

Applying Behavioral Science to Address Postpartum Hemorrhage in Madagascar

<https://breakthroughactionandresearch.org/>

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BACKGROUND

- Postpartum hemorrhage (PPH) is the leading cause of maternal mortality in low-income countries, including Madagascar.
- Studies have observed low provider adherence to recommended best practices for PPH prevention and treatment during facility-based births.

METHODS

- Formative research in Madagascar included in-depth interviews (n=47) with midwives, postpartum women, community health volunteers, and traditional birth attendants.
- The goal was to generate insights around behavioral barriers inhibiting midwives from consistently following best practices for PPH prevention, detection, and management.
- These insights informed an iterative co-design process, including user-testing and revision in collaboration with midwives, to generate behavioral solutions that addressed these barriers and supported quality of care.

FINDINGS

We generated a set of key insights into behavioral barriers, including:

- Perceived low risk of PPH among midwives, which leads to undervaluing prevention and monitoring measures;
- Limited feedback on compliance with recommendations or consequences of current performance, which inhibits continuous improvement of clinical practice; and
- More broadly, a context of cognitive scarcity amidst structural challenges, which affects ability to respond to complex emergencies.

- We used behavioral design methodology to generate evidence-based insights to develop context-specific behavior change solutions.
- Using a collaborative co-creation process and iterative user-testing can ensure that new interventions are responsive to midwives' needs.

Based on these insights, we designed a set of behavioral solutions that are responsive to the context. These included:

- A PPH risk and consequence visualization exercise to motivate prevention,
- A device that gives immediate feedback on timely oxytocin administration to facilitate the best practice of applying within one minute,
- Tools to facilitate allocating specific support roles to family members, and
- A glow-in-the-dark simplified algorithm poster for PPH management.



FOR MORE INFORMATION

The Advancement of PPH Care (APPHC) Partnership is co-led by Breakthrough RESEARCH and HEARD Project: addressing key barriers for PPH prevention and treatment.

To learn more about our approach, research findings, or behavioral designs, contact Sara@ideas42.org or GH@ideas42.org

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FIGURE 1 Key behavioral insights

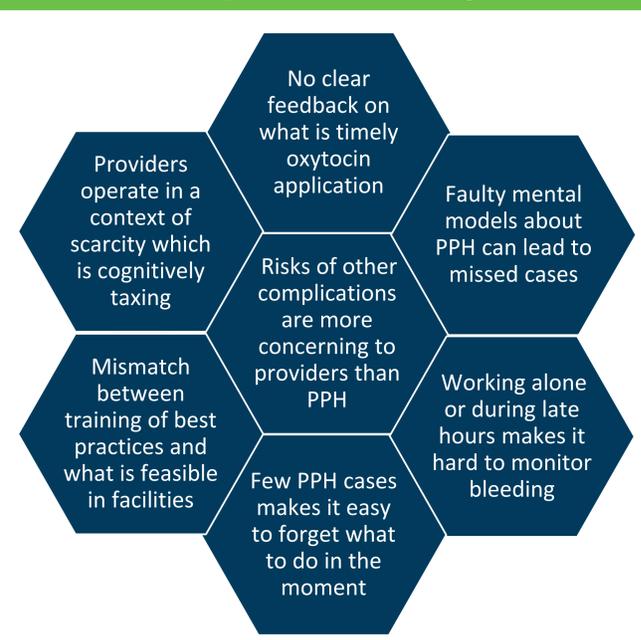


FIGURE 2 Design and user-testing process

