

Calcium and Iron-Folic Acid Supplementation Behavior Change Materials

Acknowledgments

With funding support from the Micronutrient Initiative, Cornell University developed behavior change communication materials on calcium and iron-folic acid (IFA) supplementation based on the Kenya Ministry of Health behavior change communication package of tools for IFA supplementation.

The national IFA supplementation package includes counseling cards, calendars for pregnant women, training materials for health care providers, and posters. The Micronutrient Initiative provided technical and financial support for the development of the national IFA materials and the Centre for Behavior Change and Communication (a Kenyan organization and subsidiary of Essence International) contributed behavior change communication expertise.

The integrated calcium and IFA materials include counseling cards, calendars with visual reminders of counseling messages for pregnant women, and posters on adherence partners and were created for use in a district-wide pilot study conducted by Cornell. The Centre for Behavior Change and Communication provided materials development expertise and pretested the materials.



Calcium and **IFAS**

Calcium and Iron and Folic Acid Supplementation



Ministry of Health

REMINDER CALENDAR
For pregnant women to use at home

Three Calcium and IFAS Administrations

Take calcium thrice and IFAS once every day for the rest of pregnancy



Month 1 (One)



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby

Calcium and IFAS help you to have the balanced diet needed for a safe pregnancy and a healthy baby



Month 2 (Two)



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							
				Tick after taking each tablet			



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby

Ask someone close to you to help remind you and encourage you to take the tablets every day



Month 3 (Three)



Sunday Monday Tuesday Wednesday Thursday Friday Saturday

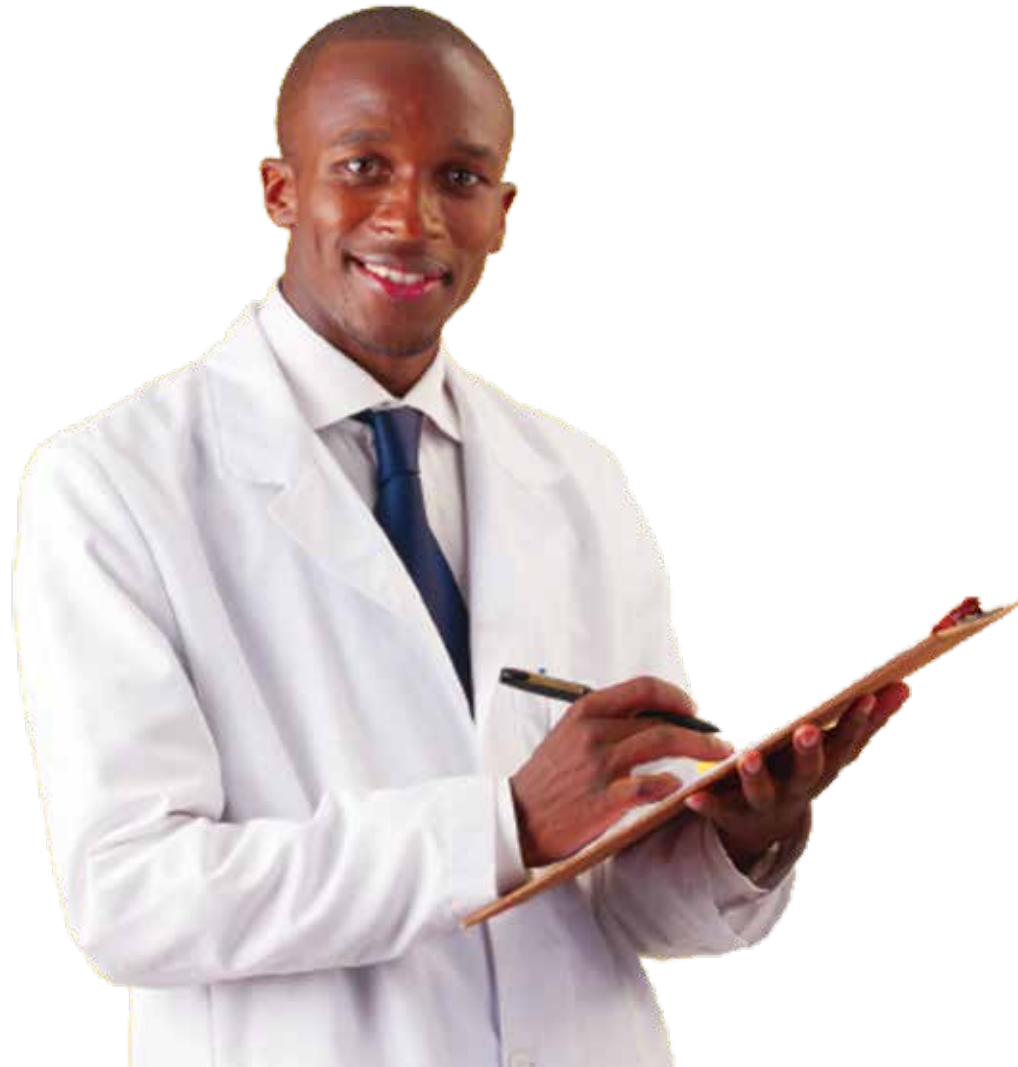
Week 1						
Week 2						
Week 3						
Week 4						

Tick after taking each tablet



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby

Early and regular Antenatal care (ANC) visits are important for a safe pregnancy and healthy baby



Month 4 (Four)



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							
				Tick after taking each tablet			



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby

Take calcium and IFAS with meals to reduce chances of experiencing side effects



Month 5 (Five)

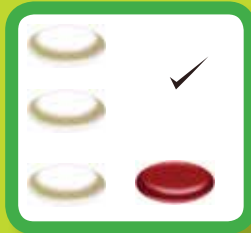


	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							
				Tick after taking each tablet			✓ ✓



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby

This calendar can help you remember to take your calcium and IFAS everyday until your baby is born



- The white tablet shows when to take calcium. The red tablet shows when to take IFAS. Each time you take a tablet, tick the picture of that tablet. Only tick the tablet if you took it.



- The picture of morning, midday and evening can help you remember when to take the tablets.



- This calendar is to help you remember to take the tablets. You can be honest about when you take the tablets. We want to learn what works best for you.
- You can remember your tablets by putting tablets and reminders where you will see them. Where is a good place to keep your calendar where you will see it?



Calcium and IFAS

Calcium and Iron and Folic Acid Supplementation



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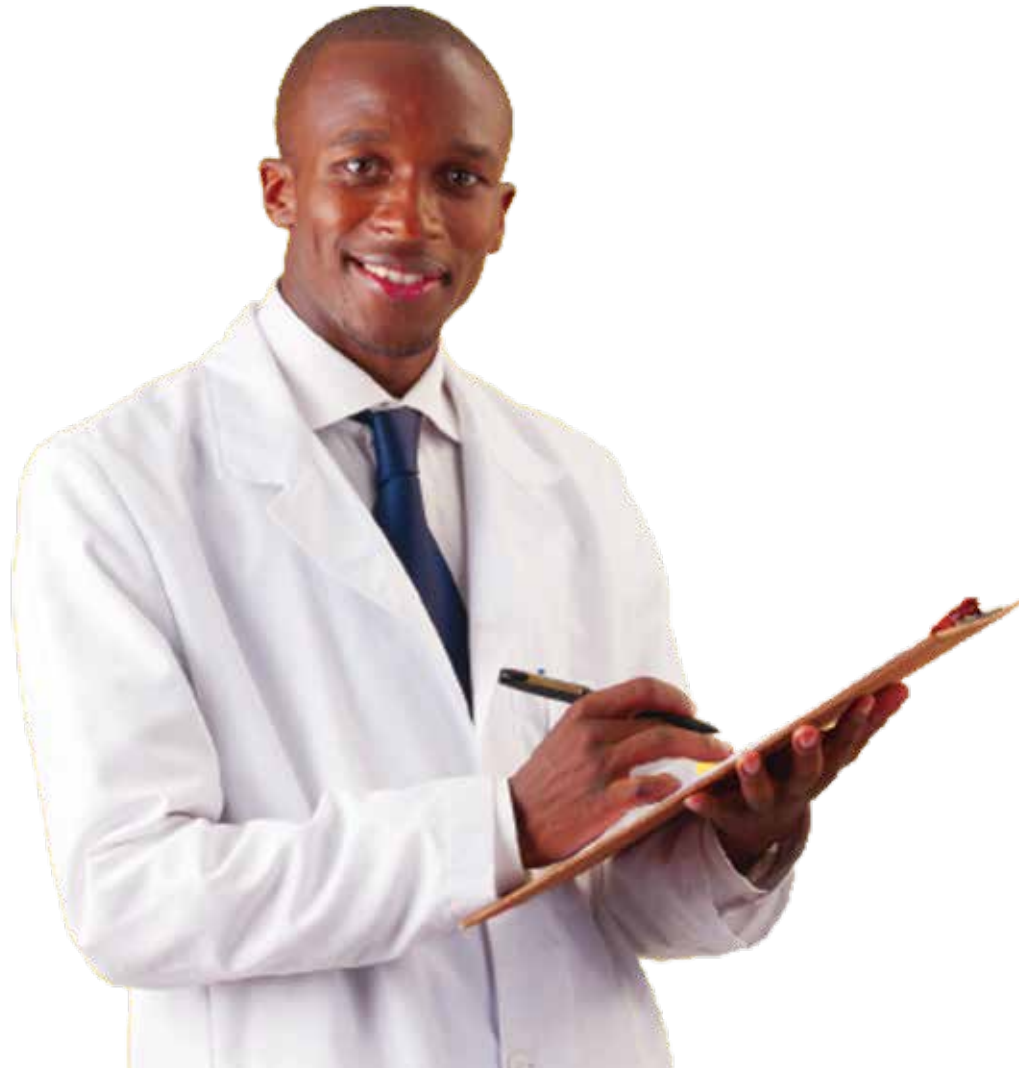
Counseling guide for Healthcare Providers

Three Calcium and IFAS Administrations

How to use the counselling guide

- This flip chart is designed to help healthcare providers communicate effectively on calcium and IFAS to the pregnant mothers.
- The counselling cards can be used both for individual or group counselling.
- You can select the appropriate card to use in a given counselling session. All cards may not be necessary for each client session.
- The side of the card with illustrations or pictures is intended to be viewed by clients, while the other side with text is to be viewed by the health worker.
- Individual counselling of mothers on calcium and IFAS is very critical for improving compliance.
- Maintain eye contact with the client during counselling.
- Build on what the client knows .
- Use the key messages in the cards to reinforce or correct the clients responses as needed.
- Review with the client the key points discussed to ensure the client has understood the messages correctly.
- Counselling will vary depending on whether it is the client's first visit or return visit.

Calcium and IFAS keep you and your baby safe and healthy



Calcium and IFAS help you to have the balanced diet needed for a safe pregnancy and a healthy baby





Calcium and IFAS help you to have the balanced diet needed for a safe pregnancy and a healthy baby

Probing questions for health worker

1

- Ask the client to describe what they see in the picture.
- Calcium and IFA tablets are needed everyday for a healthy pregnancy.
- If it is her first visit ask if she has ever taken calcium and IFAS.
- If it is a return visit ask if she is currently taking the calcium and IFAS.
- Build on the client response and explain that calcium and IFAS requirements during pregnancy are difficult to meet with most diets; therefore she needs calcium and IFAS tablets.

Explain to the woman

2

- It can be difficult to eat a balanced diet.
- Many pregnant women do not eat enough foods with calcium, such as milk.
- Many pregnant women do not eat enough foods with iron, such as meat.
- IFAS and calcium tablets can help balance your diet if you take them every day.

Taking calcium and IFAS every day during pregnancy can protect you from serious problems in pregnancy





Taking calcium and IFAS every day during pregnancy can protect you from serious problems in pregnancy

Probing questions for health worker

1

- Ask the client to describe what they see in the picture.
- These are serious problems that can result from lack of iron and calcium.
- Anemia and preeclampsia are serious and can lead to the death of mother and baby.

Explain to the woman

2

Benefits of IFAS tablets

- Reduce the risk of anemia or weak blood.
- Prevent feeling tired, dizzy, and weak.
- Give your baby iron.
- Reduce the risk of dying from bleeding during delivery.

Benefits of Calcium tablets

- Reduce the risk of preeclampsia, or high blood pressure during pregnancy.
- Reduce the risk of swelling of the face and hands, blurred vision, and severe headaches.
- Help prevent fits during pregnancy, a very serious condition that can lead to death for mother and baby.

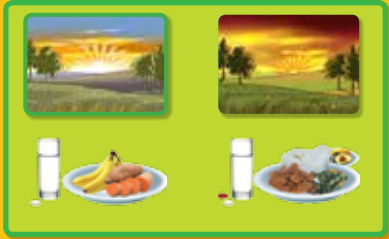
Follow up question for client

3

Have you or someone you know ever experienced these symptoms?

Take calcium thrice and IFAS once everyday for the rest of pregnancy





Take calcium thrice and IFAS once everyday for the rest of pregnancy

Probing questions for health worker

1

- Ask the client to describe what they see in the picture
- If this is her first visit provide all the information in this card
- If this is her return visit, ask about how she has been taking the calcium and IFAS
- Build on the client response and explain that it is important that all pregnant women take calcium and IFAS to prevent problems in pregnancy

Explain to the woman

2

- Take a calcium tablet three times a day, at different times, with food. For example, you could take one with breakfast, one with lunch and one with evening meal.
- Take one IFAS tablet a day.
- When will you take your tablets?

Important reminders

- Do not share tablets.
- Keep tablets away from children.
- If you forget to take a tablet, take it when you remember. But don't take two calcium tablets at once.
- You can take the calcium tablets before, during, or after meals, whichever works best for you.

Follow up question for client
Do you have any questions about how to take your tablets?

3

Make a plan to help you remember to take your tablets



Sunday Monday Tuesday Wednesday Thursday Friday Saturday

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							

Tick after taking each tablet



Take calcium and IFAS tablets everyday for a healthy pregnancy and healthy baby



Make a plan to help you remember to take your tablets

1

Probing questions for health worker

- Ask the client to describe what she sees in the picture.
- If this is her first visit provide all the information in this card.
- If this is her return visit, ask her if she has been using the calendar.
- Build on the client response and explain that using the calendar can help her remember to take her pills every day.

2

Explain to the woman

- This calendar can help you remember to take your tablets.
- The picture of the white tablet shows when you should take calcium and the picture of the red tablet shows when you should take IFAS.
- The pictures of morning, midday and evening can help you remember when to take the tablets.
- Each time you take a tablet, tick the picture of that tablet. Only tick the tablet if you took it.
- This calendar is to help you remember to take the tablets.

Ways you can remember to take your tablets.

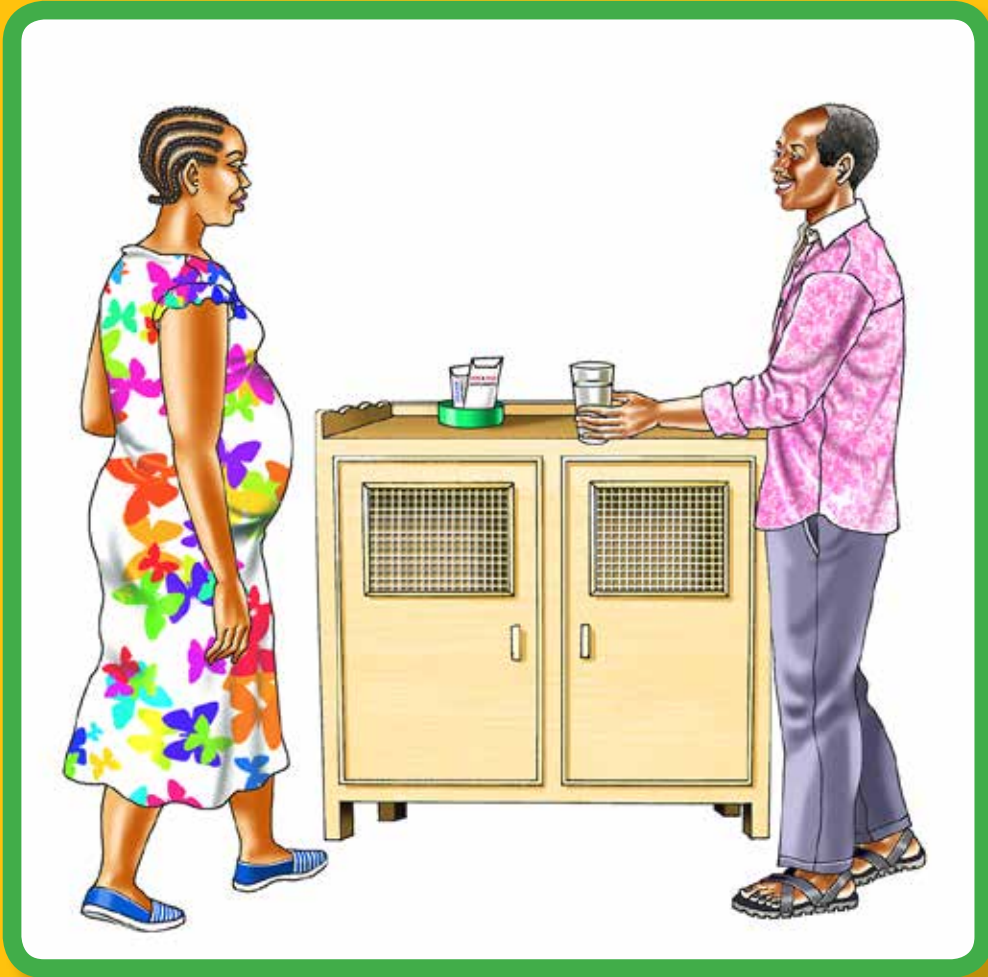
- Put tablets and reminders where you will see them.
- Where is a good place to keep your calendar where you will see it?
- You can take the calcium tablets before, during, or after meals, whichever works best for you.

3

Follow up question for client

- **Do you have any questions about how to use the calendar?**
- **Do you have any questions about what can help you remember to take the tablets?**

Ask someone close to you to help remind you and encourage you to take the tablets everyday





Ask someone close to you to help remind you and encourage you to take the tablets every day

Probing questions for health worker

1

- Ask the client to describe what they see in the picture
- If this is her first visit provide all the information in this card
- If this is her return visit, ask her if someone has been encouraging and reminding her to take the calcium and IFAS
- Build on the client response explain that having someone who encourages and reminds her can help her take her tablets every day.

Explain to the woman

2

- For some women, asking someone to help and encourage them can make it easier for them to take their calcium and IFAS tablets.
- Is there someone at home or near your home who you could ask to help and encourage you to take these tablets?
- What kind of help would you like from them?

Follow up question for client

3

Will you ask someone to help and encourage you to take your tablets every day?

Take calcium and IFAS with meals to reduce chances of experiencing side effects





Take calcium and IFAS with meals to reduce chances of experiencing side effects

Probing questions for health worker

1

- If it is her first visit, provide all the information on this card.
- If it is a return visit, ask if she has ever experienced side effects and how she has managed them.
- Build on the client response and explain that side effects may occur when taking calcium and IFAS.
- Explain that side effects are not harmful and supplementations should continue.

Explain to the woman

2

- Some women have side effects from taking these tablets. The side effects are not harmful and most women are able to keep taking them.
- If you have side effects such as constipation, nausea, diarrhea, or black stools, do not worry.
- Keep taking the tablets and usually the side effects will go away.

What to do if you have side effects

- Taking the tablets with food can help.
- Talk to an ANC healthcare provider if you continue to be troubled by side effects.

Follow up question for client

3

Ask if she has any questions on side effects.



**Early and regular
Antenatal Care (ANC)
visits are important for
a healthy and
safe pregnancy**



Early and regular Antenatal care (ANC) visits are important for a healthy and safe pregnancy

1

Probing questions for health worker

- Ask the client to describe what they see in the picture.
- If this is her first visit provide all the information in this card.

2

Explain to the woman

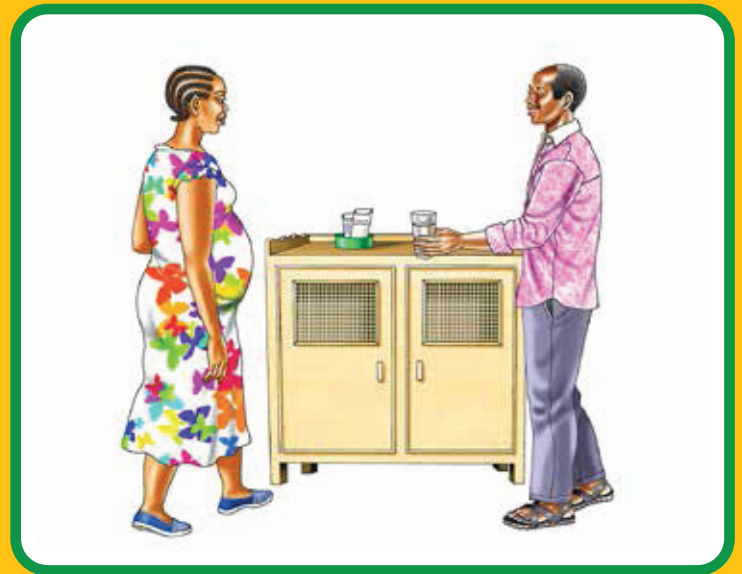
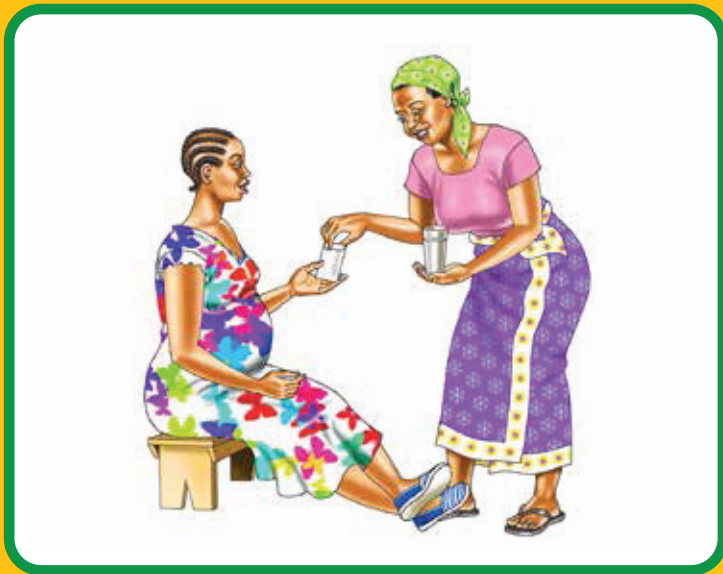
- It is very important to come back for your regular Antenatal care (ANC) visits.
- Your next Antenatal care appointment will be on _____.
- You can get more calcium and IFAS tablets when you come back for your next appointment.

3

Follow up question for client

Do you have any questions about any of the things we have talked about?

I will remind and encourage her to take **Calcium and IFAS** everyday for a healthy mother and baby



My help and encouragement really matter!

Visit the nearest health facility for more information

Calcium and IFAS

Calcium, Iron and Folic Acid Supplements



Ministry of Health



Niulize

jinsi ya kuwa
na ujauzito
wenye afya