



## ENGAGING FATHERS IN ANTENATAL CARE FOR HEALTHIER MOTHERS AND BABIES

### TALKING BOOK PILOT FOR GHANA HEALTH SERVICES

**PARTNERS:** UNICEF Ghana and Ghana Health Services

**DURATION:** 2019

**REGION:** Jirapa Municipality, Upper West Region, Ghana



### Men's Role in Maternal Health

In Ghana, about 70 babies lose their lives every day due to premature birth, infections, and complications during and after delivery. Traditional gender roles and norms can be a barrier to safe pregnancy and delivery. Because men often control the decision making and finances, this can dictate whether a mother is able to participate in antenatal care (ANC) services. Without the involvement of men, women may not be able to act on the health information they've received or attend appointments.

### Implementing a Talking Book Listening Program at Rural Health Compounds

In 2019, UNICEF Ghana and Amplio's affiliate, Literacy Bridge Ghana (LBG), teamed up with Ghana Health Service on a Talking Book pilot in Jirapa District. The pilot was conducted at 15 Community-Based Health Planning and Services (CHPS) compounds in under-resourced rural communities.

Community health nurses (CHNs), midwives, and volunteers used Talking Books to deliver consistent and accurate health messages in the local language during ANC visits and child welfare clinics. Health workers played Talking Book messages during group sessions, as well as one-on-one with patients.

The project sought to educate and engage men and women, by providing access to local language information on maternal, newborn, and child health, hygiene and sanitation, and child protection. Messages were produced in the form of songs, dramas, interviews, and social influencer endorsements.



“We listen to the Talking Book together, especially when my wife needs support from me to help her stay healthy. I also participated in the listening and discussion sessions with the Talking Book and the midwife.”

— DOONYUO DOOSAAH

Over **5,840** hours of ANC messages played

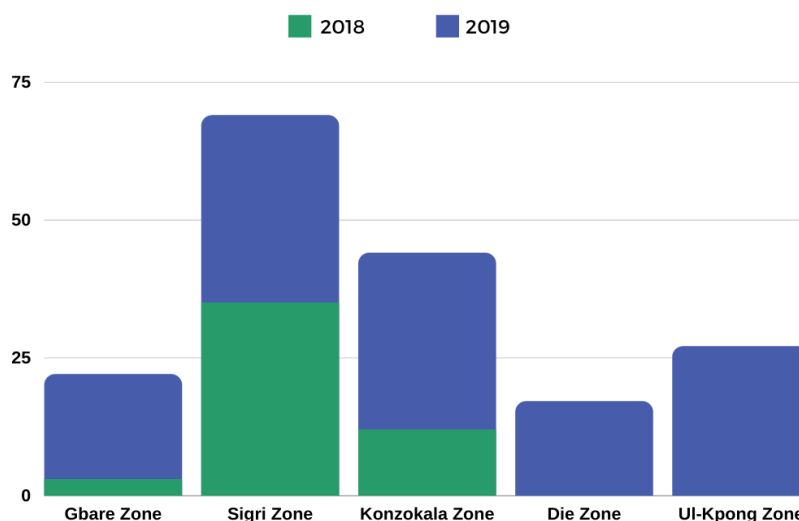


## Improved Men's Attendance at ANC Visits

At the CHPS compounds, families listened to Talking Book messages while they waited to receive care. One message was a 10-minute drama about the father's role in maternal and child health. LBG and CHPS staff reported that Talking Book listening sessions increase men's awareness of the importance of their involvement in the health of their wives and children. CHNs said that Talking Books made health education more efficient and effective, giving them more time for direct services.

During the Talking Book pilot, all of the participating CHPS compounds saw a dramatic increase in men's attendance during ANC visits and child welfare clinics.

### Men's Attendance During Anc Visits and Child Welfare Clinics Before and at the Pilot Midline



## An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is rugged, battery-powered audio device designed for low-literate adults and youth. Users can select and play messages on demand and record their feedback. A built-in speaker allows families and groups to listen and learn together. Amplio's global development partners use Talking Books to deliver hours of audio content in rural remote communities.

Amplify your impact in the world's hardest to reach communities. Learn more at [www.amplio.org](http://www.amplio.org)