



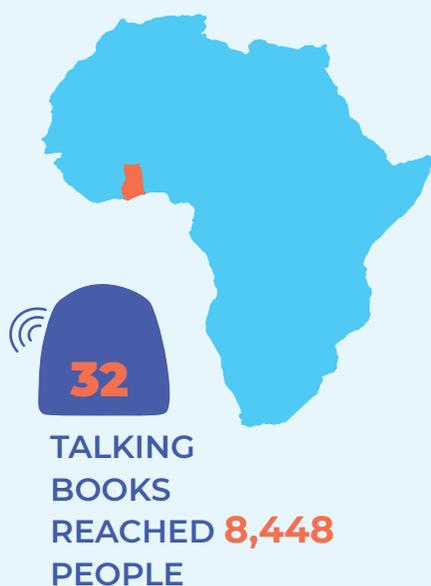
ENGAGING FATHERS IN ANTENATAL CARE FOR HEALTHIER MOTHERS AND BABIES

TALKING BOOK PILOT FOR GHANA HEALTH SERVICES

PARTNERS: UNICEF Ghana and Ghana Health Services

DURATION: 2019

REGION: Jirapa Municipality, Upper West Region, Ghana



Men’s Role in Maternal Health

In Ghana, about 70 babies lose their lives every day due to premature birth, infections, and complications during and after delivery. Traditional gender roles and norms can be a barrier to safe pregnancy and delivery. Because men often control the decision making and finances, this can dictate whether a mother is able to participate in antenatal care (ANC) services. Without the involvement of men, women may not be able to act on the health information they’ve received or attend appointments.

Piloting Talking Books with Ghana Health Service to Promote Health Education

In 2019, UNICEF Ghana and Amplio Ghana teamed up with Ghana Health Service on a Talking Book community health education pilot project in Jirapa District, Upper West Region. The pilot was conducted at 15 Community-Based Health Planning and Services (CHPS) compounds in under-resourced rural communities.

Community health nurses (CHNs), midwives, and volunteers used Talking Books to deliver consistent and accurate health messages in the local language during ANC visits and child welfare clinics. Health workers played Talking Book messages during group sessions, as well as one-on-one with patients.

The project sought to educate and engage men and women, by providing access to local language audio content on maternal, newborn, and child health, hygiene and sanitation, and child protection. Messages were produced in the form of songs, dramas, interviews, and social influencer endorsements.



“We listen to the Talking Book together, especially when my wife needs support from me to help her stay healthy. I also participated in the listening and discussion sessions with the Talking Book and the midwife.”

— DOONYUO DOOSAAH

Over **5,840** hours of ANC messages played



Improved Men’s Attendance at ANC Visits

At the CHPS compounds, families listened to Talking Book messages while they waited to receive care. One message was a 10-minute drama about the father’s role in maternal and child health. CHPS staff reported that the Talking Book listening sessions increased men’s awareness about the importance of their involvement in the health of their wives and children. CHNs said that use of Talking Books made health education more efficient and effective, giving them more time for direct services.

During the Talking Book pilot, all the participating CHPS compounds saw a significant increase in men’s attendance during ANC visits and child welfare clinics.

Men’s Attendance During Anc Visits and Child Welfare Clinics Before and at the Pilot Midline



An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is rugged, battery-powered audio device designed for low-literate adults and youth. Users can select and play messages on demand and record their feedback. A built-in speaker allows families and groups to listen and learn together. Amplio’s global development partners use Talking Books to deliver hours of audio content in rural remote communities.