

CASE STUDY

Adapting the “Taking Care of a Baby at Home After Birth” Flipbook for Benin

The “Taking Care of a Baby at Home after Birth: What Families Need to Do” flipbook was developed as a collaborative effort of CORE Group; Saving Newborn Lives, Save the Children; USAID’s Maternal and Child Health Integrated Program (MCHIP); and the American College of Nurse-Midwives (ACNM), with generous support from an anonymous donor. The material was developed to capture the state of the art on a neglected theme and to be adapted to different local contexts and needs as necessary.

By supporting adaptation of the material to meet local need, CORE Group and URC sought to provide guidance to other countries and programs that might want to adapt the material.

CORE Group engaged University Research Co., LLC to translate the flipbook into French and to adapt the content to the Benin context. URC-CHS has worked in Benin for over 12 years, implementing USAID Integrated Family Health Projects, child survival projects and quality improvement activities. The highly skilled in-country staff includes physicians, midwives, and community health experts. URC has company-wide job aid expertise. Over the past decade, URC has introduced, tested and adapted a variety of evidence-based tools to help health workers or caregivers in low- and middle-income countries perform health tasks and behaviors better. By supporting adaptation of the material to meet local need, CORE Group and URC sought to provide guidance to other countries and programs that might want to adapt the material.



The newly adapted “Taking Care of a Baby at Home After Birth” flipbook.

ADAPTATION PROCESS

Technical content was adapted to make it more responsive to the Benin context, through the following steps:

Translation

A translator was engaged to translate the original content into French. URC Benin staff reviewed the translation for quality control.

Identifying users and target audience

URC identified the primary users of the flipbook as well as the target audience, in order to adapt the formatting and language level of the document. Discussions with URC Benin staff experienced in the use of job aids helped identify the Community Health Workers (Relais Communautaires in Benin) as the primary users, and community members, primarily families with women of reproductive age and community leaders, as the target

Figure 1: Example of an Original Image

Tie and cut the cord with a clean blade.

- Wash your hands with soap and water again.
- Use a clean thread to tie the cord tightly at least two finger-widths away from the baby's belly.
- Tie a second clean thread two finger-widths away from the first one.
- Cut the cord between the ties using a new razor blade.
- Do NOT put anything on the stump, unless a health worker tells you to.
- Check often over the next day that the cord stump is not bleeding.



audience. Based on these designations and the low literacy rates of the target population, the content of the original generic flipbook was reformatted. One page with an image or images was associated with one page of text outlining the key messages related to the image as opposed to images mixed in with the text in the original document.

The discussions were very animated and took longer than the 4.5 hours planned for the meeting.

The images used were primarily images already developed for the African community context, and in many cases specifically tailored for Benin in previous work URC had done in the country. Any images which were not available were developed for review by the technical stakeholders. The content was also split into six chapters, corresponding to the period of pregnancy at which the messages were aimed: “Before birth”, “During pregnancy”, “During delivery”, “The first 7 days after birth”, “Danger signs for the newborn” and “Danger signs for the new mother”.

These changes were made to the translated flipbook before the stakeholders technical review meeting.

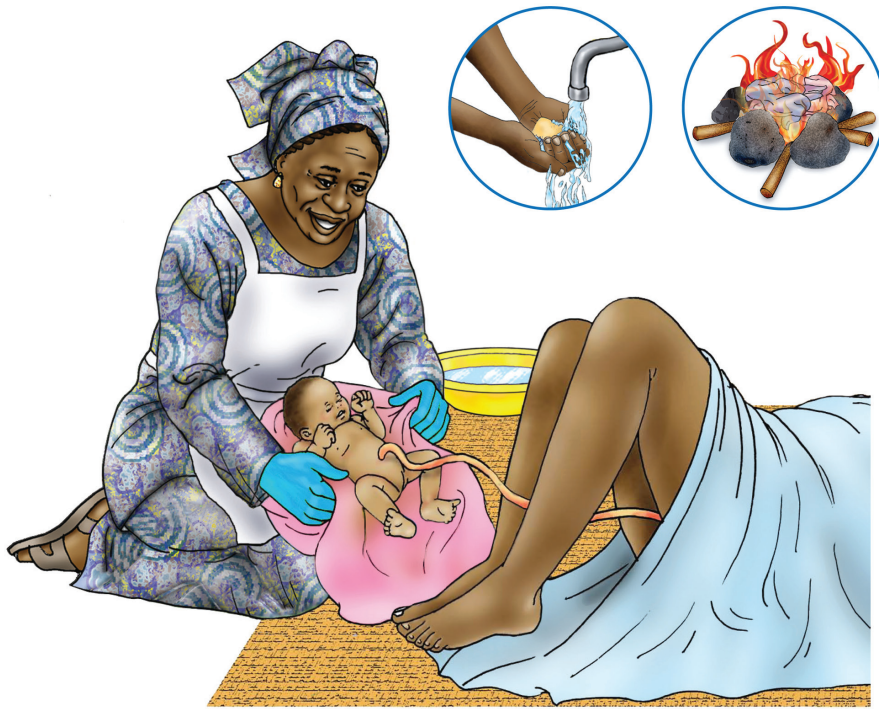
Engaging stakeholders

Scheduling a day when all the appropriate stakeholders would be available to participate proved to be difficult. When a day was finally decided upon, a letter was sent from the URC Benin country representative to the invitees, with a copy of the draft flipbook. Representatives from the central and regional levels of the Ministry of Health and other implementing partners with presence in the country, and public and private sector pediatricians participated.

The flipbook was introduced to participants with an explanation of its development by the CORE Group consortium members. The adaptation process was also explained, highlighting the important role of the participants providing the technical input on the Benin context. Participants were split into groups, with each group assigned specific chapters to review. Specific areas for review were: technical harmonization with the Benin national guidelines, agreement between the image shown and the corresponding text messages, and cultural appropriateness of the images. Each group had a moderator to guide the discussions and a secretary who recorded all recommended changes.

The discussions were very animated and took longer than the 4.5 hours planned for the meeting. The primary

Figure 2: Example of an Adapted Image



a woman gives birth at a health facility, she and the baby are often discharged after only a few hours, and so these messages can also be applied in those circumstances.”

At the end of the meeting, the recommendations from each group, on the images and the text/ messages, were compiled into one document.

Fieldtesting the document

URC Benin staff field tested the flipbook with the target audience—community members and families with women of reproductive age—and with the primary users of the flipbook—health care workers and community health workers—to ensure that the messages communicated and the images presented in the flipbook were easy

technical recommendations centered on the discussion of home births. The Benin National Guidelines—and the original flipbook—state that all women should be encouraged to give birth at a health facility, and participants at the stakeholders meeting felt that this message should be repeated throughout the document, with messages on what to do if a birth occurs at home prefaced by “In the rare case that a woman gives birth at home...”. The messages on caring for a newborn at home would also be prefaced with this message. They also recommended an additional explanation on this message for the chapter of newborn care: “Even when

to understand and culturally appropriate. They held four focus groups with the target audience and two in-depth interviews with primary users, reviewing the different chapters of the book. These focus groups and interviews resulted in a list of recommendations for the final version of the document.

The primary recommendations for modifications were changes in some of the language and images to be more easily understood by the audience. This included making clothing more Benin appropriate and changing colors of certain objects such as soap so that it was more easily identifiable for the target audience. Overall,

Figure 3: Example of Stakeholder Recommendations

Original	Stakeholder Recommendation
Title: Taking Care of a Baby at Home After Birth: What Families Need to Do	Title (translated from the French): Taking care of a mother and a newborn in the community: what families need to know
Limited use of images of men	Include more men in the images

Overall, both the target audience and the users of the flipbook found the messages and images easy to understand and appropriate for the Beninese context.

both the target audience and the users of the flipbook found the messages and images easy to understand and appropriate for the Beninese context.

Validating the document

In order to gain buy-in and ensure that the final document could be used through-out the country, URC Benin staff convened a final validation meeting with representation from the Ministry of Health and other implementing partners.

LESSONS LEARNED

- Review the translation with health personnel to ensure accuracy.
- Do as much personal follow-up as possible with individual stakeholders to ensure broad participation in the stakeholder technical review meeting.
- Get and use as much specific information as possible, like local dress, hair styles, birth materials, to tailor images to local context.
- Field test with your target population.
- Validate the final document with key stakeholders including the MOH in order to ensure the document is accepted and disseminated among partners.
- Engage authors of original material to explain adaptations and ensure collective support for country-specific messaging.



1100 G Street, NW Suite 400
Washington, DC 20005
202-380-3400
www.coregroup.org



UNIVERSITY RESEARCH CO., LLC

7200 Wisconsin Avenue, Suite 600
Bethesda, MD 20814
301-654-8338
www.urc-chs.com