

7 DECEMBER 2021



# SOUTH ASIA SBCC CONVERSATION

# Antenatal Care as a gateway behavior to increase birth at a health facility: Opportunity for SBCC programs

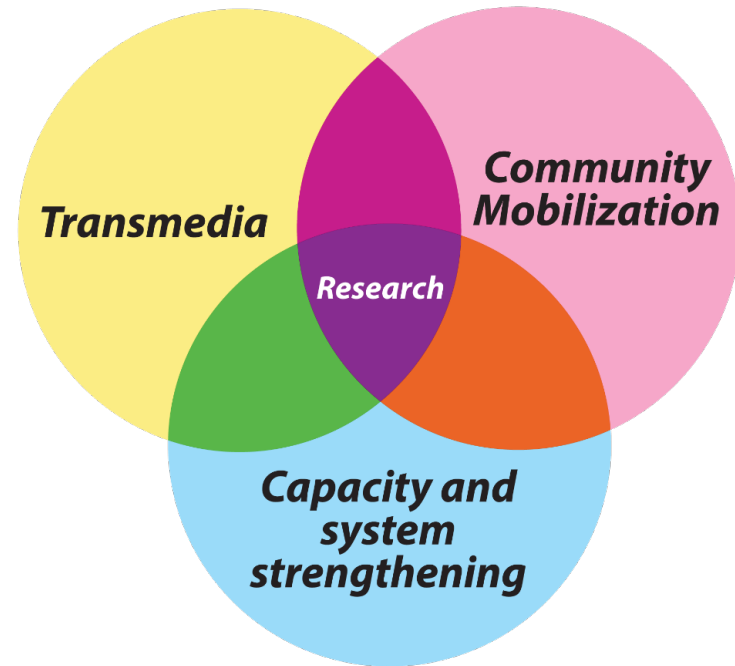
Date

USAID Ujjiban SBCC Project



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

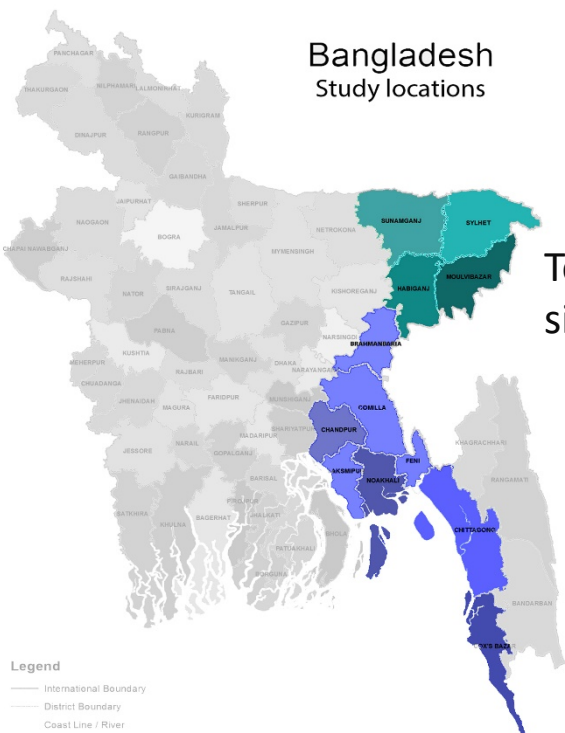
# Ujjiban project focus



**Thematic areas: (1) MNCAH, (2) Family Planning, (3) Tuberculosis, (4) Nutrition**

# Methodology

Bangladesh  
Study locations



Total sample  
size: 3250

## Quantitative Face-to-face interview using CAPI

- Married women aged 15-49 years with at least child <5yrs or nulliparous, n=1500
- Husbands of the selected women, n=750
- Unmarried adolescent girls (aged 15-19 years), n=500
- Unmarried adolescent boys (aged 15-19 years),

## Qualitative In-Depth interview (SSI, CS, KII) and Focus Group Discussion

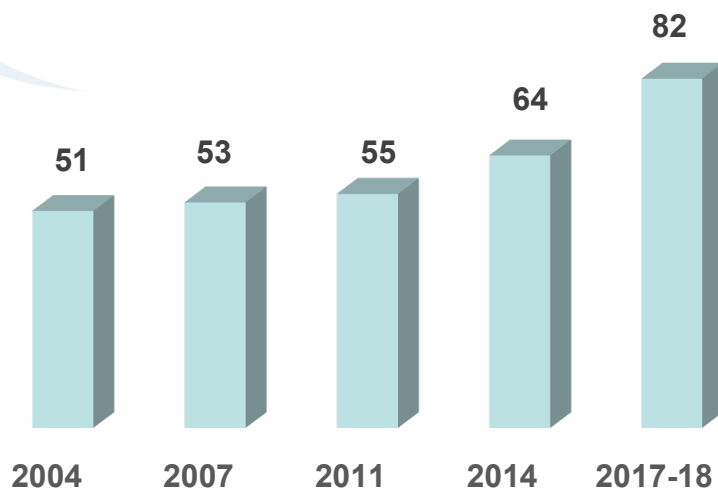
- 36 SSI
- 18 FGDs
- 27-33 KIIs
- 18 IDIs (CS)

- Married women aged 15-49 years with at least child <5yrs or nulliparous
- Husbands of the selected women
- Unmarried adolescent girls and boys (aged 15-19 years)
- Community Health Worker
- Community influential

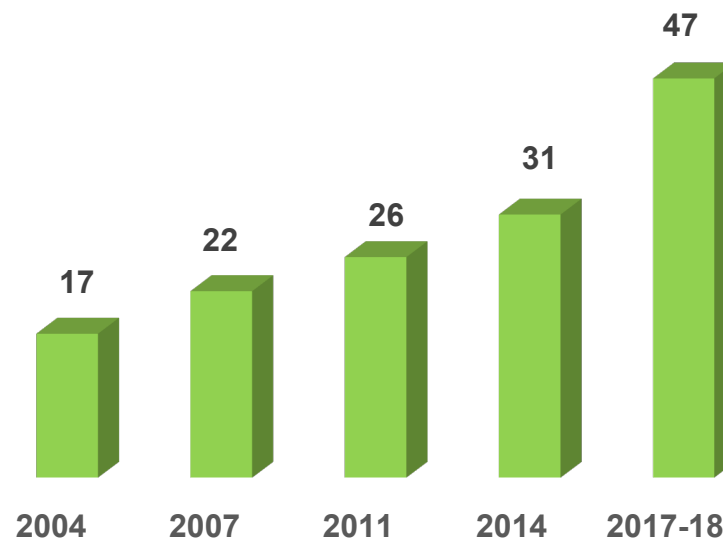
# Trend in national level ANC by women (%)

**In Bangladesh, there is a sharp increase in the proportion of married women receiving ANC - not reflective of time, number and next course of action**

Antenatal Care from Medically Trained Provider, BDHS 2004-2018  
(% of women receiving at least one ANC from a medically trained provider)

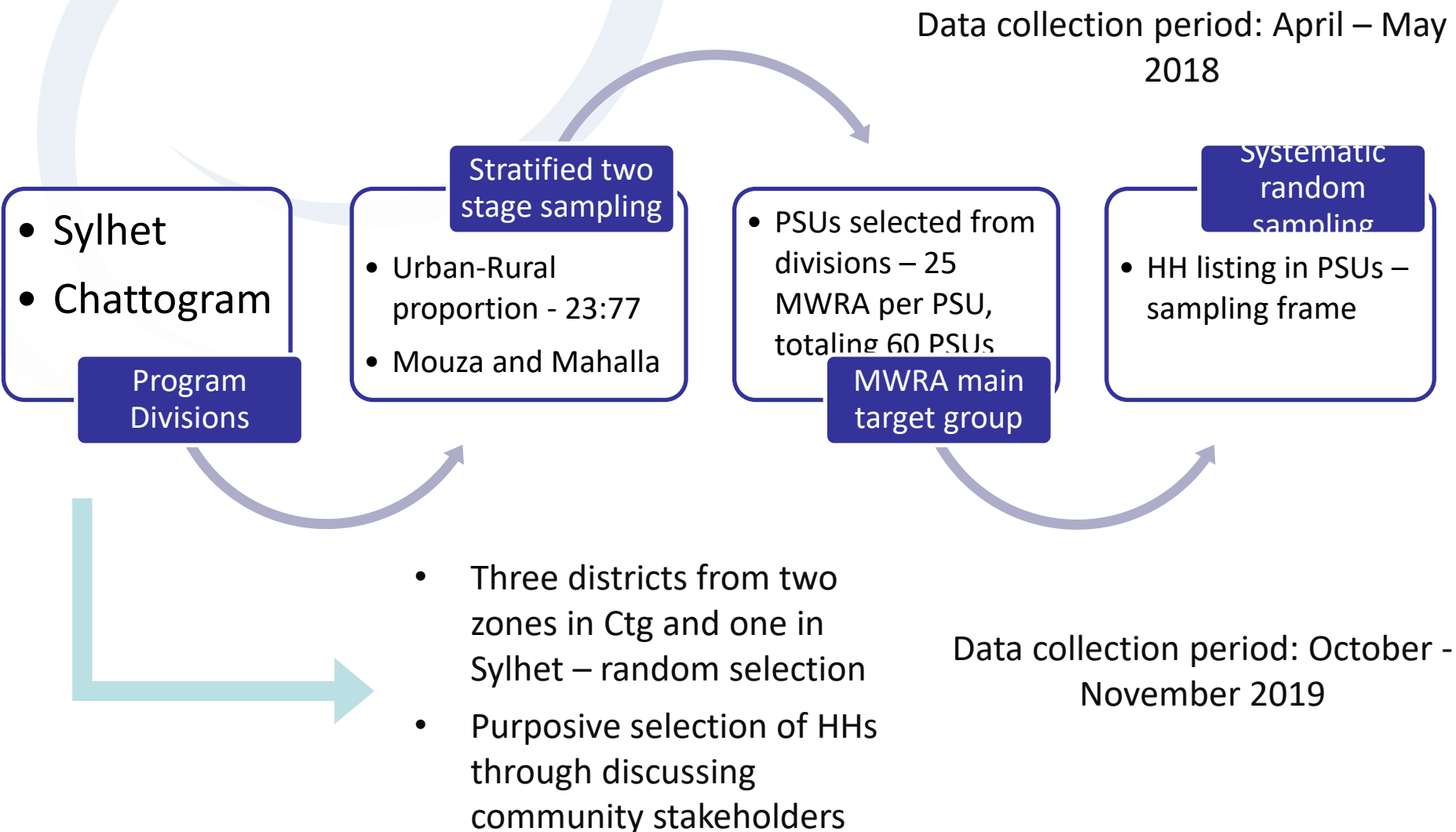


Trend in 4+ Antenatal Care visits, BDHS 2004-2018  
(% of women receiving at least 4 ANC)



BDHS: Bangladesh Demographic and Health Survey

# Sampling technique



# Socio-demographic profile of respondents

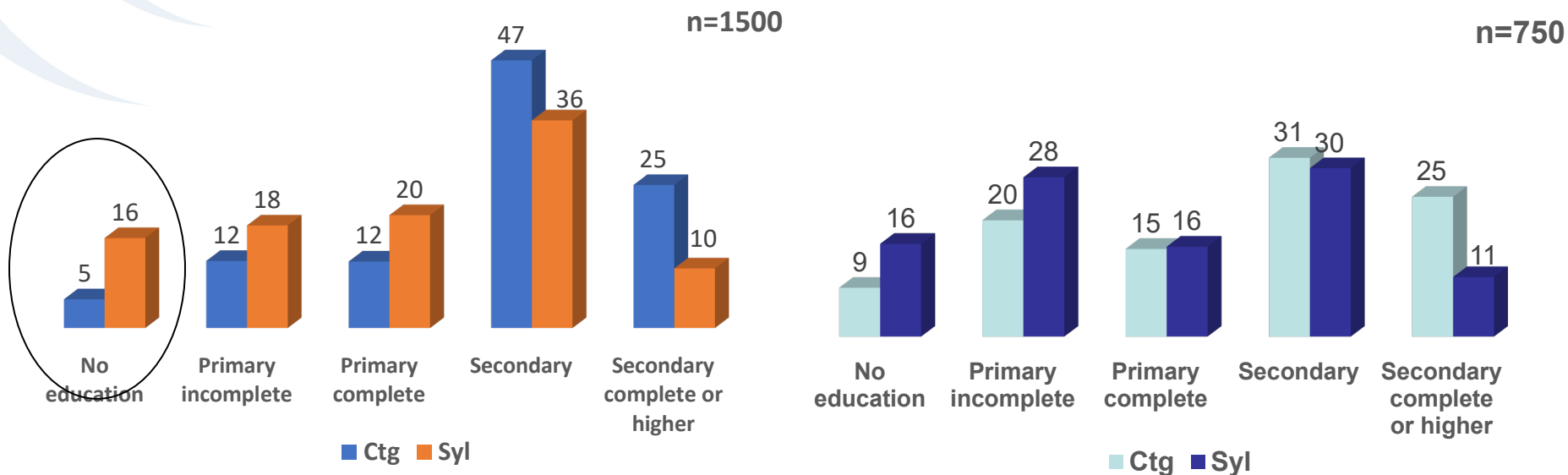


- Mean age 26.4 years
- Mostly housewives (96%)



- Mean age 34.8 years
- Common occupation: Business (40%), Labor (26%), Farming (16%)

## Level of education (%)

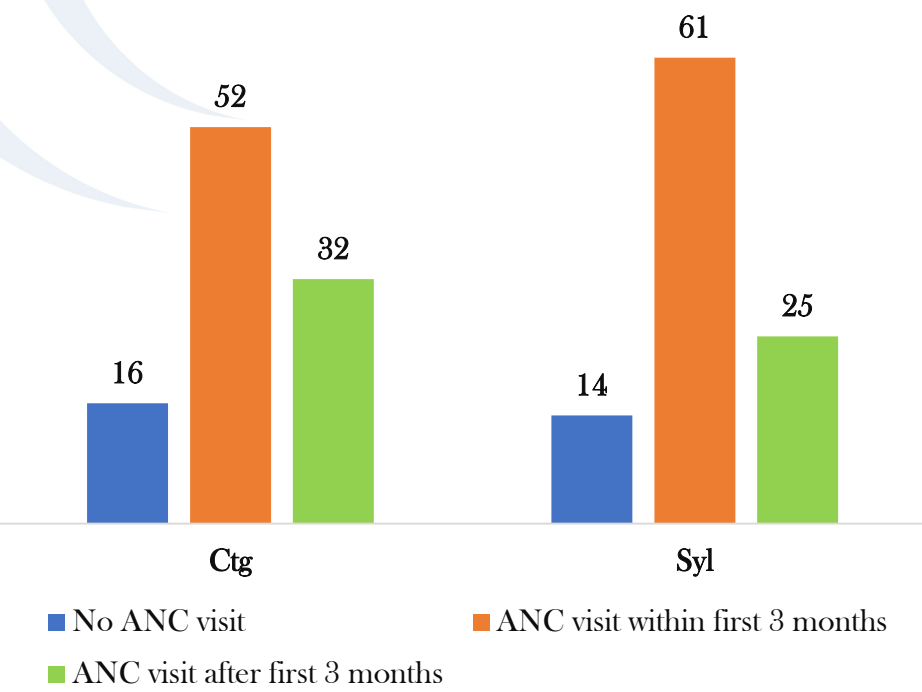


# ANC visit by women in last pregnancy (%)

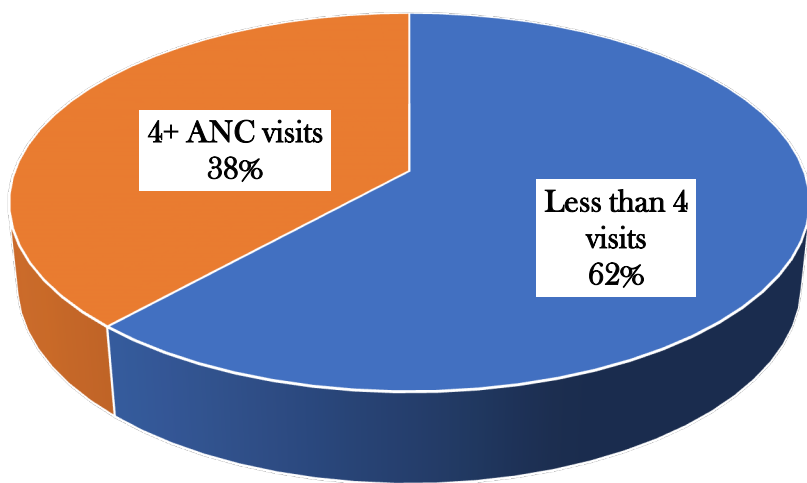
Practice varies significantly across level of education, vulnerability index, and wealth index

Husbands accompanied 57% of MWRA for ANC (Ctg: 55%; Syl: 64%) – others with other female relatives (34%), mother (18%) and mother in law (18%)

ANC visits by women during last pregnancy (%)



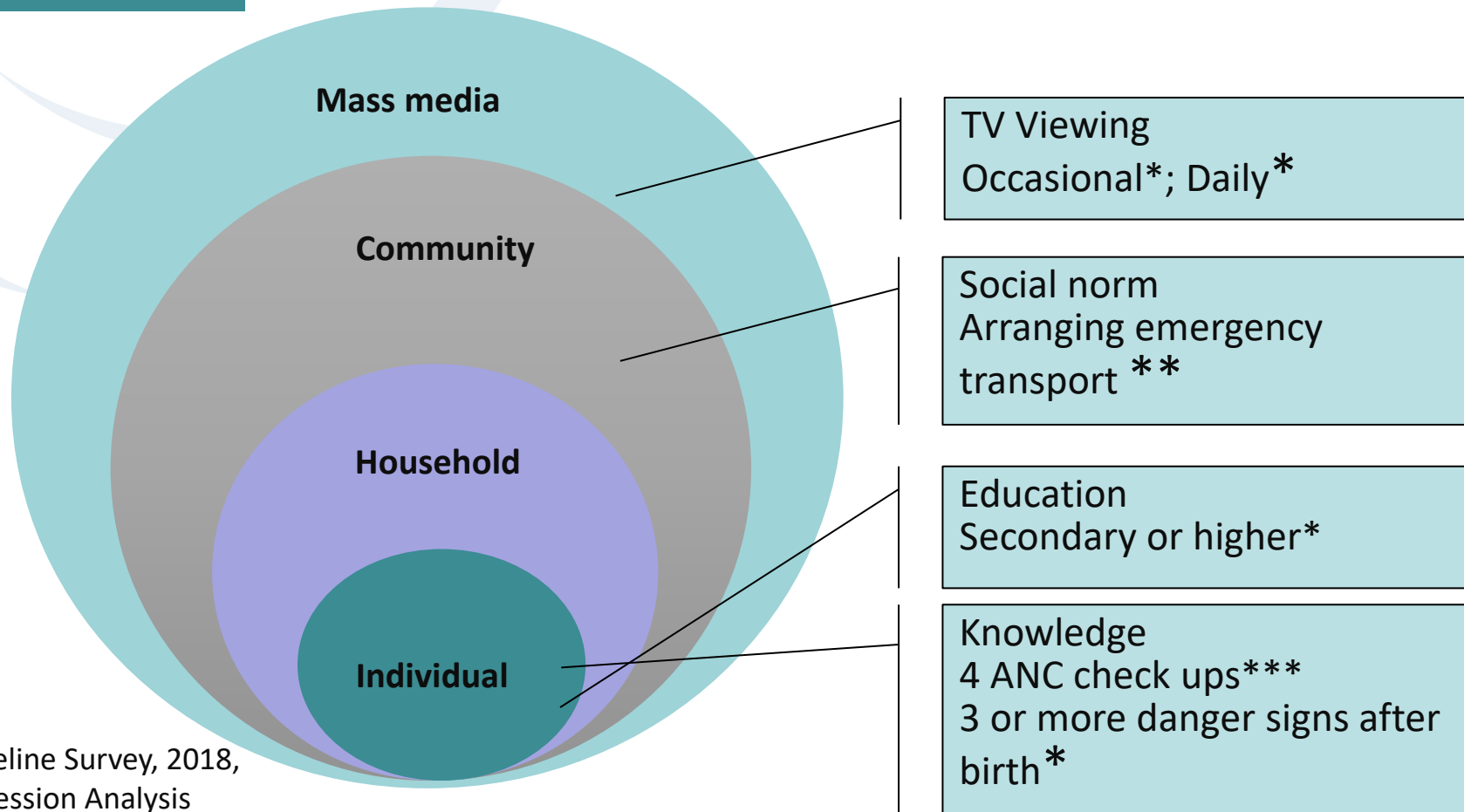
Number of ANC visits during last pregnancy (%)



# First ANC within 12 weeks (women with U2 child)

**55%** Of women had first ANC visit within 12 weeks

## Factors influencing early initiation of ANC Social Ecological Model



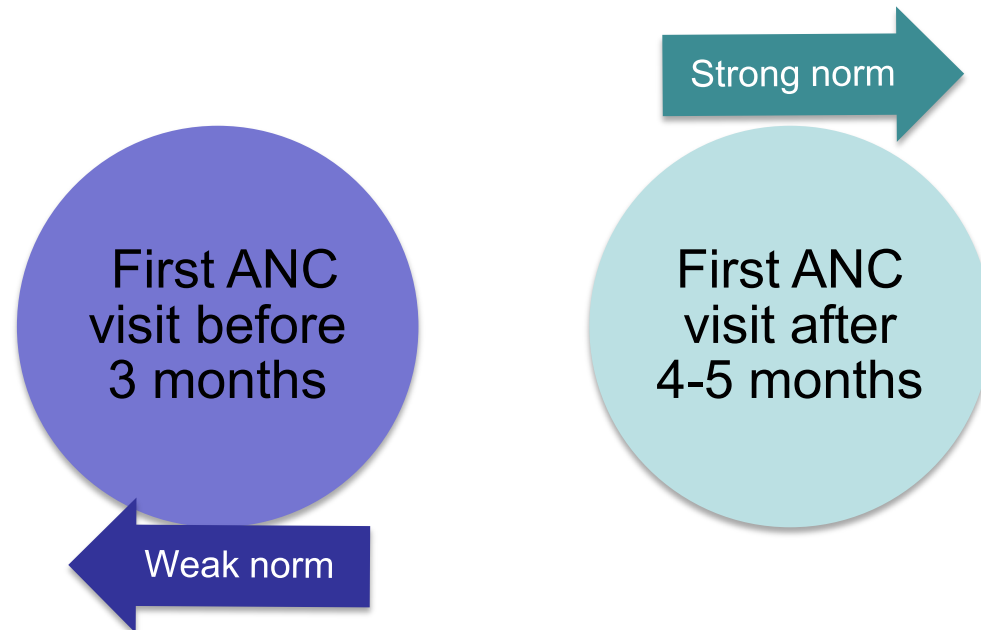
\*Ujjiban Baseline Survey, 2018,  
Logistic Regression Analysis

# Barriers to early ANC visit

- ‘ANC’ for pregnancy confirmation – seldom opt for ‘early ANC’ after learning about pregnancy
- Women believe ANC is needed only if ‘feeling unwell’ or if ‘facing any problem’

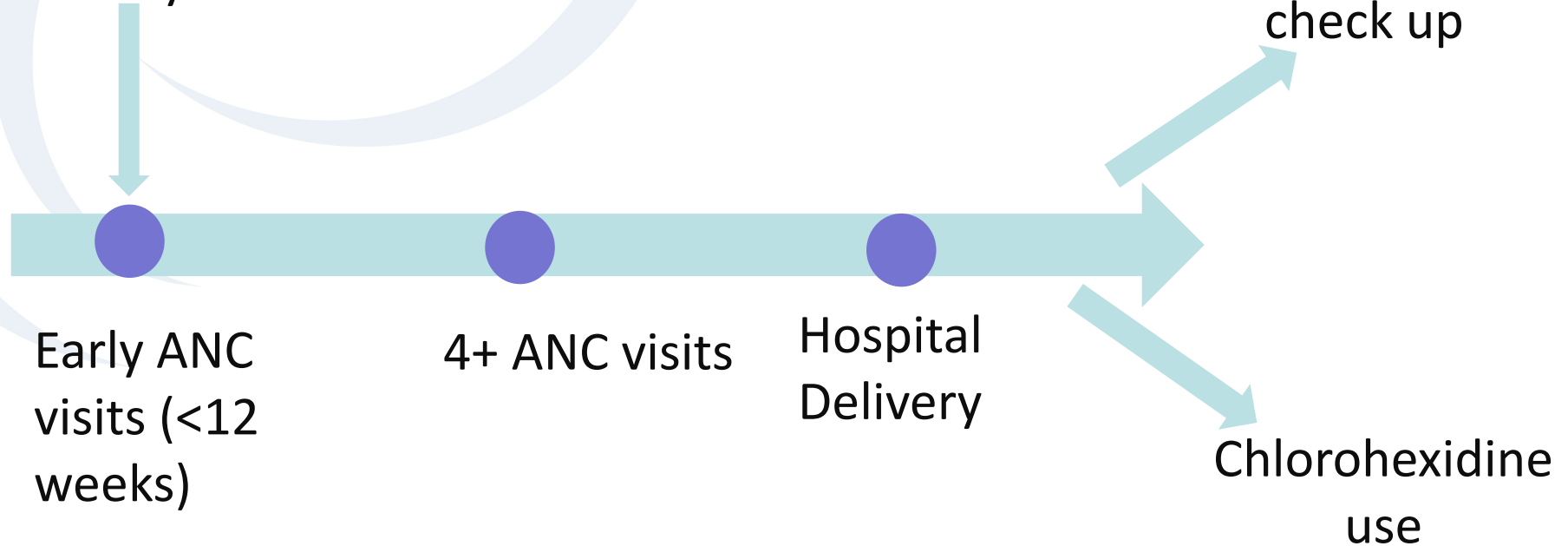
*“...now that she in her 5th month she will go for checkup. No one goes at the beginning... No one goes at the beginning.... they think that they are well now, things like that..” - Women, Chattogram*

## Social norms



# Maternal health behavior continuum

Gateway Behavior



Often the desired health behaviours are supported by “weak” social norms

\*Ujjiban Baseline Survey, 2018



# Thanks

