

MIYCN/FP Integration Working Group Meeting Minutes

March 12, 2014 | 9:00 am – 2:30 pm | MCHIP Office

Attendance

27 people from 15 organizations participated in the working group meeting.

- 1) Kathryn Reider – World Vision
- 2) Asma Qureshi – URC-CHS
- 3) Stacey Lissit – Plan USA
- 4) Kate Hesel – IRC
- 5) Elizabeth Tully – K4Health
- 6) Heather Forrester – E2A
- 7) Mona Bormet – Christian Connections for International Health (CCIH)
- 8) Florencia Vasta – GAIN
- 9) Reena Sethi – MCHIP/Jhpiego
- 10) Holly Blanchard – MCHIP
- 11) Ali Abdelmegeid – Jhpiego
- 12) Sadie Healy – Jhpiego
- 13) Devon Mackenzie – Jhpiego
- 14) Kristina Beall – SPRING
- 15) Erika Pied – PATH/MCHIP
- 16) Anne Pfitzer – MCHIP
- 17) Rushna Ravji – USAID
- 18) Shiromi Perera – IMC
- 19) Lara Hensley – Abt Associates
- 20) Elizabeth Sasser – MCHIP
- 21) Christina Maly – Jhpiego
- 22) Nathalie Albrow – MCHIP
- 23) Leah Elliott – APC/FHI360
- 24) Lauri Winter
- 25) Ghada Khan – MCHIP/PATH
- 26) Maureen Norton – USAID
- 27) Peggy Koniz-Booher – SPRING

Highlights

Welcome & Review of Minutes from Previous Meeting – Devon Mackenzie, MCHIP

- Welcome to all the working group members attending the meeting
- Review of meeting minutes from last meeting (see previous meeting notes)

LAM + Transition Communication – Holly Blanchard, MCHIP

- The standard LAM+ transition messaging has emphasized meeting the 3 LAM criteria (exclusive breastfeeding, baby under 6 months, menses not returned), counseling women to transition to another modern method of contraception before any of these 3 criteria are no longer met
- A review of recent literature suggests continuing issues with use of LAM; studies in several countries and analysis of DHS data indicate that many women reporting LAM use do not actually meet LAM criteria (see PowerPoint slides for detail)
- Question posed – do we need to adjust the “standard” LAM counseling messages? How can we strengthen LAM+ transition communication?
- ➔ Group agreed this is a good topic to work on at next working group meeting

Smart Choices for Healthy Living (SMART) Project: Integrating Nutrition and LAM in Egypt – Ali Abdelmegeid, MCHIP

- MCHIP/Egypt’s project (Smart) supports USAID/Egypt’s strategy to accelerate the reduction of maternal, neonatal and child mortality, focusing on nutrition practices
- Smart supports a package of interventions during the first 1,000 days of life, focusing on pregnancy through the seventh day of life and infancy through two years
- In conjunction with partners, Smart trained 1200 CHWs to improve communication and increase knowledge, skills, and practice of key maternal, neonatal and child health behaviors
- Main achievements include updating and developing documents and training materials, including guidelines to improve quality of MNH-FP and nutrition services provided by doctors, nurses, and community health workers (CHWs) as well as IEC materials (brochures, posters, flyers, and job aids)
- LAM brochure and job aids emphasizes LAM criteria and switching from LAM to another modern method
- Research study conducted to investigate underlying causes of stunting, wasting, and overweight; data currently being analyzed

Toolkit Update: Statistics and Structural Considerations – Elizabeth Tully, K4Health

- MIYCN-FP toolkit originally launched in May 2012
- Top five most frequently viewed pages: home page, SBCC, sample job aids and IEC materials (within SBCC section), global evidence, and how to integrate
- Top three accessed resources: MIYCN-FP advocacy brief, conceptual framework for integrated MIYCN-FP services, SBCC strategy template

- Toolkit discussion points:
 - Current audience reached by the toolkit is not necessarily who we want our audience to be, visitor location is predominantly US-based – take toolkits when you travel and help people navigate it
 - The ‘order offline’ feature is available: can order a CD-ROM which contains the toolkit text and a majority of the resource files (most organizations consented to having their files included; a few did not)
 - Need to do a better job to promote the toolkit – target project countries, partner with other working groups to promote all toolkits at once

- ➔ Next steps
 - K4Health has featured toolkits on their main website; once toolkit is updated, can send Liz Tully an email and ask for it to be featured on the home page
 - Logos along homepage of toolkit are distracting -- create infographic of all logos, put them at the bottom of the page, or put the logos on the about page (*new working group members* – if your logo is not on the toolkit and you would like to be included, email devon.mackenzie@jhpigo.org to add your logo!)
 - Make toolkit fewer clicks and more user friendly
 - Create cross linkages to other toolkits to make a better user experience

Review of the MIYCN-FP Behavior Chart developed by the SBCC Sub-group – Kristina Beall, SPRING

- Based on the Designing for Behavior Change (DBC) framework, which stems from the BEHAVE framework – provides illustrative behavioral analysis for priority MIYCN-FP practices to help projects plan behavior change activities
- Feedback from working group members requested, especially on cutting items out to make the document more concise

Overview of the MIYCN-FP M&E Brief – Leah Elliott, FHI 360

- The brief highlights priorities for M&E of integrated MIYCN-FP projects, including shortlist of key indicators
- Feedback requested from group on content and format

Intro to Small Group Work on Toolkit Updates– Kristina Beall, SPRING

- Each sub-group met to identify new resources to add/old to remove, discuss revisions to structure and landing pages, and assign tab captains and a timeline for completion

Small Group Report Out – Devon Mackenzie, MCHIP

- Toolkit structure/features
 - The resources are ordered by publication date and then alphabetically by title; specific resources to highlight can be ‘stickied’ at the top of the list
 - Comment: teaser descriptions included in the resource list do not allow sufficient characters to get a sense for what the resource is (e.g. resource is listed with only the

first sentence of the resource description or less); Liz Tully will look into changing to allow for more text

- Sub-groups were assigned specific tabs for Toolkit update and split into small groups during the meeting to discuss and assign next steps:
 - Documentation of Field Experiences sub-group: **Capacity Building and Training, Country Experiences** – led by Holly
 - M&E sub-group: **Global Evidence, M&E** – led by Devon
 - SBCC sub-group: **Advocacy, SBCC** – led by Kristina
 - All remaining sub-groups (Engaging HIV, Engaging Nutrition, HTSP and Engaging Adolescents, Dissemination): **Home page, Related Links, How to Integrate** – led by Peggy

Closing and Next Steps – Devon Mackenzie, MCHIP

- Voted to re-launch toolkit at CORE Group meeting May 5th-9th
- April 1st – comments on SBCC Key Behaviors due to Kristina (kristina_beall@jsi.com) and comments on M&E brief due to Devon (devon.mackenzie@jhpigo.org)
- April 14 – list of finalized landing page text changes and resources for Toolkit developed by each sub-group