22) Workshop for PMTCT-IEC Message Creation

Workshop for Message Creation for PMTCT-IEC Tools PROGRAMME

(Feb 4 - 6, 2013)

[February 4th (Mon)]

Time		Content	Trainer/Speaker
09:00 — 09:30	Opening Introductio	Opening Messages - National AIDS and STI Control Program - Greater Accra Region/Health Administration - JICA PMTCT Project n	MC: Nana Osei Dr. Dornoo, NACP Dr. Vera, GAR Ms. Etsuko Yamaguchi, JICA PMTCT
		 Participants introduction Introduction on the objectives & agenda of the workshop Introduction of the JICA PMTCT Project 	
09:30–10:00	Gateway	 Confirmation of starting position for PMTCT-IEC tools development Introduction of JOICFP and its technical line-up on C4D 	Ms. Kei Yoshidome (Kei), J_CEU Mr. Yoshino (Oyakata), J_CEU
10:00-11:00	Session 1	Let's know about the planning process! A. Technical Brief - Terminologies: Communication elements & Communication forms B. Presentation - Planning process - Communication techniques for media tools planning	Facilitation: Kei Technical Advice: Oyakata
11:00-11:15	Break		
11:15-12:00	Session 2	Let's make message options! A. Technical Brief - Message concepts - Message options - Communication obstacles - Obstacle based message option creation skills	Facilitation: Kei Technical Advice: Oyakata
12:00-13:00		B. Group Work (1) Obstacle identification	Facilitation: Kei Technical Advice: Oyakata

13:00 - 14:00	Lunch Break	
14:00-14:30	(2) Communication obstacles identification	Facilitation: Kei Technical Advice: Oyakata
14:30-15:30	(3) Development of message options	Facilitation: Kei Technical Advice: Oyakata
15:30-15:45	Break	
15:45-17:00	C. Sharing Presentation of Group Work Outputs	Facilitation: Kei
	 Obstacles Communication obstacles Message options 	Technical Advice: Oyakata

[February 5th (Tue)]

[February 5 th (Tue)]			
Time	Content	Trainer/Speaker	
9:00 – 9:30	Warm up: Review of the Previous Day Skit by each group	Facilitation: NACP	
9:30 — 11:00	Session 3 Let's Express Message Options! A. Guidance B. Preparation & Practice C. Express message in front of camera	Facilitation: Kei Shooting: Oyakata	
11:00-11:15	Break		
11:15-12:00	Session 4 Let's develop media tools from messages A. Technical Brief Tips for creative works: Space division & design elements	Facilitation: Kei Technical Advice: Oyakata	
12:00-13:00	B. Group Work Production trial	Facilitation: Kei Technical Advice: Oyakata	
13:00-14:00	Lunch Break		
14:00-14:30	B. Group Work (continued)	Facilitation: Kei Technical Advice: Oyakata	

14:30-15:30	C. Sharing Presentation of group work outputs	Facilitation: Kei Technical Advice: Oyakata
15:30-15:45	Break	
15:45-17:00	Session 5 Let's discuss another print material! A. Presentation B. Discussion	Facilitation: Kei Technical Advice: Oyakata

[February 6th (Wed)]

Time	Content	Trainer/Speaker
9:00-9:15	Review of the Previous Day	Facilitation GAR/HA
9:15-11:00	ADVANCED SESSION Tailor-made session on C4D based on the needs by the participants	Facilitation: Kei Technical Advice: Oyakata
11:00-11:15	Break	
11:15-13:00	(Continued)	Facilitation: Kei Technical Advice: Oyakata
13:00-14:00	Lunch Break	
14:00-14:30	Session 6 Sharing of production plan Workflow of PMTCT-IEC tools Production & planned activities	Kei
14:30-15:00	Closing	MC: Nana Osei
15:00-15:15	Break	

15:15-16:00 Briefing on information collection in the field & scheduling information collection activities for scenario hunting

WORKSHOP FOR MESSAGE CREATION FOR PMTCT-IEC TOOLS LIST OF PARTICIPANTS

NO	NAME	ORGANISATION	POSITION		
PMT	PMTCT COUNSELLORS				
1	GIFTY ABBAH	Jamestown Maternity Home	SNO		
2	AGNES SERWAH	PML	SNO		
3	OPHELIA PALM	Ussher Polyclinic	SMO		
4	RICHARD A. ODAI	PML	Data Manager		
5	PRISCILLA ACQUAH	Pediatorkope Health Centre	CHN		
6	PEARL ADODOADJI	Ridge Hospital	Deputy HIV Coordinator		
7	ABA DOUGAN	Ridge Hospital	SMS		
8	PAULINA ADIAGA	Kasseh Health Centre	SNO		
9	FLORENCE ABBEY	Sege Health Centre	МО		
10	MILLICENT PAPPOE	Anyaman Health Centre	МО		
11	JOYCE GOMADO	Dangme East District Hospital	CHW		
12	HENRITTA LARTEBEA OTU	Dangme East District Hospital	SM		
13	HAPPY BOMESE	Bornikope Health Centre	МО		
14	JOYCE ADDY	Kasseh Health Centre	SSM		
15	ETSE WENDOLYN	Ada Health Centre	Midwife		
16	OPHELIA INTSIFUL	Ada Health Centre	CHN		
17	RITA COFIE	Tamatoku CHPS	СНО		
18	RHODA DEBRAH	Dogo CHPS	СНО		
GRE	EATER ACCRA REGION				
19	DR. LINDA VANOTOO	Greater Accra Regional Health Directorate (GAR/RHD)	Regional Director		
20	JULIANA SIFAH	GAR/RHD	Assistant HIV Coordinator		
21	DANIEL AMANING	GAR Health Promotion Unit (GAR/HPU)	Health Promotion Officer (HPO)		
22	CHARLES AGBEKO	GAR/HPU	Principal Health Educator		
CEN	CENTRAL LEVEL				
23	BERNARD DORNOO	NACP, GHS	Clinical Care		
24	GLADYS BREW	Family Health Division, GHS	Safe Motherhood Promotion Officer		
25	DIVINE GADOGBE	Health Promotion Dept., GHS	Principal Health Educator		

26	ESTHER ADU	Health Promotion Dept., GHS	Health Educator
27	UZOMA TETTEH	Health Promotion Dept., GHS	Intern
28	ALBERT NYANNEY	Health Promotion Dept., GHS	Intern
29	SETH ADJEI	Health Promotion Dept., GHS	Intern
30	FRED NANA POKU	Ghana AIDS Commission (GAC)	Technical Manager
31	MARGARET YAMOAH	GAC	Communication Manager

Total participants: 31

PMTCT Counsellors: 18

Region: 4 (NOTE: The Regional Director participated only in the Opening)

Central: 9

23) PMTCT-IEC Materials Field Test Orientation



PMTCT-IEC Tools "Mama's Determination" Field Test Orientation Meeting

@Greater Accra Region

JICA Project for Strengthening Operational Capacity of PMTCT

Date: October 21 (Monday), 2013

Time: 09:00 – 14:00

Venue: Accra Training Unit **Participants:** In total 17 participants:

All the Project target facilities 13
Regional HIV and AIDS Coordinator 1
Regional Health Promotion Unit 1

NACP 1

Health Promotion Dept. (central) 1

Organizers: GHS & JICA PMTCT Project Office

Objectives: 1-To introduce the newly developed PMTCT-IEC Tools

"Mama's Determination" to users

2-To explain about the field test of "Mama's Determination"

AGENDA			
Time	Activity	Speaker/ Facilitator	
09:00-09:30	Opening & Orientation	MC: HPD/GHS	
	Opening prayer Opening remark	HPU/GAR NACP	
	Self-introduction		
	Confirmation of Objectives & Agenda of the meeting	JICA Project	
09:30-10:00	Project Overview	NACP JICA Project	
10:00-10:15	Break		
10:15-12:00	Session 1: Introduction of "Mama's Determination" - Production overview - Actions and tools - Demonstration	HPD/GHS JICA Project	
12:00-12:30	Break		
12:30-13:50	Session 2: Orientation for the Field Test of "Mama's Determination" - Field test overview - Explanation on the questionnaires	HPD/GHS JICA Project	
13:50-14:00	Closing	NACP	



PMTCT-IEC Tools "Mama's Determination" Field Test Orientation Meeting

@Ashanti Region

JICA Project for Strengthening Operational Capacity of PMTCT

Date: October 22 (Tuesday), 2013

Time: 09:00 - 14:00

Organizers:

Venue: **Ashanti Regional Health Directorate**

Participants: In total 14 participants:

Regional / District Hospitals 2 persons x 4 = 8

Health Centers 1 x 2 = 2 Regional HIV and AIDS Coordinator 1 **Regional Health Promotion Unit 1**

NACP 1 Health Promotion Dept. (central) 1 **GHS & JICA PMTCT Project Office**

1-To introduce the newly developed PMTCT-IEC Tools **Objectives:**

"Mama's Determination" to users

2-To explain about the field test of "Mama's Determination"

AGENDA.			
Time	Activity	Speaker/ Facilitator	
09:00-09:30	Opening & Orientation	MC: Regional HIV	
		Coordinator	
	Opening prayer	HPU/A/R	
	Opening remark	NACP	
		HPD/GHS	
	Self-introduction		
	Confirmation of objectives & Agenda of the meeting	JICA Project	
09:30-10:00	Project Overview	NACP	
		JICA Project	
10:00-10:15	Break		
10:15-12:00	Session 1: Introduction of "Mama's	HPD/GHS	
	Determination"	JICA Project	
	- Production overview		
	- Actions and tools		
	- Demonstration		
12:00-12:30	Break		
12:30-13:50	Session 2: Orientation for the Field Test of	HPD/GHS	
	"Mama's Determination"	JICA Project	
	- Field test overview		
	- Explanation on the questionnaires		
13:50-14:00	Closing	NACP	



PMTCT-IEC Tools "Mama's Determination" Field Test Orientation Meeting

@Northern Region

JICA Project for Strengthening Operational Capacity of PMTCT

Date: October 24 (Thursday), 2013

Time: 09:00 - 14:00

Organizers:

Northern Regional Health Directorate Venue:

In total 14 participants: **Participants:**

Regional / District Hospital 2 persons x 4 = 8

Health Centers 1 x 2 = 2 Regional HIV and AIDS Coordinator 1 **Regional Health Promotion Unit 1**

NACP 1 Health Promotion Dept. (central) 1 **GHS & JICA PMTCT Project Office**

1-To introduce the newly developed PMTCT-IEC Tools **Objectives:**

"Mama's Determination" to users

2-To explain about the field test of "Mama's Determination"

ACTION			
Time	Activity	Speaker/ Facilitator	
09:00-09:30	Opening & Orientation	MC: Regional HIV Coordinator	
	Opening prayer Opening message	HPU/N/R NACP HPD/GHS	
	Self-introduction		
	Confirmation of objectives & Agenda of the meeting	JICA Project	
09:30-10:00	Project Overview	NACP JICA Project	
10:00-10:15	Break		
10:15-12:00	Session 1: Introduction of "Mama's Determination" - Production overview - Actions and tools - Demonstration	HPD/GHS JIAC Project	
12:00-12:30	Break		
12:30-13:50	Session 2: Orientation for the Field Test of "Mama's Determination" - Field test overview - Explanation on the questionnaires	HPD/GHS JICA Project	
13:50-14:00	Closing	NACP	

PMTCT-IEC MATERIALS FIELD TEST ORIENTATION LIST OF PARTICIPANTS

NO.	NAMES	TITLE/POSITION	DEPARTMENT/
GRE	ATER ACCRA REGION		FACILITY, DISTRICT
1	Joyce Addy	Midwife	Maternity, Kasseh Health Centre, Ada East
2	Etse Wendolyn	Midwife	Maternity, Ada Health Centre, Ada East
3	Cecilia Donkor	Principal Midwifery Officer	Pediatorkope Health Centre, Ada East
4	Florence Abbey	Midwife	Maternity, Sege Health Centre, Ada West
5	Victoria Amegbor	Midwife	Maternity, Anyaman Health Centre, Ada West
6	Irene Efo	Public Health Nurse	Antenatal Care (ANC), Bornikope Health Centre, Ada West
7	Agnes Serwah	Midwife	Antiretroviral Therapy (ART) Centre/ Princess Marie-Louise Children's Hospital, Ashiedu Keteke
8	Giftie Abbah	Midwife	ANC, James Town Maternity Home, Ashiedu Keteke
9	Ophelia Palm	Midwife	ART Unit, Ussher Polyclinic, Ashiedu Keteke
10	Pearl Adodoadji	Nursing Officer	ANC, Ridge Regional Hospital
11	Faustina Lovelyn Lawson	Principal Midwifery Officer	Post Natal Care (PNC), Ridge Regional Hospital
12	Mercy Acquah-Hayford	Deputy Director of Nursing Services	ART, Ridge Regional Hospital
13	Charles Agbeko	Principal Health Educator	Health Promotion Unit, Greater Accra Regional Health Directorate
14	Divine K. Gadogbe	Principal Health Educator	Health Promotion Dept., Ghana Health Service (GHS) HQ
15	Bernard Dornoo	Project Officer	Clinical Care/ National AIDS/STI Control Programme (NACP)
ASH.	ANTI REGION		
1	Victoria Safoa Osei	Senior Nursing Officer	Labour Ward, Kumasi South Hospital, Kumasi Metro
2	Elizabeth A. Mensah	Senior Staff Midwifery	Labour Ward, Kumasi South Hospital, Kumasi Metro
3	Josephine Osei-Owusu	Staff Midwifery	Maternity, Bekwai Municipal Hospital, Bekwai Municipal
4	Ordette Anaba	Senior Nursing Officer	Maternity, Bekwai Municipal Hospital, Bekwai Municipal
5	Naomi Affedzi	Senior Staff Midwifery	Lying-in ward, Suntreso Government Hospital, Bantama Sub-metro
6	Charlotte Owusu	Principal Midwifery Officer	Maternity, Suntreso Government Hospital, Bantama Sub-metro

7	Nancy Oddih Asare	Staff Midwife	Maternity, Dunkura Health Centre, Bosome Freho
8	Josephine Adjei-Berko	Senior Staff Midwifery	Maternity, Tafo Hospital, Tafo Sub-Metro
9	Esther Achiaa	Midwifery Officer	Maternity, Tafo Hospital, Tafo Sub-Metro
10	Angela Obenewaa	Midwife	Maternity, Agona Government Hospital, Sekyere South
11	Dr. Thomas Agyarko-Poku	Ashanti Regional HIV Coordinator	Ashanti Regional Health Directorate
12	Rita Anafu	Deputy Director of Nursing Services (Public Health)	Ashanti Regional Health Directorate
13	Mabel Kissiwah Asafo	Principal Nursing Officer	Health Promotion Unit, Ashanti Regional Health Directorate
14	Divine K. Gadogbe	Principal Health Educator	Health Promotion Dept., Ghana Health Service (GHS) HQ
NOR'	THERN REGION		
1	Amidu Faliatu	Staff Midwife	ANC, Yendi Municipal Hospital, Yendi Municipal
2	Ramatu Alhassan	Senior Midwifery Officer	ANC/Labour, Zabzugu District Hospital, Zabzugu-Tatale
3	Bibata Alhassan	Senior Midwifery Officer, Counsellor	PMTCT/ART, Tamale Central Hospital, Tamale Metro
4	Memunatu Adam	Counsellor, Staff Midwife	Fistula Centre, Tamale Central Hospital, Tamale Metro
5	Hajia Yahatasu Zakariah	Senior Midwifery Officer	Ngani Health Centre, Yendi Municipal
6	Ayishetu Zakaria	Senior Nursing Officer	Female Ward, Salaga Hospital, East Gonja
7	Charlotte Djokotoe	Midwifery Officer	ANC, Salaga Hospital, East Gonja
8	Godo Babiba	Midwifery Officer	Reproductive and Child Health (RCH), Jimle Health Centre, Mion
9	Shafawu Mohammed	Community Health Nurse	ANC, Nyankpala Health Centre, Tolon
10	Mary Nantabliba	Senior Midwifery Officer	Maternity, Walewale District Hospital, West Mamprusi
11	Agnes Agambire	Senior Staff Midwife	ANC, Walewale District Hospital, West Mamprusi
12	Anthony Sopaal	Assistant Regional HIV Coordinator	Northern Regional Health Directorate
13	Patience Buahin	Health Educator	Health Promotion Unit, Northern Regional Health Directorate
14	Divine Gadogbe	Principal Health Educator	Health Promotion Dept., Ghana Health Service (GHS) HQ

24) Outline of PMTCT-IEC Materials Field Testing



Outline of the Field Test of New PMTCT-IEC Tools "Mama's Determination"

Under JICA-supported Project for Strengthening Operational Capacity of Prevention of Mother-to-Child Transmission of HIV (PMTCT)

1. Objective

To collect feedbacks on newly produced PMTCT-IEC tools titled "Mama's Determination" through actual utilization at selected health facilities

2. Field Testing Period

From the middle of October to the end of December 2013

3. Field Testing Sites

In total 23 government health facilities in 3 regions:

Greater Accra Region – 11 government health facilities Ashanti Region – 6 government health facilities Northern Region – 6 government health facilities

NOTE

This JICA-supported project has been implemented in the Greater Accra Region in collaboration with the National AIDS/STI Control Program, the Health Promotion Department, and the Greater Accra Regional Health Directorate since 2012. Eleven government health facilities are especially supported by the project, which are also used as the field test sites.

Since the Ghana Health Service aims at using the PMTCT-IEC tools beyond the Greater Accra Region, this field test is also to be undertaken in other selected regions, namely, Ashanti and Northern, to see the acceptability of the IEC tools outside of the Greater Accra Region.

4. Testing Method

Actual utilization of the new media tools for PMTCT in the existing communication activities undertaken at each testing site

5. Feedback Collection Methods

Feedbacks are to be collected in 2 methods:

- (1) Questionnaires
- (2) Observation and interview

(1) Questionnaires

- Answers are to be filled by midwives to collect the feedbacks from them as Users (Information Senders)
- Questionnaires are to be filled by at least one midwife per facility. If the new media tools are to be used at multiple places within the same facilities (e.g., one at the waiting room of ANC service, and another one at O.P.D.), more than one questionnaires are to be answered
- There are multiple choices questions in the questionnaires
- The questionnaires will be used to obtain feedbacks quantitatively
- The questionnaires shall be filled at the end of December after 2 months utilization of the tools
- Questionnaires are collected by PPAG in the 2nd week of January 2014

(2) Observation and interview

- Observation and interview are to be conducted by PPAG as a sub-contractor of the media tools production entrusted by JICA PMTCT Project Office based on the guide prepared by the project
- Interviews will be undertaken with the clients to collect feedbacks from target audiences (Information Destination)
- The observation and interview will be used to obtain feedbacks qualitatively
- 4 times of observations and interviews will be undertaken at 4 selected health facilities at

each region between November and December 2013

6. Feedback Utilization

The feedbacks are to be used for modifying the new PMTCT-IEC tools before finalizing them

7. Feedback Sharing Method

The collected feedbacks and responses will be shared during the Review Workshop to be undertaken in January 2014.

25) Questionnaires for PMTCT-IEC Materials Field Testing



Questionnaires

On the Field Test of PMTCT-IEC Tools "Mama's Determination"

<BACKGROUND>

These questionnaires are prepared to collect feedbacks from the users of new PMTCT-IEC tools, "Mama's Determination," which are developed under the JICA supported project for Strengthening Operational Capacity of Prevention of Mother-to-Child Transmission of HIV (PMTCT) in collaboration with the Ghana Health Service.

The new PMTCT-IEC tools titled "Mama's Determination," consist of Video Drama, Photo Drama Book and Interactive Card. The set of materials are developed to support the following existing communication activities by health staff, especially midwives and nurses, for promotion of PMTCT:

Health Education Talk
Pre-test Counseling
Post-test Counseling
Couple counseling
Showing and reading at the waiting room

The field test will be undertaken in these communication activities.

<STRUCTURE OF QUESTIONNAIRES> The questionnaires are structured as follows:

I. GENERAL
Profile of Health Facility
Profile of User
Profile of Target Audience

II. COMMUNICATION ACTIVITIES Utilization in activities Usability of media tools

III. MEDIA TOOLS Video Drama Photo book

Interactive Card (In terms of Design / Contents / Operation)

<INSTRUCTION>

- Please fill in the following questions after you use the materials in your existing communication activities for 2 months.
- The questionnaires consist of multiple choice questions. You can choose more than one answer if the multiple choices are applicable to your situation.
- For writing parts, please write in English.
- The questionnaire will be collected by PPAG in the 2nd week of January 2014.

For any question on the questionnaires, please contact Nana Osei Akumia, PPAG TEL: 0262624242, E-mail: nakumia@ppag-org.gh



Questionnaires On the Field Test of PMTCT-IEC Tools "Mama's Determination"

Date of Answering:	
Respondent Name:	
Title:	
Facility Name:	
Region Name:	

I. GENERAL

Please fill in your answers to the questions.

I-1Profile of Health Facility	
1.1 Name of Facility	
1.2 Name of Section/Unit	
I-2 Profile of User of "Mama's I	Determination"
1.3 Name	
1.4 Title/Position	
1.5 Did you attend the Orientation Meeting in October 2013?	☐ Yes ☐ No
1.6 Contact Information (Tel)	
I-3 Profile of Target Audience	
1.7 Who are the majority of your target audience?	 □ Nursing mothers □ Pregnant women □ Young people □ Others – Please state ()
1.8 Average number of the audience who watched the video drama per day (not those who visit the facility)	

II. COMMUNICATION ACTIVITIES

*Multiple answers can be checked if applicable.

II-1 Utilization in activities	
2.1 In which activity do you use the video drama?	Health Education Talk Pre-test Counseling Post-test Counseling Couple counseling Showing and Reading at the waiting room Others - Please state ()
2.2 Where do you conduct the activity?	Waiting room at the ANC section O.P.D. Others - Please state ()
2.3 How do you use the video drama?	Having Q & A before showing the video Having Q & A after showing the video Showing the video with loop play Others - Please state ()
2.4 In which activity, do you use the photo drama book?	Health Education Talk in O.P.D. Pre-test Counseling Post-test Counseling Couple counseling Showing and reading at the waiting room Others – Please state ()
2.5 How do you use the photo drama book?	Reading aloud the whole story by showing the pictures Reading aloud the part of the story by showing the pictures Having Q & A before the health staff reads the photo book Having Q & A after health staff reads the photo book Clients read and see the photo book by themselves Others - Please state ()
2.6 In which activity, do you use the Interactive Card?	General ANC counseling Post-test counseling in the room Couple counseling in the room Others - Please state ()
2.7 How are the cards selected?	Health staff randomly selects a card Clients select a favorite card Others - Please state ()

2.8 How do you use the interactive card?	Midwife writes the card and give it to the clients Administrative staff in the section writes the card and give it to the clients Others - Please state ()
II-2 Usability of media tools	
2.9 Do you find the video drama useful for your communication activity?	Useful ⇒go to question 2.9 (a) NOT useful ⇒go to question 2.9 (b)
2.9 (a) What is the video drama useful for?	Increasing awareness of the clients on the benefit of HIV test & regular medication of ARV Removing fears on HIV and AIDS among the clients Introducing the topic on PMTCT before pre-test counseling Motivating the clients to take HIV test Others - Please state ()
2.9 (b) Why do you think the video drama is NOT useful?	The video drama does not give medical knowledge about HIV and AIDS to the clients The story does not directly explain what PMTCT is Others - Please state ()
2.10 Do you find the photo drama book useful for your communication activity?	Useful ⇒go to question 2.10 (a) NOT useful ⇒go to question 2.10 (b)
2.10 (a) How useful is the photo drama book?	Increasing awareness of the clients on the benefit of HIV test & regular medication of ARV. Removing fears on HIV and AIDS among the clients. Introducing the topic on PMTCT before pre-test counseling. Motivating the clients to take HIV test Others - Please state ()
2.10 (b) Why do you think the photo drama book is NOT useful?	It does not give medical knowledge to the clients It does not directly explain what is PMTCT Our clients do not read English Others - Please state ()
2.11 Do you find the interactive card useful for your communication activity?	Useful ⇒go to question 2.11 (a) NOT useful ⇒go to question 2.11 (b)

2.11 (a) Why do you think the Interactive Card is useful?	Encouraging mothers to come back for services Reminding mothers about dates of the next visit Expressing caring feelings toward clients Others - Please state ()
2.11 (b) Why do you think the Interactive Card is NOT useful.	It does not give medical information on PMTCT to the clients My clients cannot read the message in the card My clients do not appreciate the card There are other forms of remainder of the next visit Others - Please state ()
2.12 Are there any General Comments	

III. MEDIA TOOLS

*Multiple answers can be checked if applicable.

III-1 Video Drama	
3.1 What kinds of equipment do you use for playing the video drama?	□ TV monitor (4:3) □ TV monitor (16:9) □ DVD player □ Computer □ External speakers □ Others - Please state ()
3.2 When you insert the DVD into the DVD player, does it start automatically?	□ Yes □ No
3.3 If No, how do you start it?	□ Use "Play" button on DVD player □ Others - Please state ()
3.4 Do you have any problem with sound when you play the DVD?	☐ Yes ☐ No
3.5 If Yes, what is the sound problem?	 ☐ The people cannot hear clearly. ☐ Background sound is too noisy. ☐ Sounds sometimes stop. ☐ Others - Please state () Please write specific parts with problems.

3.6 How many times do you usually play the DVD per day?	Once Twice 3 to 5 times Loop play for all the time Others - Please state ()
3.7 Is English subtitle useful for your clients?	Yes No
3.8 If Yes, why?	Not all clients understand Twi We play the DVD in mute It is easy to follow the story Some clients do not hear the sound Others - Please state ()
3.8a If No, why?	All clients understand Twi It is easy to follow the story with Twi sound only My clients cannot read English. Others - Please state ()
3.9 How do you find the story of video drama?	Good Fair Not good Bad
3.10 Why do you say it is "Good" or "Fair"? Please choose your reason.	The story is interesting The story presents common problems in our region The pictures are beautiful Drama style is attractive Others - Please state ()
3.11 Why do you say it is "Not good" or "Bad"? Please choose your reason.	The story is difficult to understand The story is boring The pictures are not beautiful The situation is foreign for the audience in our region Drama style is not appropriate for showing in the clinic Others - Please state ()
3.12 How is the size of the English sub titles of the video?	Appropriate It should be larger It should be smaller Others - Please state ()

3.13 Are there any words and phrases to be modified in the English sub titles of the video?	Please write.
3.14 Are there any words and phrases to be modified in the DVD jacket?	Please write.
3.15 Are there any words and phrases to be modified in the DVD label?	Please write.
3.16 Are there any General comments you have on the video drama?	Please write.
III-2 Photo Drama Book	
3.17 How do you find the story of photo drama book?	☐ Good ☐ Fair ☐ Not good ☐ Bad
3.18 Why do you say it is "Good" or "Fair"? Please choose your reason.	 ☐ The story is interesting. ☐ The photos are beautiful. ☐ The story can be followed with the photos. ☐ The story presents common problems of PMTCT in our region. ☐ Others - Please state ()

3.19 Why do you say it is "Not good" or "Bad"? Please choose your reason.	☐ The story is not easy to understand. ☐ The pictures are not beautiful. ☐ The situation is foreign for the audience in our region ☐ Others – Please state ()
3. 20 How is the size of the text in the photo drama book?	□ Appropriate □ It should be larger □ It should be smaller □ Others – Please state ()
3.21 How do you use the photo drama book in your clinic?	□ By putting them on benches in the waiting room □ By renting them when requested □ By using only for Health Education Talk session □ By keeping them in the bookshelf □ Others – Please state ()
3.22 If you have used the photo drama book for 2 months, how damaged is it?	□ Not damaged at all □ Some parts are torn □ Some parts got dirty □ Completely broken □ Others – Please state ()
3.23 If you have used the photo drama book for 2 months, how many photo drama books are lost?	☐ 1 to 5 ☐ 5 to 10 ☐ More than 10 ☐ Others - Please state ()
3.24 Are there any words and phrases you want to be modified in the photo drama book?	Please write.
3.25 Are there any General Comments you have on the photo drama book?	Please write.
III-3 Interactive Card	
3.26 How do you like the design of the Interactive Card?	☐ Good ☐ Fair ☐ Not good ☐ Bad

3.27 Why do you say it is "Good" or "Fair"? Please choose the reason.	 ☐ The shape of card is attractive for my clients ☐ The size of the cards is attractive for my clients ☐ The colors of cards are attractive for my clients ☐ Others - Please state ()
3.28 Why do you say it is "Not good" or "Bad"? Please choose the reason.	☐ The shape of the card is not easy to handle ☐ The size of the card is not easy to handle ☐ The colors of cards are not attractive for my clients ☐ The paper is not easy to write ☐ Others - Please state ()
3.29 How is the space for writing in the Interactive Card?	□ Ok □ It should be bigger □ It should be smaller □ Others - Please state ()
3.30 Do you use the Interactive Card for all clients?	□ Yes □ No
3.31 If NO, please explain why.	□ Too busy to write to all the clients □ Out of stock due to the number was not enough □ Because our clients cannot read □ Others - Please state ()
3. 32 How is the size of the text in the Interactive card?	□ Ok □ It should be larger □ It should be smaller □ Others - Please state ()
3.33 Are there any words and phrases to be modified in the interactive card?	Please write
3.34 Are there any General Comments you have about Interactive Card?	

Thank you very much for your feedback!

26) Observation & Interviews Guide for PMTCT-IEC Materials Field Testing



Guide for Observation & Interviews

On the Field Test of PMTCT-IEC Tools "Mama's Determination"

<BACKGROUND>

Three new PMTCT-IEC tools, namely, video drama, photo drama book and interactive card, titled "Mama's Determination" are to be used by midwives within the existing communication activities for ANC. As methods for collecting feedbacks on the IEC tools, observations of communication activities that utilize these IEC tools, and interviews with the target audience are to be undertaken by the 3rd party observant. The feedback to be collected by observation and interview will be used for necessary modifications of the IEC tools for the production of the final version.

<OBSERVATION GUIDE>

The observant will visit four of the test site facilities in November and December 2013, once per facility. She/he will observe and how the PMTCT-IEC tools "Mama's Determination" support the communication activities for PMTCT by documenting with a digital camera and in text.

Observation Points

- 1. How is communication activity undertaken with the new PMTCT-IEC tools?
- 2. What messages are delivered in the activity?
- 3. How do the PMTCT-IEC tools support users for delivering the messages?

Steps

- 1. Go to the testing site before 7:30 am. Greet with the midwife and explain you are going to stay there for observation and interview.
- 2. Get permission of photo taking and taking note.
- 3. Observe the activity and record using the observation sheet.
- 4. Report to the midwife after finishing your observation.

<INTERVIEW GUIDE>

The observant will have interviews with at least 2 mothers who were in the waiting room and received Interactive Card after counseling.

Interview points

- 1. What message do the mothers receive in the communication activities with midwives using video drama, photo drama book and interactive cards?
- 2. How do mothers feel about the story of "Mama's Determination"?

Steps

- 1. Identify mothers with whom you will interview.
- 2. Introduce yourself and ask the mothers for permission of the interviews.
- 3. Get informed consent sighed by your interviewees before starting.
- 4. Interview with the mothers using the interview sheet.
- 5. Thank to the interviewees after finishing.

I. OBSERVATION SHEET

I-1 General Information			
1.1 Name of observer			
1.2 Date of observation			
1.3 Time of observation			
1.4 Place of observation (facility name)			
I-2 Observed Communication A	ctiv	rities	
1.5 Communication activity you observe		Health Education Talk Pre-test Counseling Post-test Counseling Couple counseling Showing and Reading at the waiting room Others - Please state ()
1.6 Who undertook the activity?		Midwife Nurse Administrative staff Volunteer Others - Please state ()
1.7 Who participated in the activity?		Pregnant mothers Couples Others – Please state ()
1.8 How many participants were there?			
1.9 What was the main theme/topic dealt with in the activity?			
1.10 What messages were delivered in the activity?			
1.11 What IEC tools were used?			

1.12 How was it wood in their	
1.12 How was it used in their	
communication actions?	
1.13 What reactions were obtained	
1.13 vviiai reactions were obtained	
from the audiences?	
1.14 Other observation remarks	
THE STATE OF SECTION AND THE PROPERTY OF THE P	

II. INTERVIEW SHEET

II-1 General Information	
2.1 Name of Interviewer	
2.2 Date of Interview	
2.3 Place of Interview (facility name)	
2.4 Profile of Interviewee (Name, Age, No. of children, No. of times comes to clinic for ANC, language)	

II-2 Interview on Communication	on Activity with Video Drama
2.5 How long did you wait in the waiting room today?	
2.6 Is it your first time to see "Mama's Determination"? If no, how many times did you watch "Mama's Determination"?	
2.7 Would you tell me about the story of the video?	
2.8 Did any staff of the clinic explain about the video before or after showing the video? If yes, do you remember what they said?	
2.9 Is there any scene you like? Or Is there any scene you don't like? Would you please explain why?	
2.10 Are there any difference about your thought toward HIV and AIDS after you watch the video?	
	on Activity with Photo Drama Book
2.11 Did you see the photo drama book of "Mama's Determination"?	
2.12 Did any clinic staff read the book for you? Or did you read it by yourself?	
2.13 Please explain about the story.	

0.44.4 (1)	
2.14 Are there any scenes you like?	
Are there any scenes you don't like?	
Would you please explain why?	
2.15 What did you learn from the	
photo drama book?	
F. 1. 2. 2	
II-3 Interview on Communication	on Activity with Interactive Card
2.16 Did you receive an interactive	n Activity with interactive cara
card from your midwife?	
dara mem year miawiic :	
2.17 Who chose the color of your	
card?	
cara .	
2.18 When you received it from your	
midwife, what did she tell you?	
mawne, what are one ten you!	
2.19 How did you feel when you got	
this card?	
tilis card:	
2.20 What will you do with the card	
after going home?	
alter going nome:	

III. Photo documentation items

- *The photo size is more than 1MB.
- *Save the digital photo files in the folder titled as follows:

MamaTest_Name of Facility_Date (Date/Month/Year)

e.g. MamaTest_JamesTWNMaternity_251113

*Submit the digital photo files in DVD. On the label of DVD, please write the name of Region, name of the person who took the photos

e.g. Greater Accra Region, photo by Nana Osei

<Place of observation / Facility>

- 3.1 Wider view of the facility from outside
- 3.2 Wider view of the observed section (e.g. ANC ward waiting room, counseling room, etc.)

<Communication Activities>

- 3.3 Wider view of the communication activities undertaken including both users and audiences
- 3.4 Closer view of the user (shoulder over audience)
- 3.5 Closer view of the audience (shoulder over user)
- 3.6 Closer view of the media tools used in the communication activities
- 3.7 Closer view of the audiences reading the photo book
- 3.8 Closer view of the heath staff writes the interactive card
- 3.9 Closer view of the client receives the interactive card from health staff
- 3.10 Wider view of the TV monitor & DVD player
- 3.11 Closer view of the DVD player to show the product name
- 3.12 Wider view of the place where photo drama books are placed (e.g., on the bench, a basket, etc.)
- 3.13 Closer view of the place where the photo drama book are placed
- 3.14 Wider view of the place where interactive cards are placed
- 3.15 Closer view of the place where interactive cards are placed

<Interview>

3.16 Portrait of interviewed mothers

For any question on the questionnaires, please contact
Nana Osei Akumia, PPAG
TEL: 0262624242
E-mail: nakumia@ppag-org.gh

27) PMTCT-IEC Materials Field Test Feedback Sharing Meeting



PMTCT-IEC Tools "Mama's Determination" Field Test Feedback Sharing Meeting

@Greater Accra Region

JICA Project for Strengthening Operational Capacity of PMTCT

Date: 4th February (Tuesday), 2014

Time: 09:00 – 14:00 **Venue:** Museum

Participants: In total 17 participants:

All the Project target facilities 13
Regional HIV and AIDS Coordinator 1
Regional Health Promotion Unit 1

NACP 1

Health Promotion Dept. (central) 1

Organizers: GHS & JICA PMTCT Project Office

Objectives: 1. To share the field test feedback and revision outcomes of

the "Mama's Determination," PMTCT-IEC tools, to users 2. To provide technical advice for effective utilization of

emotion communication tools

Time	Activity	Speaker/ Facilitator
09:00-09:30	Session 1: Opening & Orientation	MC: HPD/GHS
	Opening prayer Opening remark	GAR HPU NACP
	Self-introduction	MC
	Confirmation of Objectives & Agenda of the meeting	JICA Project
09:30-10:00	Session 2: Field Test Findings Report	PPAG
10:00-10:30	Session 3: Presentation of Final Version of "Mama's Determination"	HPD JICA Project PPAG
10:30-11:00	Break/ Premier of Final Version of "Mama's Determination"	
11:00-12:30	Session 4: Effective Utilization of Emotion Communication Tools	JICA Project
12:30-13:30	Lunch	
13:30-14:00	Closing	MC NACP



PMTCT-IEC Tools "Mama's Determination" Field Test Feedback Sharing Meeting

@Ashanti Region

JICA Project for Strengthening Operational Capacity of PMTCT

Date: 5th February (Wednesday), 2014

Time: 09:00 – 14:00

Venue: Ashanti Regional Health Directorate

Participants: In total 14 participants:

Regional / District Hospitals 2 persons x 4 facilities = 8

Health Centers 1 person x 2 facilities = 2 Regional HIV and AIDS Coordinator 1 Regional Health Promotion Unit 1

NACP 1

Health Promotion Dept. (central) 1

Organizers: GHS & JICA PMTCT Project Office

Objectives: 1. To share the field test feedback and revision outcomes of

the "Mama's Determination," PMTCT-IEC tools, to users 2. To provide technical advice for effective utilization of

emotion communication tools

AGENDA				
Time	Activity	Speaker/ Facilitator		
09:00-09:30	Opening & Orientation	MC: A/R HPU		
	Opening prayer Opening remark	A/R HPU HIV Coordinator		
	Self-introduction	МС		
	Confirmation of Objectives & Agenda of the meeting	JICA Project		
09:30-10:00	Session 2: Field Test Findings Report	PPAG		
10:00-10:30	Session 3: Presentation of Final Version of "Mama's Determination"	HPD JICA Project PPAG		
10:30-11:00	Break/ Premier of Final Version of "Mama's Determination"			
11:00-12:30	Session 4: Effective Utilization of Emotion Communication Tools	JICA Project		
12:30-13:30	Lunch			
13:30-14:00	Closing	MC HPD		



PMTCT-IEC Tools "Mama's Determination" Field Test Feedback Sharing Meeting

@Northern Region

JICA Project for Strengthening Operational Capacity of PMTCT

7th February (Friday), 2014 Date:

Time: 09:00 - 14:00

Venue: Northern Regional Hospital **Participants:**

In total 14 participants:

Regional / District Hospital 2 persons x 4 facilities = 8

Health Centers 1 person x 2 facilities = 2 Regional HIV and AIDS Coordinator 1 Regional Health Promotion Unit 1

NACP 1 Health Promotion Dept. (central) 1

GHS & JICA PMTCT Project Office Organizers:

Objectives: 1. To share the field test feedback and revision outcomes of

the "Mama's Determination," PMTCT-IEC tools, to users 2. To provide technical advice for effective utilization of

emotion communication tools

Time	Activity	Speaker/ Facilitator
09:00-09:30	Opening & Orientation	MC: HIV Coordinator
	Opening prayer Opening remark	N/R HPU HIV Coordinator
	Self-introduction	MC
	Confirmation of Objectives & Agenda of the meeting	JICA Project
09:30-10:00	Session 2: Field Test Findings Report	PPAG
10:00-10:30	Session 3: Presentation of Final Version of "Mama's Determination"	HPD JICA Project PPAG
10:30-11:00	Break/ Premier of Final Version of "Mama's Determination"	
11:00-12:30	Session 4: Effective Utilization of Emotion Communication Tools	JICA Project
12:30-13:30	Lunch	
13:30-14:00	Closing	MC

PMTCT-IEC TOOLS "MAMA'S DETERMINATION" FIELD TEST FEEDBACK SHARING MEETING LIST OF PARTICIPANTS

DEDARTMENT/					
NO.	NAME	TITLE/POSITION	DEPARTMENT/		
GRE	GREATER ACCRA REGION FACILITY, DISTRICT				
1	Etse Wendolyn Dzifa	Midwife	Maternity, Ada Health Centre, Ada East		
2	Joyce Addy	Midwife	Maternity, Kasseh Health Centre, Ada East		
3	Cecilia Donkor	Principal Midwifery Officer	Maternity, Pediatorkope Health Centre, Ada East		
4	Florence Abbey	Midwife	Maternity, Sege Health Centre, Ada West		
5	Victoria Amegbor	Midwife	Maternity, Anyaman Health Centre, Ada West		
6	Irene Efo	Principal Health Nurse	Reproductive & Child Health (RCH)/ Maternity, Bornikope Health Centre, Ada West		
7	Ophelia Palm	Midwife	Anti-Retroviral Therapy (ART) Unit, Ussher Polyclinic, Ashiedu Keteke		
8	Gifftie Abban	Midwife	Maternity, James Town Maternity Home, Ashiedu Keteke		
9	Agnes Serwah	Senior Nursing Officer (Public Health)	ART Centre, Princess Marie-Louise Children's Hospital, Ashiedu Keteke		
10	Hellen Deletsu	Midwife	Gynecology Outpatient Department (OPD), Ridge Regional Hospital		
11	Pearl Adodoadji	Nursing Officer	Gynecology OPD, Ridge Regional Hospital		
12	Mercy Acquah-Hayford	Deputy Director for Nursing Services	ART, Ridge Regional Hospital		
13	Dr. Vera Opata	Regional HIV Coordinator	Regional Health Directorate		
14	Juliana Sifah	Principal Nursing Officer	Regional STI Unit, Regional Health Directorate		
15	Comfort Ayeh	Senior Nursing Officer	Health Promotion Unit, Regional Health Directorate		
16	Divine K. Gadogbe	Principal Health Educator	Health Promotion Dept., Ghana Health Service (GHS) HQ		
ASH	ASHANTI REGION				
1	Naomi Affedzi	Senior Staff Midwife	Maternity, Suntreso Government Hospital, Bantama Sub-metro		
2	Charlotte Owusu	Principal Midwifery Officer	Maternity, Suntreso Government Hospital, Bantama Sub-metro		
3	Esther Achiaa	Midwifery Officer	Maternity, Tafo Government Hospital, Tafo Sub-Metro		
4	Josephine Adjei-Berko	Senior Staff Midwife	Maternity, Tafo Government Hospital, Tafo Sub-Metro		
5	Ordette Anaba	Senior Nursing Officer	Maternity, Bekwai Municipal Hospital, Bekwai Municipal		

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6	Josephine O. Owusu	Staff Midwife	Maternity, Bekwai Municipal Hospital, Bekwai Municipal
7	Nancy Oddih Asare	Staff Midwife	Maternity, Dunkura Health Centre, Bosome Freho
8	Victoria Safoa Osei	Senior Nursing Officer	Maternity, Kumasi South Hospital, Kwaadaso Sub-Metro
9	Elizabeth Mensah	Senior Staff Midwife	Maternity, Kumasi South Hospital, Kumasi Metro
10	Angela Abenewaa	Staff Midwfe	Maternity, Agona Hospital, Sekyere South
11	Mabel Kissiwah Asafo	Regional Health Promotion Officer	Regional Health Directorate
12	Divine K. Gadogbe	Principal Health Educatior	Health Promotion Dept., GHS HQ
NOR'	THERN REGION		
1	Hajia Yahatasu Zakaria	Senior Midwifery Officer	RCH, Yendi Hospital, Yendi Municipal
2	Ramatu Yakubu	Senior Midwifery Officer	ANC, Yendi Hospital, Yendi Municipal
3	Gado Habiba	Midwifery Officer	RCH, Jimle Health Centre, Mion
4	Ayishetu Zakaria	Senior Nursing Officer	Paediatric Ward, Salaga Hospital, East Gonia
5	Charlotte Djokotoe	Midwifery Officer	RCH, Salaga Hospital, East Gonja
6	Bibata Alhassan	Senior Midwifery Officer	ART/PMTCT, Tamale Central Hospital, Tamale Metro
7	Asanatu Kande Sumami	Senior Midwifery Officer	RCH, Tamale Central Hospital, Tamale Metro
8	Mohammed Shafau	Community Health Nurse	RCH, Nyankpala Health Centre, Tolon
9	Abacheli Veronica	Midwifery Officer	ANC, Walewale District Hospital, West Mamprusi
10	Cann Abena Ntiwaa	Senior Midwife	Maternity, Walewale District Hospital, West Mamprusi
11	Patrick O. Bampoh	Ragional HIV Coordinator	Northern Regional Health Directorate
12	Anthony Sopaal	Assistant HIV/STI Coordinator	Northern Regional Health Directorate
13	Patience Buahin	Health Promotion Officer	Health Promotion Unit, Northern Regional Health Directorate
14	Divine Gadogbe	Principal Health Educator	Health Promotion Dept., GHS HQ