

Effect of stage-matched educational intervention on use of institutional delivery in Northwest Ethiopia: using community readiness mode

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INTRODUCTION AND OBJECTIVE

Despite the existence of numerous initiatives aimed at enhancing institutional delivery services use, Ethiopia continues to face challenges of low service utilization and community readiness for the promotion of such services. This study aimed to evaluate the effect of stage-matched educational intervention on community readiness and utilization of institutional delivery services.

METHODS

A quasi-experimental design employing pre-and post-test with a control group was used for the evaluation of the stage-matched educational intervention following the protocol of the community readiness assessment model. From the initial assessment of community readiness across the 15 kebeles involved in the study, it was found that nine kebeles scored below stage-5 out of the nine stages, which were designated for targeted intervention. The intervention group, comprising three kebeles, engaged in the stage-matched educational intervention (SMI) over a span of 15 months, while the control group, also consisting of three kebeles, did not receive the intervention. Data analysis was conducted employing the difference in difference (DiD) method.

RESULTS

Significant enhancements were observed in the stage of change for promoting institutional delivery (p-value<0.001) and the utilization of institutional delivery services (p-value<0.001) in the intervention group when compared to the control group. Additionally, the intervention was found to impact community resource allocation (at marginally significant levels), enhance leadership quality in prevention, and foster a supportive community climate for prevention efforts. Moreover, evidence indicated that the intervention, particularly in health promotion, led to a significant increase in service utilization.

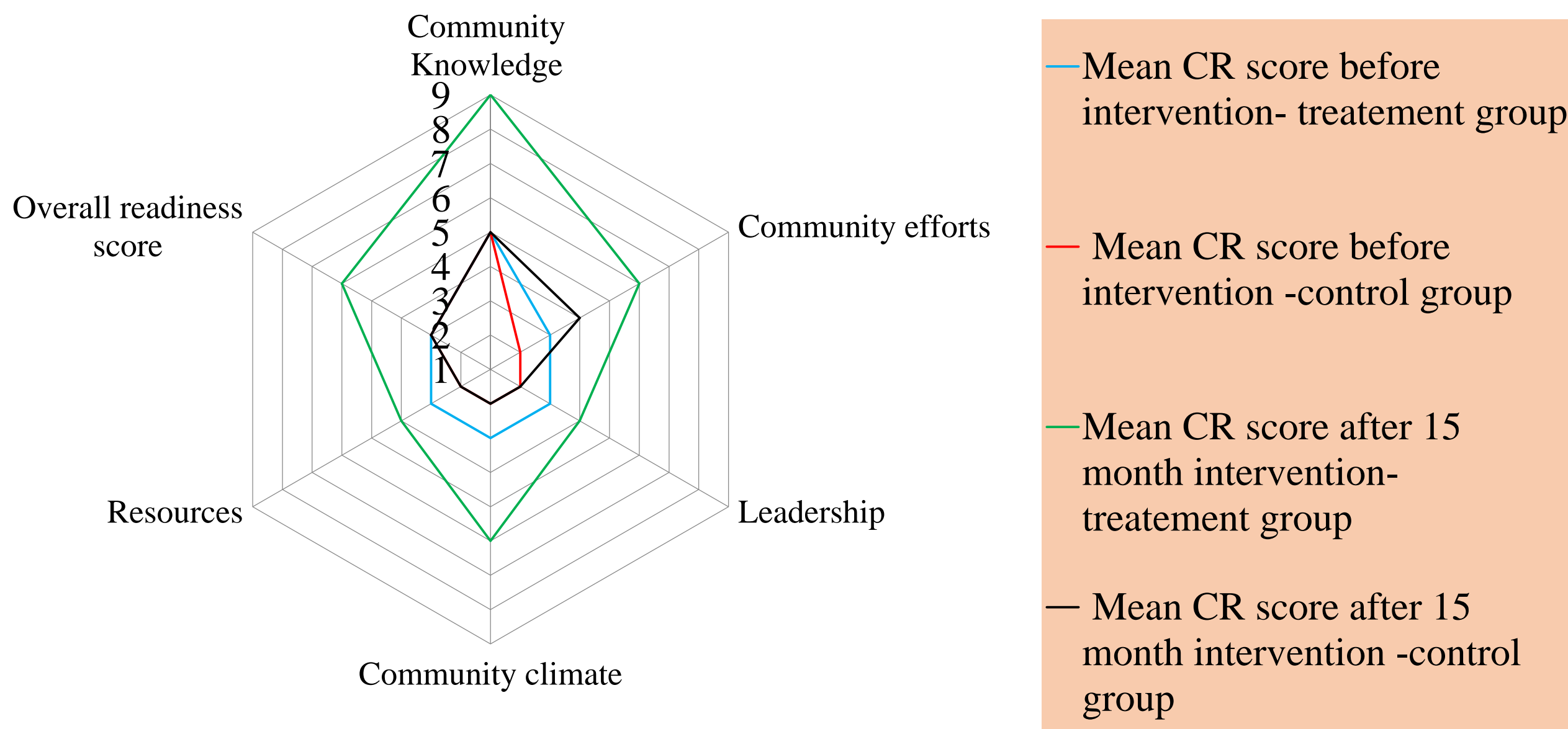


Figure : Dimension readiness score out of nine point of scale for treatment and control group in Central Gondar Zone, Northwest Ethiopia, 2021

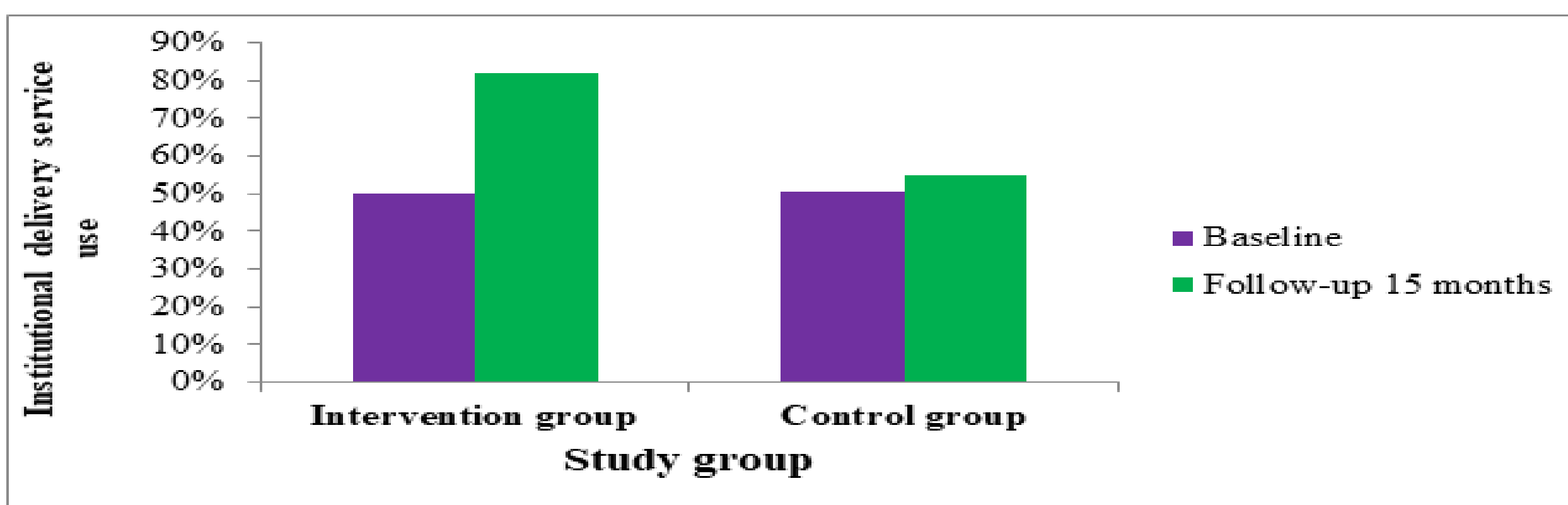
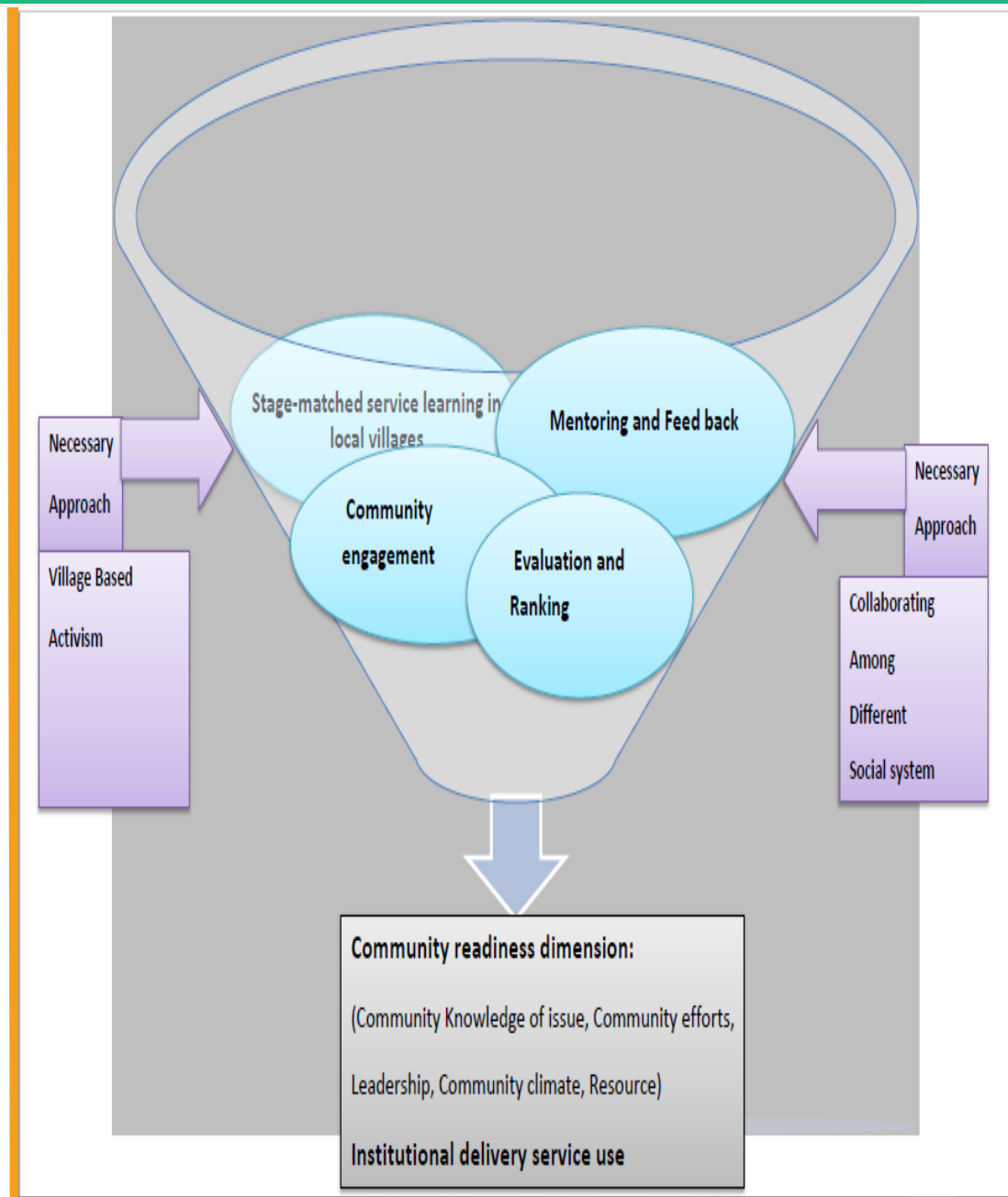


Figure: Institutional delivery service use at the base line and 15 month follow-up period in Central Gondar Zone, Northwest Ethiopia, 2021.

CONCLUSIONS

The intervention based on community readiness model, particularly in health promotion, offers a valuable means to gauge the collective attitude and behavior regarding institutional delivery services. The village-based mobilizer approach yielded positive outcomes on the utilization of institutional delivery services and the enhancement of community readiness

SMI protocols Mothers and the week



Flowchart of stage-matched health promotion intervention

