care services](#).

Click below to access the publications:

- [Antenatal and postnatal care: A review of innovative models for improving availability, accessibility, acceptability and quality of services in low-resource settings](#)

Looking for something specific?

Ex. postpartum hemorrhage, antenata

Search

SUBSCRIBE
to the MHTF blog!



Get every post delivered
directly to your email inbox.

GUEST POST
GUIDELINES

Write for the MHTF!



Blog Series

[Global Leaders in Maternal and Newborn Health](#)

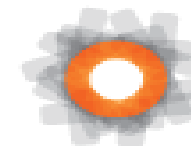
[The Lancet Maternal Health Series](#)

[Quality of Maternal Health Care](#)

[See more>>](#)

Archives

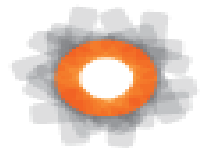
Select Month



Maternal Health
Task Force

Key Takeaways

- **Know your audience** and tailor messages to meet their needs and interests
- Identify **key message(s)** and communicate them clearly and concisely
- **Be creative** with photos, graphics and dissemination strategies
- Create an **internal communications checklist**
- Communicate **frequently and consistently**
- Ensure that all messages on different communication platforms **reinforce and complement one another**
- Use **monitoring and evaluation** for quality improvement



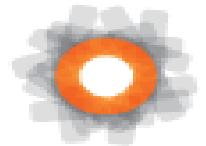


Maternal Health **Task Force**

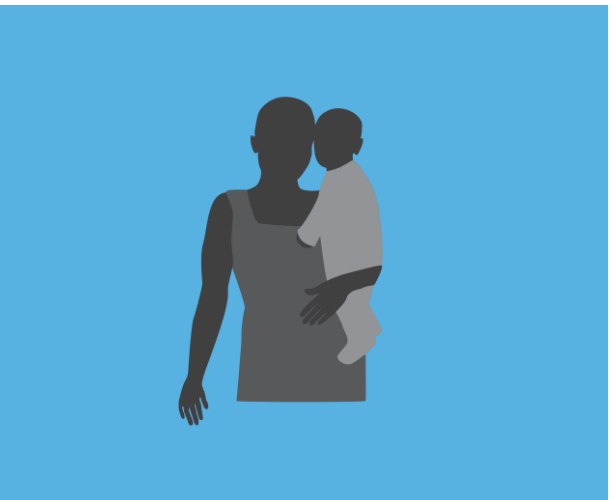
www.mhtf.org | bitly.com/MHTFsubscribe

Email us: MHTF@hsph.harvard.edu

Follow **@MHTF** on social media



Maternal Health
Task Force



Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa



#HealthForAll
ichc2017.org