



COMMUNICATION
FOR
HEALTHY LIVING
- EGYPT -

The Mabrouk Initiative:
Empowering families and communities to achieve good health

Ministry of Health and Population, Ministry of Information/SIS IEC Center, & USAID/EGYPT

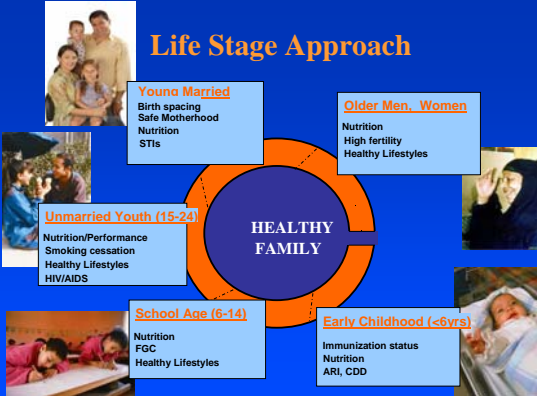



CHL GOALS:

CHL is a cross-cutting communication program whose goals are to:

- Improve health in the areas of:
 - Family Planning
 - Maternal and Child Health
 - Infectious Disease (AI, HIV/AIDS, HEP-C)
 - Healthy Lifestyles (anti-smoking, diet, etc.)
- Increase sustainability of Health Communication programs in the public, private and NGO sectors

Life Stage Approach



Young Married
Birth spacing
Safe Motherhood
Nutrition
STIs

Older Men, Women
Nutrition
High fertility
Healthy Lifestyles

Unmarried Youth (15-24)
Nutrition/Performance
Smoking cessation
Healthy Lifestyles
HIV/AIDS

School Age (6-14)
Nutrition
FGC
Healthy Lifestyles

Early Childhood (<6yrs)
Immunization status
Nutrition
ARI, CDD

HEALTHY FAMILY

Strategic Approach

- A **National program** with national reach
 - TV Media: 27.3 million adults (PARC Data 65%)
 - Outreach: 370,000 community members
 - Training: 10,000 media, rel. leaders, health workers)
- **Strategic integration of channels & approaches**
 - Media, Events, Community Mobilization, Counseling
- **National partners**
 - 64 SIS LICs; 5000 clinics; 30,000 AC pharm.
- A Unified Communication Platform:
"Sahelak Sahelak"
"Your Health, Your Wealth"

MABROUK INITIATIVE : Background



- Almost 600,000 marriages per year in Egypt
- Marriage is the entry point for family health messages
- ~1.7 m births per year in Egypt
- Community and Mass Media Interventions delivered through the Private, Public and NGO sectors.

NGO/CDA Sector: CHL Community Health Program

Program Coverage

- 133 Villages (27 mother villages + 106 satellite)
- 650,000 Est. Population

Program Structure

- CDA, Village Health Committee Leadership: Dawar & AWSO Family Health Package



Pre Marital Interventions:

- Trained Mazoons (marriage registrars)
 - Mazoon / Priest Workshops (26 Mazoons from various Governorates)
- Counseling in health facilities



Newly Married Interventions:

- In-home visits conducted by volunteers in 120 villages



Antenatal and Post-Partum Care Program

Helps couples plan and manage their first pregnancy and represents the intersection of many health issues that will have life-long effects on the health of the mother, child and ultimately the whole family.



Critical time to initiate family planning.

- Postpartum care and family planning offered in the same location.

Antenatal and Post-Partum Care Program

Activities:

- Antenatal classes including nutrition, breastfeeding, family planning, etc..
- In-home visits conducted by nurses and Raidat Refiat (Volunteers) from Primary Health Care units (10,000 per year)
- Distribution of Mabrouk book to women immediately after delivery



Mother: "Are we using it?
We live by it!"

Post-Partum Care Program

- Inform women about location and services of local PHC
- Discuss family planning and encourage women to go to PHC and begin using FP method before 40th day
- Distribute IEC Materials - Mabrouk book to women immediately after delivery



MABROUK INITIATIVE : Recent Highlights

- Integrated PP Communication Protocol with Pop & MCH Sectors, guidance for RR, PHC and Delivery nurses
- Toolkit of IEC materials developed, tied to national messaging



Public Sector / Mass Media

A Unified Integrated Communication Platform:

- TV Spots air at avg. 65% Reach
- Signature message for Family Health
 - Family Planning: Spacing, FP Initiation
 - Breast-feeding, Post-partum care



Print and Promotional Materials
National Distribution
(94% clinics w FP IEC materials)
-Integrated FP/MCH Flipchart, Inserts in Popular Magazines, "Mabrouk" Guide to Good Health

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