Human-Centered Design Approach for Group Antenatal-Postnatal Care (ANC-PNC) Improves Accessibility of ANC-PNC Services

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Introduction and Objectives

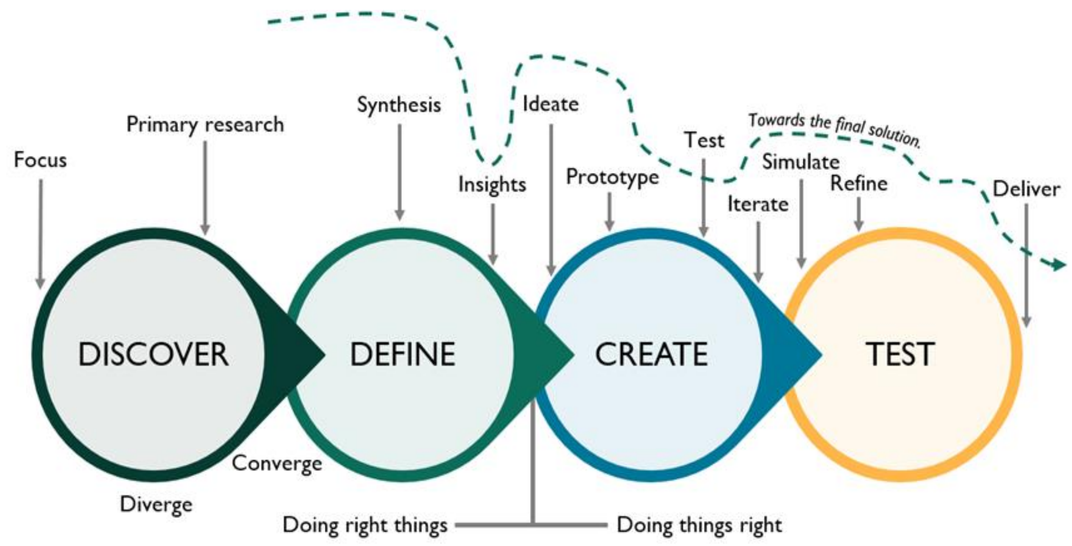
The Healthy Women, Healthy Families' group antenatal and postnatal care (GANC-GPNC) program aims to improve access to quality maternal and newborn health and family planning services for young, first-time parents in the urban slums of Tongi, Gazipur.

Concerted efforts are needed to reach vulnerable, marginalized populations with high-quality, responsive services.

Methods

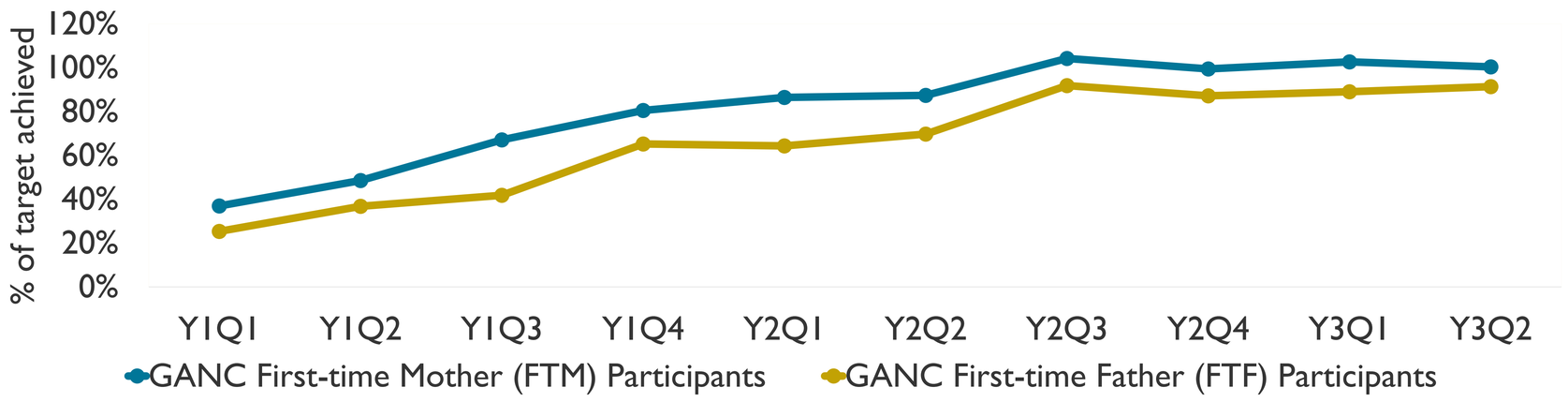
Human-centered design identified needs and preferences of first-time parents and health care providers. Using co-design methods, we refined, iterated, and tested concepts and prototypes:

1. Held focus-group discussions, in-depth interviews, and mock sessions with >100 participants
2. Organized, analyzed, and reviewed data
3. Conducted two reflection exercises

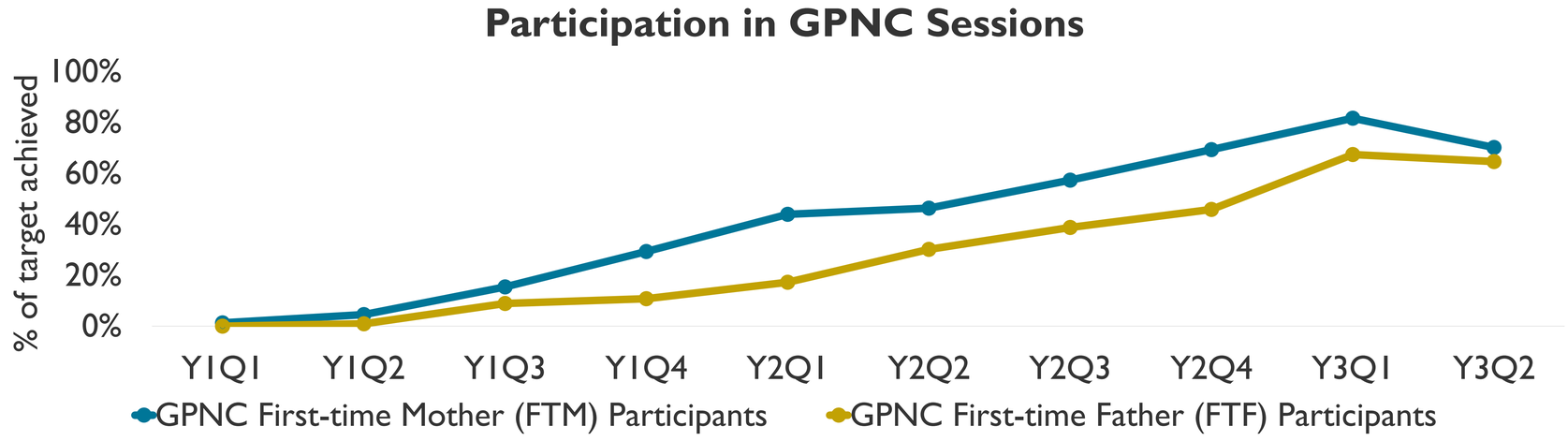


Results

Participation in GANC Sessions



Participation in GPNC Sessions



Conclusions

1. GANC-GPNC can reach vulnerable populations with quality information and services.
2. Capacity building of service providers, strong community engagement, and model adaptations are key for sustaining the GANC-GPNC model.
3. Comprehensive action plan and coordinated efforts from relevant stakeholders will facilitate national scale.

Contact Information

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For more information on the Healthy Women, Healthy Families Project and our work at Management Sciences for Health (MSH), please contact communications@msh.org.