



# **COMMUNICATION AND MATERNAL- CHILD HEALTH PROMOTION: A STUDY OF RURAL BUSIA COUNTY**

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# Introduction

- ❖ *Maternal health* refers to the health of the mother during pregnancy, childbirth and the postpartum period( WHO, 2008).
- ❖ Access and utilization of basic health care in rural Kenya is a worrying issue.
- ❖ Kenya is one of the countries in the Sub-Saharan Africa with the highest Maternal-Child mortality.



## Intro. Contd.

- ❖ It is estimated that Kenya has MMR of 414 per 100,000 live births(KHDS, 2007)
- ❖ USAID/ MCHIP recent report indicated an estimated 21 women die every day of pregnancy related cases in Kenya
- ❖ Same report says approximately 120 newborns die every day within 24 hours of birth.



## Intro. Contd.

- ❖ Ngom Pierre (2002) he says that access and utilization of primary health care is key to addressing maternal-child health.
- ❖ Poverty, illiteracy, cultural beliefs, ignorance, and attitude blamed to hamper access to maternal-child health (KDHS, 2010).



# Background to the study

- ❖ Communication approaches to the rural communities are essential ways to change the status of a rural community.
- ❖ Kamali, B (2007) & Williams, John J. (2006) point out that participatory communication has to be embraced among the rural & poor communities.



## Background-Contd.

- ❖ Improving health depends a great deal on disseminating information on health(Pade-Khene et al(2010)
- ❖ Access to maternal health information the key to reduction of MR
- ❖ Behaviour change in regard utilization of skilled Maternal-Child health services is required.



## Background-Cont'd

- ❖ Winskel and Daniel Enger (2003) say innovative communication methods can be utilized to transmit knowledge.
- ❖ These include localized ways of transmitting information e.g during ceremonies thro' songs and dance with health messages.



# Statement of the problem

- ❖ Failure for maternal-child health patients to seek and utilize skilled maternal health services.
- ❖ There is need to disseminate Maternal-health knowledge to patients to influence utilisation of skilled services
- ❖ This can only happen thro' strategic communication.



## Research Questions

- ❖ What factors influence the utilization of Facility Maternal-Child Health services ?
- ❖ To what extent does Health Provider-Patient communication influence Maternal-Child health utilization and outcome?
- ❖ What strategic communication approaches can be mainstreamed in the promotion campaigns?



# Theoretical framework

- ❖ Study was grounded in the *social cognitive theory* of Albert Bandura (1986).
- ❖ Theory states that human learning can occur through observation.
- ❖ Theory observes that humans learn through the observation, imitation and modeling of other people.

