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.
Communicating and Disseminating Research Findings

- Set broad communication goals
- Identify your target audience
- Define SMART communication objectives
  - Specific, Measurable, Achievable, Realistic and Time-bound
- Select channels
- Develop communication strategy
- Monitor and evaluate
Example #1: Communicating and Disseminating Research

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
Example #1: Social Media

Facebook

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?

Example #1: Social Media

Twitter

Many women receive too much #maternalhealth care, too soon—for others, it's too little too late

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

How can we ensure all women receive right amount of care @ right time? New series via @TheLancet
Example #1: Blog Ideas

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

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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
Example #2: Social Media

Internal communication checklist

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

Monitoring quality/delivery models and workforce support key to improving maternalhealth in low-resource settings:

Antenatal and postnatal care: a review of innovative models...
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...
onlineibrary.wiley.com

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...
Example #2: MHTF Website

Internal communication checklist:

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

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
Example #2: MHTF Newsletters

Internal communication checklist:

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

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 Context to Context 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 Keans, JM Coglia, P ten Hoope-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

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

Posted on February 29, 2016

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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 Integrante (ICS Integrante), University of Central Lancashire, and Centro Rosario de Estudios Perniñales (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
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