

CONFERENCE ABSTRACT

The eToolkit for Field Workers: A digital library of SBCC materials to support integrated counseling

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Introduction: Rapid digital transformation in Bangladesh opens up great opportunity to strengthen Social and Behavior Change Communication (SBCC) for health, population and nutrition (HPN) programs. One of the challenges is that health and family planning field workers in Bangladesh often lack up-to-date information, effective tools and resources to counsel effectively. In some cases, the materials are outdated; in other cases, materials aren't available. Additionally, field workers have limited opportunities for refresher trainings after their basic training at the start of their career.

Short description: The USAID-funded Bangladesh Knowledge Management Initiative (BKMI) worked closely with the Bangladesh Ministry of Health and Family Welfare (MoHFW) to develop a HPN Behavior Change Communication (BCC) eToolkit for Field Workers. The eToolkit <http://etoolkits.dghs.gov.bd/bangladesh-toolkits> is a digital library containing high-quality print and audio-visual BCC materials.

Aim: The eToolkit was designed to be simple to navigate, that field workers and other service providers can use as aids for integrated counseling. BCC materials are organized into categories and sub-categories, and are cross-posted so that information is easy to find.

Targeted population: It is intended for use by field workers as a tool to support their household-, community-, and clinic-based counseling.

Timeline: The eToolkit was field tested in 2013, scaled up in mainstream program of MoHFW started since 2014.

Highlights: The pilot of eToolkit was held in 12 sub-districts of Bangladesh with three hundred and four field workers. The pilot measured changes in field workers' knowledge and counseling skills, as well as their clients' intention to adopt healthier behaviors. The results were very positive. Field workers and clients appreciated the use of technology during counseling. Field workers were more confident in their ability to deliver accurate and integrated HPN information. Clients asked more questions when field workers used the eToolkit, and reported more confidence that the answers they received were complete and accurate. After successfully piloting, MoHFW is proceeding with promoting the installation and use of the eToolkit for field workers.

Sustainability: Following successful piloting MoHFW, are being involved to scale up the use of eToolkit nationwide, by both field workers as well as clinic-based service providers. The eToolkit is available online, offline, and as an App for Android-based mobile devices.

Transferability: The eToolkit is transferred to MoHFW website since July 2016, link is posted in other websites too. Both content and technology are now managed and maintained by MoHFW.

Conclusions: The MoHFW is proceeding with promoting the installation and use of the eToolkit for field workers.

Discussions: eToolkit become an effective job aid for the field workers for integrated HPN counselling.

It made available in different formats, so that they are more easily available to largest number of people.

Lessons learned: Scale-up happens at a pace that the system can accommodate. A suitable environment for scale-up is not yet fully in place.

Keywords: bcc materials; counseling; digital library
