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India Interventions

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‘Agency for All’: India Overview

- A participatory implementation research project that will generate evidence to understand the institutional and provider norms and practices influencing the treatment of pregnant women in healthcare facilities

- The project will also focus on building women’s and community agency to understand rights and entitlements around Respectful Maternity Care (RMC) and demand the same in a sustained manner

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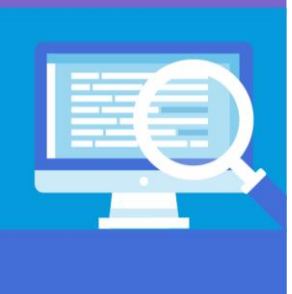
Project Geographies and Facilities

State	Facility
Telangana	1. Modern Government Maternity Hospital, Hyderabad 2. Area Hospital, Vanasthalipuram
Maharashtra	1. Government Medical College & Hospital Aurangabad 2. Women's Maternity Hospital, Jalna
Jharkhand	1. Constant Lievens Hospital & Research Center 2. Ongoing talks for CHC







Interventions at Community Levels

- **Design and implement an SBCC campaign that will raise awareness among communities on their rights and entitlements around Respectful Maternity Care**
  - Conduct an exploratory study on media consumption patterns among the intervention communities
  - Create content on RMC, rights, and entitlements for dissemination among women, communities, community influencers
  - Identify channels and platforms for the dissemination of messages

- **Drive demand for RMC via engaging with community-based platforms and frontline healthcare providers**
  - Mapping of community platforms and influencers (PRI, SHG, Urban Ward Members)
  - Development of training curriculum
  - Training of community platforms, influencers, and frontline workers

Interventions at the Health Facilities

- **Address provider behaviours, attitudes, prejudices and biases through a training programme**
  - Developing and implementing a training curriculum for facility-based healthcare providers of the identified facilities to deliver RMC.
- **Strengthen healthcare facilities to institutionalize RMC as a Standard of Care:**
  - Formative Research and baseline
  - Finalization of intervention model
  - Address institutional and provider norms, provider attitudes, networks, and practices around RMC
  - Strengthen delivery of RMC by building the capacity of healthcare providers - curriculum development, training, mentoring, RMC champions, activation of Quality Improvement Circles, activation of Rewards and Recognition mechanisms, activation of facility grievance redressal and feedback systems, etc.

Formative Research on Respectful Maternity Care

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Objectives and Research Questions

Primary Objective is to conduct formative research to inform the development of an intervention

Specific Objectives

1. Assess and understand institutional norms including provider attitudes, networks, and practices around RMC at health facilities;
2. Explore and understand the community norms around RMC at health facilities;
3. Understand the meaning of women's agency in the context of RMC from the provider, community, and women's perspective;
4. Use the findings to support the development and delivery of programmatic interventions to improve provision of RMC at the facility level and demand for RMC at community level in health facilities in India.

Research Questions

1. How do institutional norms contribute to women's experience of care during childbirth at public health facilities?
2. How do community norms impact the way that individuals perceive and respond to disrespect and abuse during maternal care at public health facilities?
3. How health service providers and community members perceive women's agency and rights within the context of respectful maternity care?
4. What SBC approaches can be used to promote RMC across communities and facilities?

Methodology

Design

Exploratory Multiple Case Study Design using a Qualitative approach across 5 secondary & tertiary care health facilities in states of Maharashtra, Jharkhand and Telangana, with mix of rural and urban catchment areas as communities

Methods

- Observation of client-provider interactions
- RMC Focused Facility Readiness Tool
- IDIs (Vignettes & Network Mapping) w RMNCH Service Providers
  KIIs with facility administrators
- IDIs interviews with women postpartum
- FGDs with Women & Men & Birth Companions
- KIIs with FLWs & Local Self-Governance Officials

Health Facilities Community

Glimpse of Preliminary Findings & Locating Agency

1. Findings – discrepancies between observations and accounts of providers, normalization of certain aspects of mistreatment, suggestions for improvement incl refresher, smaller behavioral changes

2. Manifestation of agency among health care providers at health facilities – decision making for care, seeking grievance redressal for personal issues

3. Agency of women to seek and demand RMC – perspectives of women, providers and communities

Next Steps

Co-Creation Workshop

Discussion on formative research rapid analysis and suggestions towards co-creating

Formulating and conceptualizing MEL plans

Conceptualizing and finalizing plans for Monitoring, evaluation and learning


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