Human centered design can be used to critically assess quality of developmental counseling in primary healthcare and identify specific solutions that can maximize uptake of desired parenting practices by caregivers of young children.

Discover, Define, Dream, Design: The use of human-centered design to improve play and communication practices by caregivers of young children

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INTRODUCTION

PATH has worked with governments in Ethiopia, Kenya, and Mozambique to design, pilot, and scale up developmental monitoring and counseling on early childhood development (ECD) through primary healthcare (PHC). These integrated ECD services reach millions of families. However, assessments found gaps in both quality and frequency of developmental monitoring and counseling. For example, in Mozambique, only half of caregivers recalled being counseled on ECD as part of routine facility-based services and only 10 percent had a community health worker visit recently. Caregivers recalled very few ECD messages.

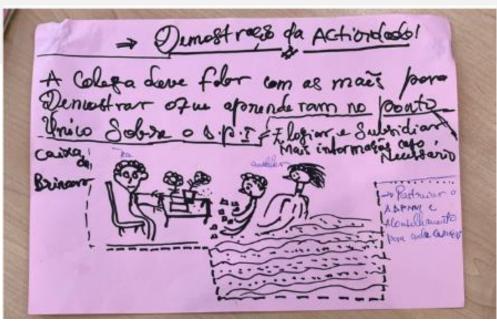
HUMAN CENTERED DESIGN

Discover: Interviews and focus group discussions with providers and managers; observations of service delivery; interviews with caregivers and observations of their interactions with children.

Define: Summarize caregiver and provider experiences and barriers to existing integrated ECD service delivery through PHC.

Dream: Co-create solutions with providers to address identified barriers; simulate solution implementation and assess feasibility, impact, sustainability. **Design:** Test solutions in real-world settings; collect baseline and endline data on service delivery and

provider and caregiver experiences



An example of a solution protype (baby playmat) emerging from the Dream phase.







Analyze learnings and

identify key themes

and insights



concepts to test





Design Gather ideas from

Build prototypes, test, gather feedback, and users and prioritize iterate

Solutions that meet user needs

DISCOVERING & DEFINING GAPS

and user needs

- Few providers provide demonstration, practice, and feedback when counseling.
- Two-thirds of caregivers mentioned seeing at least one ECD poster at a health facility; 70 percent never received any explanation on content.
- o In Kenya, all caregivers receive the Ministry of Health's (MOH) Mother & Child Health Handbook (MCHB). It contains ECD content, but is mostly used to register data.
- Most caregivers heard about the importance of talking to the baby during pregnancy.
- Mothers spent 24+ hours in the maternity ward. They have companions (e.g., mothers or mothers-in-law), who are an invaluable source of support.
- During play sessions in waiting areas, there was little modeling and practicing age-appropriate caregiver-child play interactions.

DREAMING SOLUTIONS

Bringing ECD counseling into maternity wards

- Counsel on caregiver-baby communication and baby massage.
- Engage companion to increase effectiveness of counseling.



A nurse demonstrates baby massage to a mother and her companions.

Improving play in waiting areas

- More diverse play kit.
- More demonstration of ageappropriate play and communication.

Playmat to remind providers to counsel on ECD

- Start the consultation by playing with the child.
- Check caregiver learning from play session in waiting area.
- Monitor milestones.

Standard operating procedure [SOP] (Kenya only)

- Pictorial tool to guide providers to use MOH MCHB ECD content.
- Emphasis on practice as an essential step of counseling.

EARLY CHILDHOOD DEVELOPMENT

After STANDARDS FOR COMMUNITY HEALTH PROMOTERS AND HEALTHCARE WORKERS **52**%

ASK & OBSERVE n the last 2 weeks, have you felt.. in doing things? down, depressed CHH, page 17 & 25 heck the newborn for Congenital abnormalities Eye problems AFTER BIRTH that you have no interest in doing things?

down, depressed

ee you. She is learning from birth! attachment to the breast. Ask to talk to the baby when breastfeeding MCHH, page 42 (birth to 1 week) attachment to the breast. Ask to talk Your baby can see & hea at birth. She will respond with to the baby when breastfeeding looks, gestures and sounds Ask the father to hold and talk Massage will make the baby gain weight, sleep better and reduce stomachache Practice how to massage

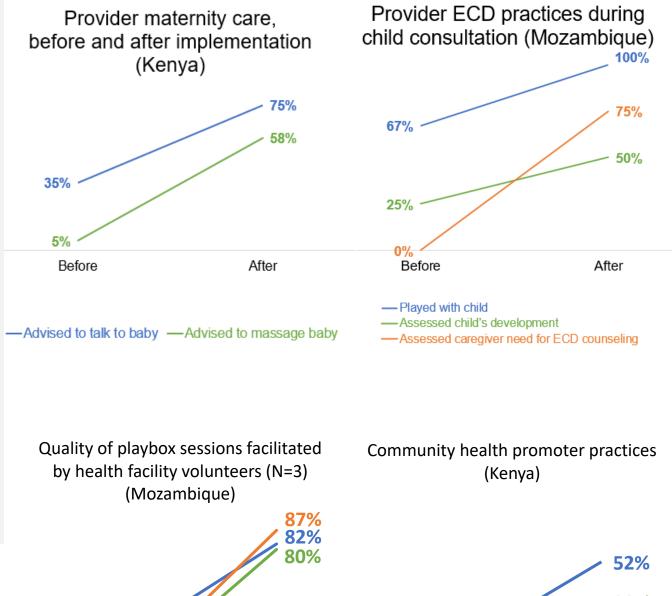
. Practice with mother and father

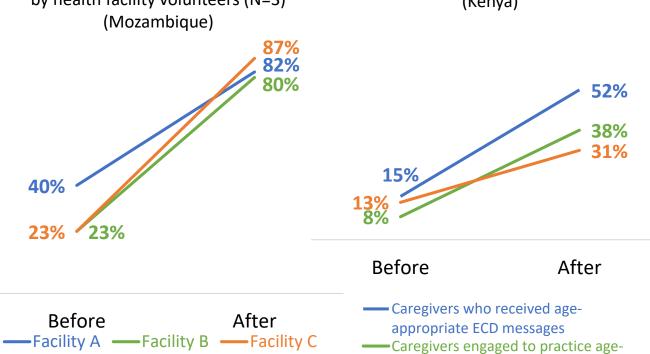
Pat or gently rub the belly when

the baby kicks.

The Kenya SOP, designed to guide providers to refer to specific MOH MCHB content

SELECTED TESTING RESULTS





appropriate talk/play

Child assessed for milestones

with the solutions.