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INTRODUCTION

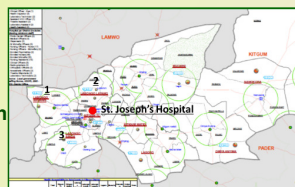
Since 1999, the Grau Albert Valencia Foundation has been a donor to the St. Joseph's Hospital, Kitgum. The board decided to fund village preventative health outreach programs to be carried out by local hospital staff. Before designing the programs, we wanted to know the underlying barriers to preventative health. How do you understand what people know, need and want from their health care providers?



METHODS

Study area: St Joseph's Hospital catchment area
6 villages in 3 sub-districts that had no NGO contact since resettlement

1. Akwang
 - Oget
 - Tumungu
2. Layamo
 - Paibwo East
 - Ocettoke North
3. Amida
 - Kampala
 - Lokira



Data collection:

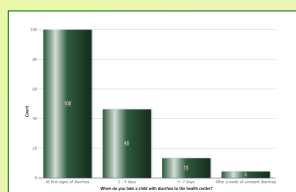
- Surveys (n=165)
 - Comprehensive demographic, health and sanitation survey
 - Adapted FOAM methodologies to malaria, diarrheal diseases and maternal health.
- Focus groups/workshops (N=5, n=96)
 - Conducted after rapid analysis of surveys
 - Included homemade ORS education workshop
- Semi-structured interviews (n=11)
 - Medical superintendent
 - Head nurse
 - Outreach coordinator
 - Head nurses of ante-natal, maternity, and children's wards
 - Village health team members (VHT)- trained volunteer village level health consultants

- In-village direct observation (n=72)
 - 7 indicators in home observations

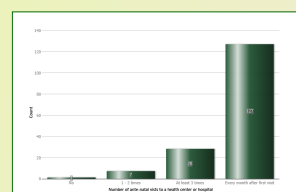
RESULTS

Health seeking behaviors

Diarrheal disease



Maternal health



Focus on Opportunity, Ability and Motivation (FOAM) analysis

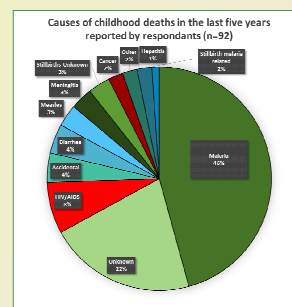
FOAM framework



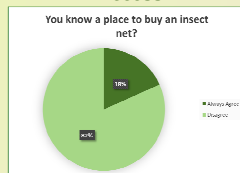
(Coombes et al. 2010)

FOAM is framework to analyze hand washing behaviors to help design effective hand washing programs. I adapted the framework to measure malaria, diarrheal disease and maternal health. Below is the analysis of malaria because malaria remains the number one killer of children in the catchment area.

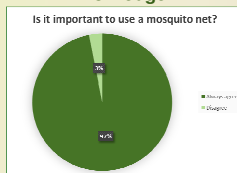
Why malaria?



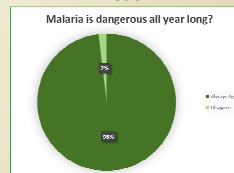
Access



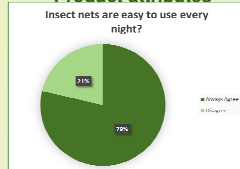
Knowledge



Threat



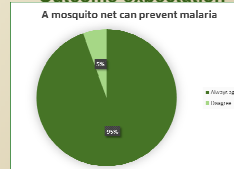
Product attributes



Social support



Outcome expectation



CONCLUSIONS

- Health knowledge and health care seeking behavior are both high. The aim of outreach should be getting people to the hospital healthier. A comprehensive nutrition program has been carried out by the St. Joseph's nursing staff in the past at the district level. This should be replicated in the catchment area villages.
- Access to goods (soap, mosquito nets, oral rehydration, water cleaning tablets) is the largest barrier to preventative health. Any outreach into the village needs to address this and provide some delivery mechanism, preferable one that could be sustainable and commonly accessible.



RECOMMENDATIONS

The Grau Albert Valencia Foundation

- Social network analysis and investigation of past efforts can reveal existing village collectives that can be empowered through a nutrition program.
- Partnering with other NGOs or programs in the area would have a synergistic effect since the foundation does not have in-country supervisors.

The St. Joseph's Hospital

- The sale or free delivery of health goods should be coupled with in-village vaccine campaigns and outreach programs.
- VHT can be trained to carry out FOAM research in their own villages that can lend strong credence to future proposals.
- Outreach messages should be made into radio broadcasts with two local faith based radio stations.
- Appeal to a wider base of donors across the globe especially faith based organizations.

ACKNOWLEDGEMENTS

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Ana Grau, Benjee Casio and The Grau Albert Valencia Foundation
All the VHTs that were crucial to collecting this data

Reference
Coombes, Yolande, Jacqueline Devine. 2010. "Global Scaling Up Handwashing Project Introducing FOAM: A Framework to Analyze Handwashing Behaviors to Design Effective Handwashing Programs."