Community Communication for Safe Motherhood is an approach adapted by Keneya Jemu Kan from Northern Nigeria that seeks to reduce maternal mortality among women who live far from health centers by capitalizing on informal social networks and catalyzing the creation of information sharing among peers and neighbors.

The pilot project was implemented over a period of 3 months in 7 villages in the Kolondieba district in the Sikasso Region.

**WHAT IS IT?**

Community Communication for Safe Motherhood is an approach adapted by Keneya Jemu Kan from Northern Nigeria that seeks to reduce maternal mortality among women who live far from health centers by capitalizing on informal social networks and catalyzing the creation of information sharing among peers and neighbors.

**OUTPUTS**

- **Trained:**
  - 14 community leaders
  - 33 volunteer leaders
  - 128 community volunteers
  - 7 functional village saving funds established

- **Women reached:** 10,236
- **Men reached:** 4,112
- **Group discussions conducted:** 153
- **Monthly meetings held:** 21

**EVALUATION**

- 5 intervention villages and 5 control villages were randomly selected for data collection
- 380 people total surveyed (190 women and 190 men)
- 19 households randomly selected in each village
- A woman with a child between 0-23 months and her spouse (household head) were administered a short knowledge, attitude and practices (KAP) survey.

**TESTIMONIAL**

“My name is Kadiatou Koné, I’m my husband’s first wife, I’m around 50 years old, and I was a traditional birth attendant in our village until the day my husband gave me permission to become a volunteer with this project. Today, I’m even more motivated to do this volunteer work because I was able to save the life of my daughter-in-law who was 9 months pregnant thanks to the advice of the KJK projects, specifically two danger signs: very hot body and pale eyes. Thanks to that, we didn’t wait to go to the health center.”

**RESULTS**

- The community communication approach had a significant impact on community norms about appropriate care for a pregnant woman and where childbirth should take place.
  - 100% increase in facility-based births during the project period and sustained 30% increase 6-months after the activity ended.
- Significant positive impact on men’s correct knowledge and beliefs around safe pregnancy and childbirth practices.
- Because of this success, Community Communication is being scaled up in 100 villages in the Sikasso and Koulikoro regions.
**WHY IT MATTERS**

**4 ANC visits** are significantly associated with knowledge that a pregnant woman should do 4 ANC, knowledge of danger signs, being accompanied by husband to ANC visits, attitudes, & risk perception.

Knowledge of 3 or more danger signs during pregnancy

**20%** Baseline vs. **29%** Midterm

**55%** of women said they were exposed to media messages about maternal health.

**1.7 X** as those women were not exposed to media messages about maternal health, controlling for other factors.