



IMPROVING MATERNAL, NEWBORN AND CHILD HEALTH IN KENYA'S PASTORAL COMMUNITIES

AFYA TIMIZA PROJECT

AFFILIATE: Centre for Behaviour Change and Communication

FUNDER: USAID

DURATION: 2018-2020

REGION: Samburu and Turkana Counties, Kenya

LANGUAGES: Samburu, Turkana



TALKING BOOKS REACHED **27,849** PEOPLE

Role of Talking Books in Afya Timiza

In Kenya, Centre for Behaviour Change and Communication (CBCC), used the Amplio Talking Book to train and support community health volunteers (CHVs) for the USAID-funded Afya Timiza project. The initiative aimed to improve maternal, newborn, and child health for semi-nomadic pastoral communities in Samburu and Turkana counties.

Amplifying Messages to Improve Access to Quality Health Information and Services

In 2018, CBCC delivered a three-armed program in Samburu and Turkana counties, by supplying CHVs with various social and behavior change training and tools. At intervention sites, CHVs used flipbooks and Amplio Talking Book audio devices to share consistent and accurate key health messages during community meetings and household visits. Control sites were divided into facilities where CHVs used flipbooks only and facilities with no Afya Timiza presence.

At evaluation, intervention facilities where CHVs used Talking Books saw a 110% increase in the number of pregnant women completing four antenatal care (ANC) visits. In contrast, ANC participation at control sites with flipbooks increased by only 7% and controls with no Afya Timiza presence increased 6%.

On average, intervention facilities with Talking Books had a 41% increase in new ANC clients from project baseline to endline.



KEY MILESTONES

8,741

mothers accessed skilled delivery

821

community health volunteers (CHVs) trained to deliver key messages on maternal and newborn health

614

CHVs trained on family planning literacy

27,849

individuals empowered to receive quality family planning services

OVER 17,500 ANC MESSAGES PLAYED

Supporting CHVs in Message Delivery

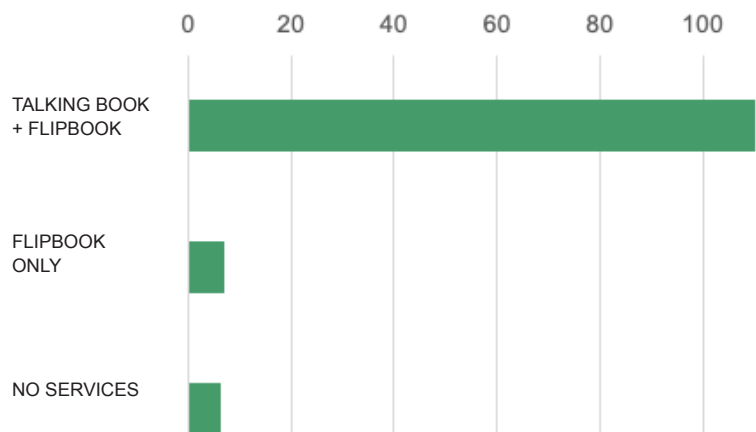
With Talking Books, CHVs were empowered with access to knowledge and the ability to deliver quality information. As a result, CHVs said they experienced a significantly higher level of trust and engagement from the communities, with more mothers coming to them for health care referrals.

“Sometimes I might forget an important point. I may not necessarily remember all the health messages. The Talking Book reminds me.”
— A CHV FROM VIHIGA COUNTY

Connecting Quality Health Education with Increased Participation in ANC Visits

For Afya Timiza, Talking Book content was produced in the form of songs, dramas, interviews, and endorsements. CHVs with Talking Books played over 17,500 ANC messages, which ranged from one to three minutes in length. Intervention sites showed a correlation, with a significant increase in the number of women completing all four recommended ANC visits.

% Increase in Women Completing 4 ANC Visits



An Inclusive Digital Solution

Recognized by UNESCO as an inclusive digital solution, the Amplio Talking Book is a 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 lets families and groups listen and learn together.



Amplify your impact in the world's hardest to reach communities. Learn more at www.amplio.org