Wazazi Nipendeni (Love me, parents!) Impact of an Integration National Safe Motherhood Campaign in Tanzania

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Background: Tanzania

- Population near 50 million
- Over half are aged under 24 years of age – median age 17.4.
- Low contraceptive prevalence rate (34.4% in 2010)
- 13th in the world for HIV prevalence (5.1% in 2012)

Maternal and Child Health In Tanzania

- Maternal mortality - **454 deaths per 100,000 live births**
- High under 5 mortality
- **3.2% HIV** prevalence among pregnant women with only **70% reached with PMTCT**
- 1.6 million pregnant women contract malaria annually and only **33% receive enough IPTp to ensure protection**
- Less than 50% give birth in a health care facility
- Less than 50% receive skilled delivery care

References: Tanzania DHS; UNICEF; Tanzania HIV/AIDS and Malaria Indicator Survey 2011-12
Tanzania Capacity and Communication Project (TCCP)

A 5 year USAID-funded project led by the John Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU•CCP) in collaboration with Tanzanian Ministry of Health and Social Welfare
Wazazi Nipendeni - Love me, parents!

Wazazi Nipendeni – Love me, Parents!

Media:
• **TV spots** - 6 TV stations airing 60 second spots
  [http://www.youtube.com/watch?v=muBdriLSC5U](http://www.youtube.com/watch?v=muBdriLSC5U)
• **Radio spots** - 19 national and regional radio stations airing 60 second spots
• **Reality TV Program** - incorporated into a TV show popular with grandmothers
• **Billboards**
• **Magazine** – adverts for campaign in a magazine for out of school youth
• **Promotional materials**
Promotional Materials

Mama Mjamzito kunywa dozi mbili za SP ili kuzuia athari za malaria

Ulinzi mtakaonipa ndio tumaini langu

Tuma SMS neno “mtoto” BURE kwenda 1500! kwa taarifa zaidi

Center for Communication Programs

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH
Health Facility Involvement and Materials

Materials included:

- Individual birth planning brochure
- Individual birth planning poster
- SP poster
- SP reminder card
- Pregnancy Wheel
- SMS number included on all materials
Campaign Goals

• Increase % of pregnant women who:
  – Attend ANC within first 16 weeks of pregnancy
  – Attend ANC 4+ times during pregnancy
  – Test for HIV with partner
  – Enroll in PMTCT services if HIV+
  – Make individual birth plan
  – Receive 2 doses of SP for prevention of malaria
  – Sleep under treated net every night
  – Deliver at health facility with skilled provider
Evaluate impact of *Wazazi Nipendeni* campaign on ANC attendees’ knowledge, attitudes and behavior related to maternal and child health
Data Collection

- 5 regions (18 districts)
  - Mtwara, Lindi, Morogoro, Tabora, Mwanza
- 122 health facilities
- 1,708 exit interviews
Methodology

• Quantitative
  – Exit interviews with ANC/PNC clients triangulated with ANC card data (n=1708)
  – 837 Pre-Natal, 871 Post-Natal Women
  – Observation checklist of campaign materials received/available

• Qualitative
  – In-depth interviews with ANC/PNC providers (n=30)
## Participant Demographics

<table>
<thead>
<tr>
<th>Age**</th>
<th>N</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
<td>809</td>
<td>47.5%</td>
</tr>
<tr>
<td>25-34</td>
<td>655</td>
<td>38.5%</td>
</tr>
<tr>
<td>35-44</td>
<td>229</td>
<td>13.4%</td>
</tr>
<tr>
<td>45+</td>
<td>10</td>
<td>0.59%</td>
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<table>
<thead>
<tr>
<th>Education***</th>
<th>N</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>None</td>
<td>377</td>
<td>22.1%</td>
</tr>
<tr>
<td>Primary</td>
<td>1115</td>
<td>65.3%</td>
</tr>
<tr>
<td>Secondary</td>
<td>203</td>
<td>11.9%</td>
</tr>
<tr>
<td>Post-Secondary</td>
<td>13</td>
<td>0.70%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Employment*</th>
<th>N</th>
<th>%</th>
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<tbody>
<tr>
<td>Farmer</td>
<td>1071</td>
<td>62.7%</td>
</tr>
<tr>
<td>Housewife</td>
<td>362</td>
<td>21.2%</td>
</tr>
<tr>
<td>Other</td>
<td>263</td>
<td>15.4%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>12</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pre Natal</th>
<th>Post Natal</th>
</tr>
</thead>
<tbody>
<tr>
<td>837</td>
<td>871</td>
</tr>
</tbody>
</table>

* Out of 1,708
**Out of 1,703
***Out of 1,708
Findings

35.1% of respondents heard or saw *Wazazi Nipendeni*, with 16.5% reporting daily exposure.
Exposure by Communication Channel

% Exposure by Channel

- Radio: 83.3%
- Brochure: 37.3%
- Poster: 22.8%
- TV: 20.5%
- Billboard: 14.8%
- Vinyl Banner: 10%
- Sticker: 9.3%
- SMS: 8.8%
- Tire Cover: 7.5%
- T-Shirt: 7%
- Magazine: 5.3%
- Newspaper: 4.7%
- Bag: 3.8%
- Community Event: 3.3%
- Khanga: 2.7%
- Facebook: 1.5%
- Other: 1.5%
- Blog: 0.7%
Knowledge of SP Dosage Number

Another number of doses or didn't know
10%

2 doses
68%

3 doses
22%
<table>
<thead>
<tr>
<th>Number of SP Doses Received</th>
<th>Pre Natal</th>
<th>Post Natal</th>
</tr>
</thead>
<tbody>
<tr>
<td>No doses</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>1 dose</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>2 doses</td>
<td>23%</td>
<td>43%</td>
</tr>
<tr>
<td>3 or more doses</td>
<td>3%</td>
<td>7%</td>
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Campaign Exposure and SP Intake

• For each message source to which a woman was exposed, there was 8% greater odds she received an SP dose, even controlling for all other demographic variables.
Campaign Exposure and Number of SP Doses

- The more message sources to which a woman had been exposed, there was 23% greater odds she received 2 or more SP doses, even controlling for all the other demographic variables.
Net Utilization Previous Night

- Slept under a net: 85%
- Didn't sleep under a net: 15%
Reason for Not Sleeping Under a Net

- Do Not own one: 50.8%
- Too hot: 10.7%
- Net is too old/doesn't work: 7.5%
- Dry season/no mosquitoes: 5.6%
- Have not been sleeping at home: 5.2%
- Net will not fit: 3.6%
- Do not know where to get: 2.8%
- Have not been able to purchase it: 2.8%
- Other: 2.8%
- Do not know: 2.8%
- Do not like net: 2.0%
- Do not need net: 1.6%
- Not available nearby: 1.2%
- Just got voucher: 0.8%
For each increase in message sources to which a woman was exposed, there was about a 61% greater odds she slept under a mosquito net the previous night, even controlling for all other demographic variables (p<.001).
Wazazi Nipendeni Exposure and Health Facility Birth

• Message exposure was a marginally significant predictor of delivery in a health facility (p = .06).
• For each message source to which a woman had been exposed, 20% greater odds she delivered at health facility, even controlling for all other variables.
Malaria in Pregnancy: SP

• # of SP doses a pregnant woman should receive (knowledge)
  2 doses 68.2%
  3 doses 21.8%
  Other 10.0%

• % of Post Natal Women taking 1, 2, or more doses of SP during last pregnancy
  1 dose 16%
  2 doses 42%
  3+ dose 7.4%

• % of clients receiving SP reminder card
  Pre-natal 19.4%
  Post-natal 32.9%
## Malaria in Pregnancy: Nets

<table>
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<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Had a mosquito net</td>
<td>89.3%</td>
</tr>
<tr>
<td>Received a voucher from clinic</td>
<td>58.1%</td>
</tr>
<tr>
<td>Used voucher</td>
<td>88.4%</td>
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SUMMARY: Behaviors Associated with Campaign Exposure

• The more message sources women had been exposed to, there was a:
  – 23% greater odds she received 2 SP doses
  – 61% greater odds she slept under a mosquito net
  – 20% greater odds she delivered at a health facility
Implications

- Evaluation is informing the development of the *Wazazi Nipendeni* campaign
- Significant lack of education and employment and low socio-economic status among surveyed women—need to target low literacy, low SES, rural populations
- Some facilities instituted “waiting houses” to provide space for women waiting to deliver.
Thank you!

- **Tanzania Ministry of Health and Social Welfare**
  - Reproductive and Child Health Section (RCHS)
  - National Malaria Control Program (NMCP)
  - National AIDS Control Program (NACP)
  - Health Promotion and Education Section (HPES)
  - mHealth Tanzania Public Private Partnership

- **Donors**
  - USAID, PMI, PEPFAR, CDC

- **Implementing partners**
  - Aga Khan
  - CCBRT
  - CRS / AIDS Relief
  - EGPAF
  - Jhpiego
  - Mwanzo Bora
  - Plan International
  - PSI
  - THPS
  - Tunajali

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