

Key messages to be conveyed on special days to pregnant women in their third and fourth months

1

Make use of the provision of cash benefits for mother and child health under PMMVY and JSY scheme -

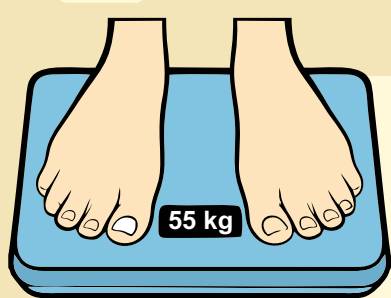
- Rs. 1000/- on early registration of pregnancy.
- Rs. 2000/- after six months of pregnancy, on receiving at least one ante-natal checkup.
- Rs. 2000/- after child birth is registered and the child has received the 1st cycle of BCG, OPV, DPT and Hepatitis-B.
- Cash benefit under JSY after institutional delivery.



11

For safe delivery:

- Identify hospital
- Identify and ensure availability of vehicle
- Keep money in reserve for any emergency



10

Take and monitor weight at regular interval during pregnancy. In the last 6 months of pregnancy, weight should increase by at least 1 k.g. per month.



9

Eat a variety of foods such as vegetables and fruits, milk and milk products, pulses, cereals, millets etc. Households that are non-vegetarian may continue to eat non-vegetarian foods during pregnancy. Take enough rest and avoid lifting heavy loads.

8

Use iodized salt for normal growth and development of the baby.



2

Pregnant women should get at least three ante-natal-checkups (ANCs) done and get weight taken regularly.



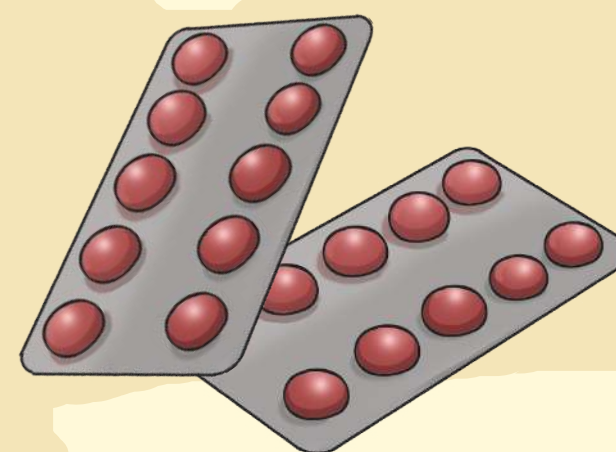
3

Keep the Mother Child Protection (MCP) Card given to pregnant woman safely. It provides information on health of mother during pregnancy and of the expected baby, and with its help the family can keep an eye on baby's growth and all other aspects.



4

It is crucial to identify any danger signs during pregnancy; these include-excessive bleeding, high fever, breathlessness and anemia, headache, blurring of vision, labour pain for more than 12 hours, bursting of amniotic sac without labour pain.

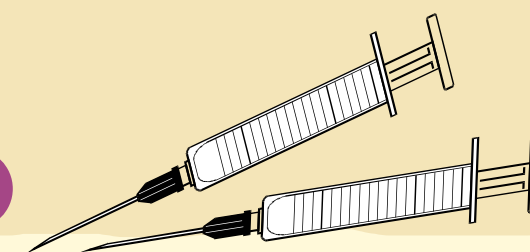


5

For healthy mother and baby ensure consumption of one IFA tablet per day after meal during pregnancy (at least 100 IFA tablets).

6

Ensure timely immunization of T.T. and deworming.



7

Take calcium tablets from the fourth month of pregnancy and continue taking the tablets until the baby turns 6 months old.



Guidelines for events on special days for pregnant women in their third and fourth months

Prior preparations (at least 2-3 days in advance)

1. **List** all pregnant women (in their first and second trimester) in the village.
2. Invite all listed pregnant women in the village, their husbands and mothers-in-laws. Take extra care to include pregnant women who belong to the backward castes or tribes, or from very poor families.
3. **Also, invite the following:**
 - (a) ASHA, ANM
 - (b) PRI members, VHSNC members
 - (c) Members of SHGs and other local committees, and other women
 - (d) Adolescent girls
4. Thoroughly study the key information to be given during the event.

Preparation on the day of the event

1. **Clean the AWC/or place of event** and ensure adequate space for participants.
2. **Arrange and keep the following ready:**
 - (a) Functional weighing scale
 - (b) Contact details of ambulance services
 - (c) Iron and Folic Acid (IFA) and calcium tablets
 - (d) Diverse food samples (green leafy vegetables, yellow, orange and red colour vegetables and fruits, pulses, cereal, millets etc.) for demonstration
 - (e) Traditional gifts (like bangles etc.)
 - (f) Relevant IEC material for counseling (you may use the information given on the backside of this Takeaway)
 - (g) Mat for sitting
 - (h) Clean drinking water
 - (i) Refreshments for the participants
3. **Read through the key messages** to be delivered during the event to refresh memory.

Key activities during the event

1. **Welcome all participants.**
2. **Explain the reasons** for celebrating this event. Communicate key messages that the women and family members need to remember and practice. Ensure that all the key messages are conveyed to the participants.
3. **Bless** the pregnant women and their families for a safe pregnancy (perform relevant traditional ritual).
4. **Provide the following items/ information:**
 - (a) Contact details of ambulance services
 - (b) IFA and calcium tablets
 - (c) Distribute gifts
5. Weigh and record the weight of all pregnant women.

Engaging participants

1. **Ask** the pregnant women, their husbands and mothers-in-law if they recall the messages provided during the event?
2. **Ask the husbands and mothers-in-law** on how they will support the pregnant women in practicing the recommended behaviours?
3. **Advice husbands and mothers-in-law on their special role:**
 - (a) Ensuring sufficient rest and food for the pregnant woman
 - (b) Ensuring that the pregnant woman takes 1 IFA and calcium tablet daily
 - (c) Ensure preparations for delivery (identify signs of danger, identify hospital for delivery etc.)
 - (d) Help and support in exclusive breastfeeding as soon as possible after delivery

Wrap up

1. **Seek commitment** from participants to follow the advice.
2. **Inform** participants about the next celebratory event.
3. **Take attendance and record** in relevant register/format.
4. **Close the event** with traditional song.
5. **Offer refreshment** to participants.

Remember to follow up next week

Visit the pregnant women at their homes the following week to ascertain if the messages given in the event are being followed.