



# IVR MESSAGES for AGENTS

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## Key Behavioral Considerations for Messages:

- **Primacy / Recency Effects:** The ASC are more likely to remember the first and last call messages. It is therefore necessary to present the central message of each call within the first 30 seconds and to close the call by asking them to act. What to do with CHWs?
- **Heuristic method / Empirical rule:** Wherever possible, messages should focus on one lesson: List any teaching that CHWs should take from the call. Focusing these lessons on a basic principle will allow participants to remember them even more easily.
- **Limited Warning:** Messages are not to exceed 400 words (or 4 minutes of recording).
- The more they feel that this message reflects their role as an ASC, the better it will function (for example, a conversation between a client and a ASC).
  - **Comparison with peers:** The ASC are more likely to compare their behavior with that of ASC appearing in the messages, if they can be associated with health workers in Senegal.
  - **Definition of jargon:** During the call, the technical medical terms should be defined as often as possible. This will allow CHWs and clients to better understand them and use a message that is familiar to them.
  - **Reliability of source:** Research shows that the source of the message is more important than its content. Never compromise the credibility of the ASC as an expert and a reliable source of information.
  - **[Add a note on the practical application of knowledge during a counseling session with a client.]** Familiarize them how to discuss the subject using techniques or general terms.
- **Boot / Capacity Development:** Make women are more receptive to messages highlighting their role in the provision of care within their community. Messages should also explicitly state that they are intended to develop the competencies of CHWs.
- **Learning through Feedback:** The interactive components included in the quiz form must provide an opportunity for ASC to learn of positive or negative feedback. The quizzes are based on at least two questions that may be slightly different but highlight the same key message so that CHWs can learn from their first response.
- **Generation effects:** Learning is more likely if the learner interacts with the content instead of receiving it passively
- **Reduction of constraining factors:** Limit the number of interactions required by the ASC (pressing buttons). This practice generally results in a low response rate. Although we thought that the interactive component is important for learning, the additional task (listening + evaluating options + selecting a button) may cause listeners to hang up. Therefore, any interactive component should only be placed in the call after the CHW has received the key message.
- All appeals must instill women with a **mental model** of integration: Vaccines and FP are closely linked and are of critical importance.



## ASC Message Curriculum:

### Characters:

**Narrator** – Health worker (30)

**Awa** - Young mother (20-25 years)

**Ndeye** - Young mother (20-25 years)

**Yacine** - Young mother (20-25 years)

**Aida** - Young mother (20-25 years)

**Fatou** – Health worker (30)

**Khady** - Young mother (20-25 years)

### **Message n ° 1: Welcome to the course**

- Key Message: You are able to make a difference in your community and develop your skills to become a more effective health worker.
- Brief overview of curriculum and key topics
- Program calls at a recurring time.

### **Message # 2: Vaccinations**

- **Key Message:** It is very important that mothers bring their child to each vaccination so that it is protected against serious diseases. Vaccination days are also a good opportunity to talk with health workers about nutrition and birth spacing.
- Vaccinations protect children against very dangerous and very life-threatening diseases such as:
  - Tuberculosis
  - Polio
  - Diphtheria, tetanus, pertussis
  - Hepatitis B
  - Influenza group B
  - Pneumococcal infections
  - Measles
  - Rubella
  - Yellow fever
- Each vaccination is important. So it's crucial that mothers take their children to each one of his vaccinations. Health workers may remind mothers to check their child's health record to verify the next vaccination date

### **Message 3: Exclusive breastfeeding**

- Key Message: Criteria for LAM to be Effective
- Defining exclusive breastfeeding and the LAM method
- When is it advisable to give baby milk to a child? And water?
- A mother must breastfeed her child whenever hungry - at least every 4 hours during the day and at least every 6 hours during the night
- When is the LAM method no longer effective?



**Message n ° 4: The Benefits of Birth Spacing**

- Key Message: Birth spacing makes children and mothers healthier.
- Benefits for children (especially future children)
- Advantages for mothers
- Other family benefits (financial, etc.)

**Message n ° 5: Who is targeted by birth spacing?**

- Key Message: Birth spacing affects all women.
- Correct misperceptions: Birth spacing is only for women who are in poor health or have poor children.
  - Birth spacing is good for the health of all women.
- Correct wrong designs: Birth spacing affects only women with many children and no longer wanting them.
  - Most family planning methods are reversible.

**Message n ° 6: When to start using FP**

- Key Message: Women can start using any method six weeks after birth.
- You can initiate the use of certain methods even when you are breastfeeding.
- Correct misperceptions: Women cannot use FP until they have had their periods again.
  - Women can use a method only a few weeks after birth. They do not have to wait until they have their period.
- Best way to frame conversation: Would You Get Pregnant Tomorrow? Talk with a care provider today about birth spacing.

**Message n ° 7: Frequently Expressed Concerns - Side Effects**

- Key Message: No method affects everyone in the same way. Health workers can help individuals manage side effects.
- Respond to concerns: Side effects are cause for concern for the client.
  - Healthcare staff can help you find a method that works for you.
  - Not all women experience the same side effects. Even if someone you know has suffered a side effect with a method, it may not affect you in the same way.
- Respond to concerns: The client has previously used one method but stopped due to side effects.
  - You can try another method, as they do not cause the same side effects for every woman.

**Message n ° 8: Talk to husbands and stepmothers**

- Key Message: If a woman needs help, she can always come with her husband and mother-in-law to the health post to discuss the spacing of births with the midwife.
- Respond to concerns: The woman in question indicates that her husband or stepmother disagrees with these methods.
  - Birth spacing is good for the health of the whole family. It also saves money to better support the family.
  - You can practice this conversation with your husband / mother-in-law with an ASC if you do not know what to say.
  - You can ask a health worker to talk to your husband or mother-in-law if they are still worried.