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World Vision has adapted its timed and targeted counseling (ttC) tool to extend primary health care and counseling to rural households in Papua New Guinea (PNG). Due to PNG's difficult topography and dispersed rural population, the distances that are needed to travel to the nearest health care facility impose life-threatening risks to mothers, especially pregnant women. The ttC is used to monitor the health and nutrition situation of caregivers (mothers with children < 2 years) and pregnant women. Pre-set questions have been installed on mobile phones and are used in the rural areas of PNG, once there is network coverage; the data is uploaded onto a central server. The results are used to prioritise maternal health, hygiene, and nutrition activities.

Since its introduction in 2014, significant data has been collected showing the current trends and practices within each household. Remarkable changes have been observed with pregnant women intentionally accessing antenatal clinics, including women succeeding in instigating hygiene and sanitation behavior change, nutritional diverse diets for their family, and protecting their children from infectious diseases. Such practices included maintaining a clean household, washing-hands at appropriate times, sleeping under a treated mosquito net, ensuring their child is fully immunized, preparing a diverse meal for their family, accessing immediate assistance when the child experiences diarrhea or acute respiratory infections, and using modern contraceptives for healthy spacing of their children. This has shown community ownership and accountability for their health and nutrition as well as enabling progress on activity implementation within the target communities.