



Understanding of Maternal Health in Rajsamond, Rajasthan and Wighawali, Maharashtra

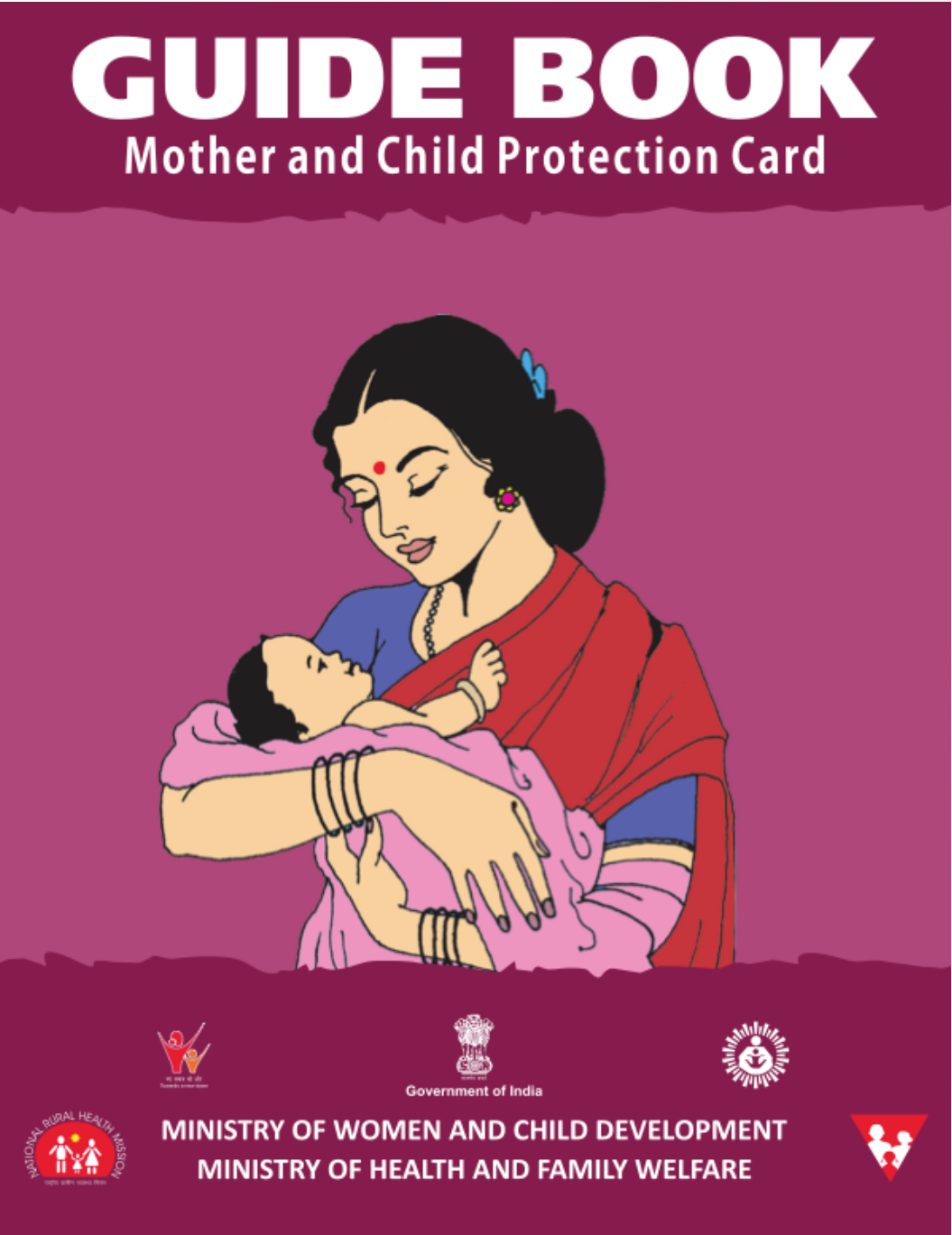
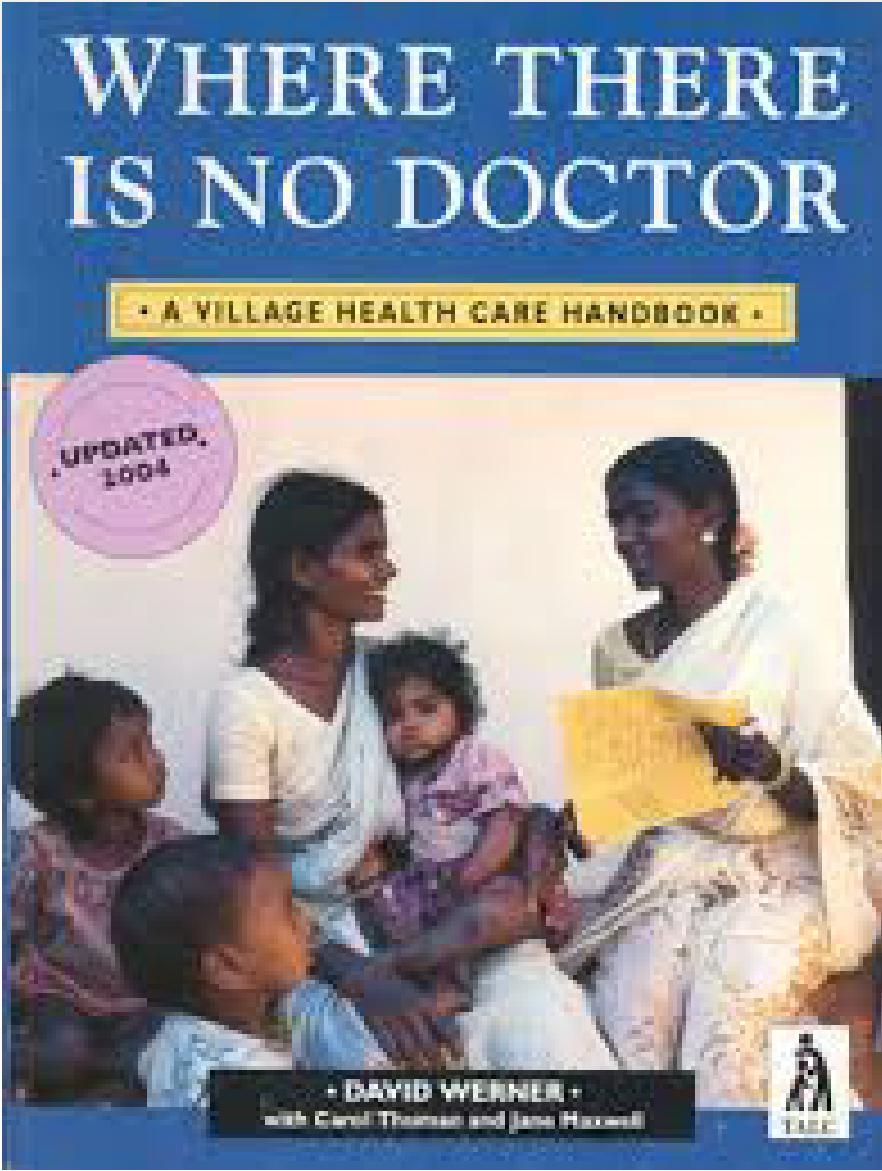
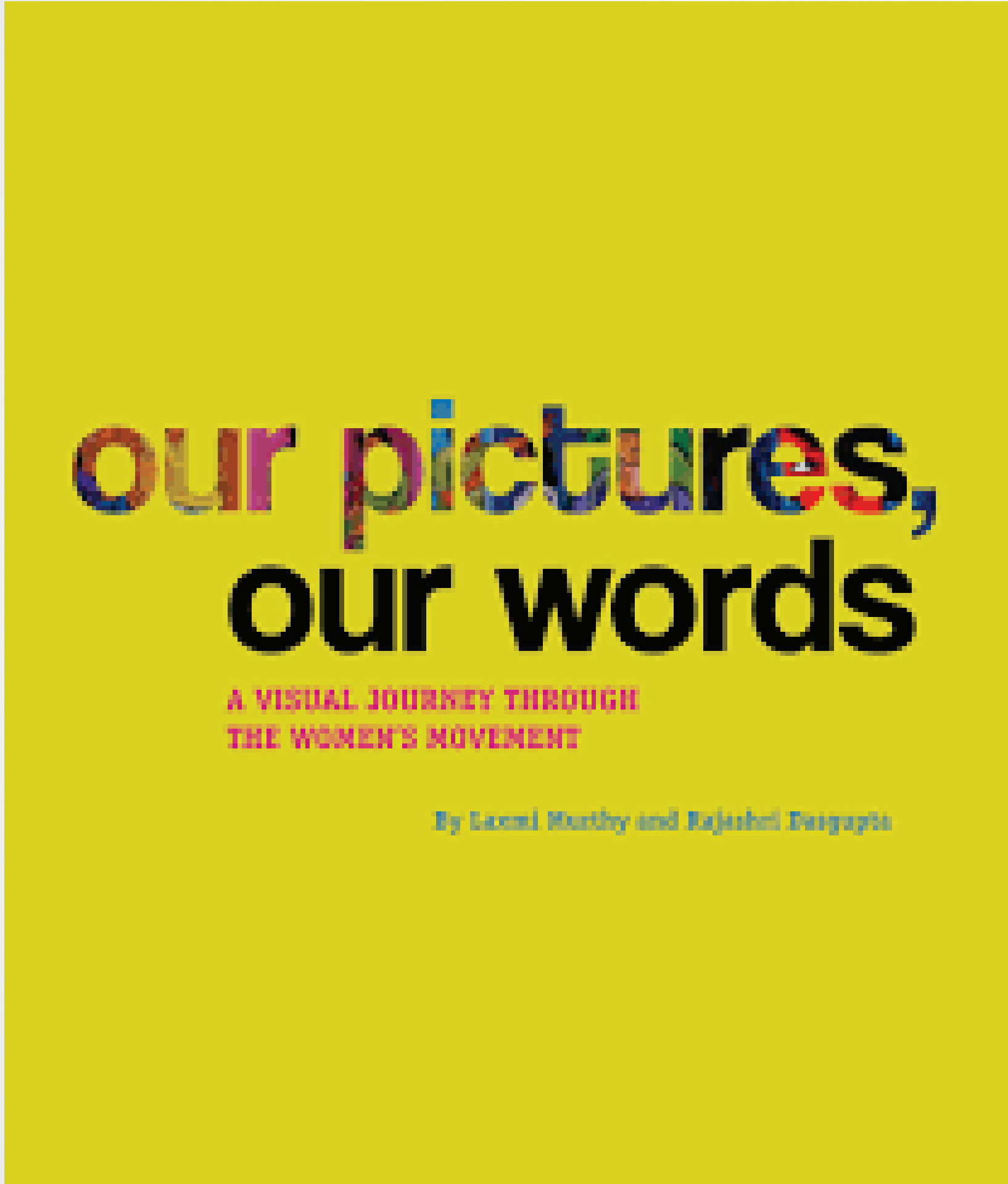
Observation and Study

- Visits PHCs and CHCs
- FGD (Focus on Group Discussion)
- Individual Discussion with ANM, AWW, Doctors, ASHA (Midwife) and women

Books

- Where there is no doctors
- Our pictures, our words
- Guide Book (Mother and Child protection)

Online



Features of My Previous pregnancy Booklet

- Visual Book
- Designed precisely for the Pregnant women
- Information well organised
- Always accessible
- More engaging

PREGNANCY TIME
 The duration of a normal pregnancy is 280 days from first day of the last menstrual period (LMP)
 Or 9 months + 7 days
 Or 40 Weeks

Pregnancy (40 weeks) is divided into three trimesters

The first trimester is from the first 12 weeks

Second trimester is from 13 weeks to 28 weeks (16 weeks)

Third trimester is from 29 weeks to 40 weeks (12 weeks)

How big is my baby?

Raspberry
 Size - 0.63 in
 weight - .04 oz

8th week

DIET PLAN

• Pulses

Dark green leafy vegetables like

- Spinach
- Amaranth & cholar

How big is my baby?

Mustard seed
 Size - 0.7 in

Fourth week

Care during pregnancy

Diet

A pregnant woman should consume more and variety of food, more often during the day
 She should use only iodised salt.

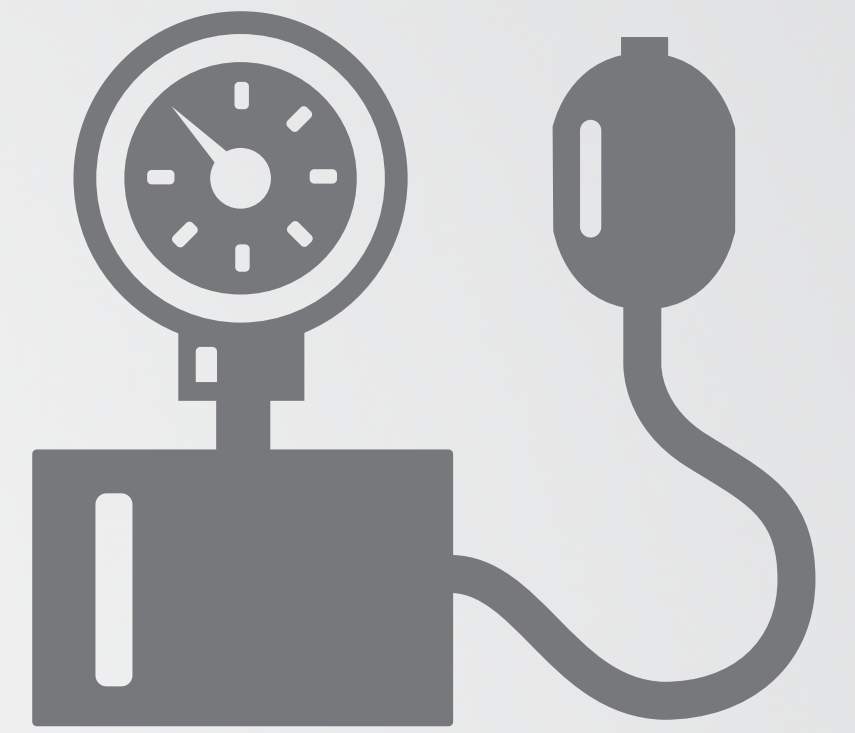
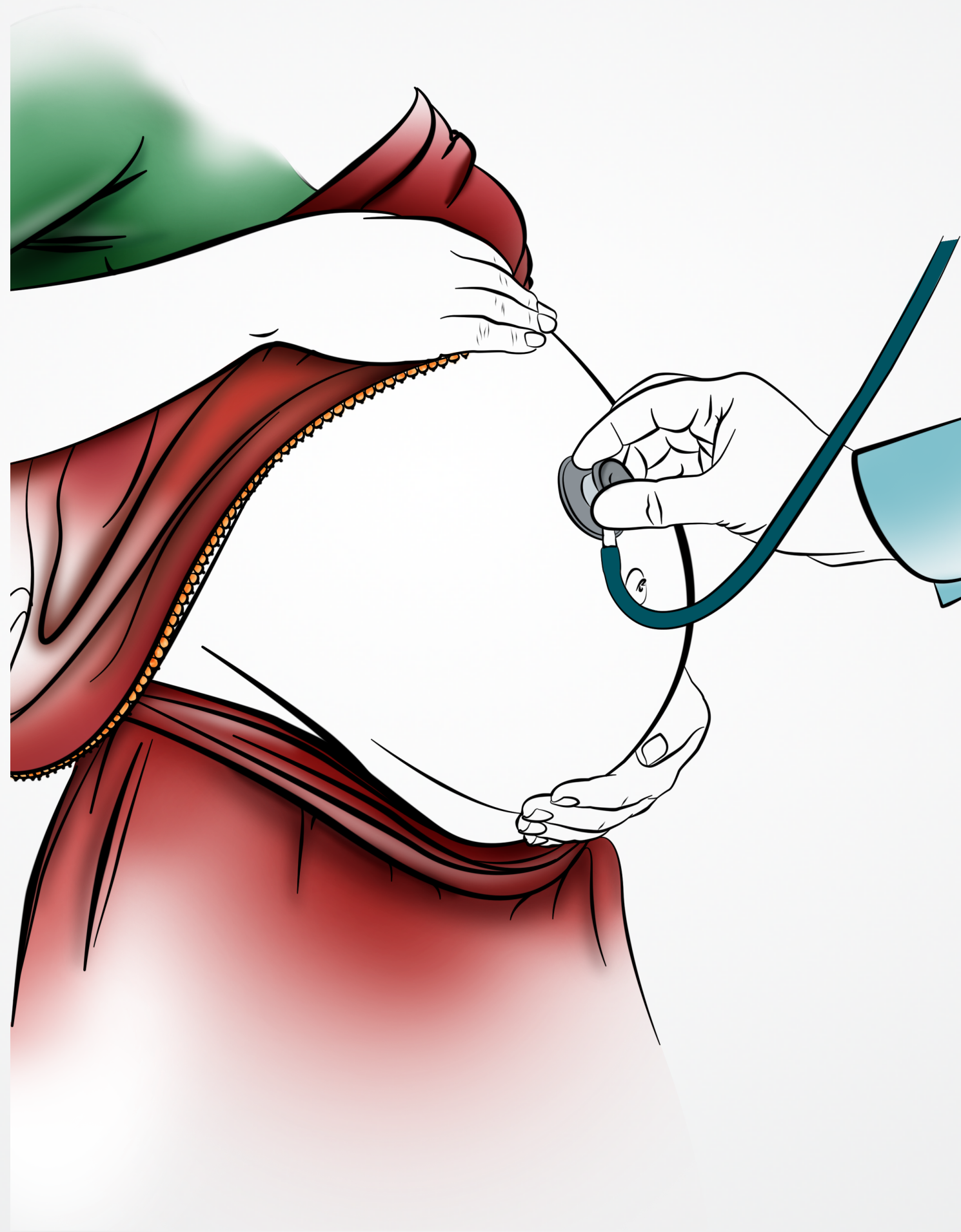
Rest

A pregnant woman should get at least two hour of rest during the day
 While resting, she should always lie on the left side

Did you take rest during the day?

Design Approaches

- Visual Icon
- Illustration
- Colour
- Informative poems
- Information Design



User Testing of first alteration

- Discussion with 30 pregnant women in 10 villages
- Feedback from 4 ASHA (Midwife), 3 ANMs
- Reviewed from Gynaecologist

Pregnant and lactating women

Lalita 2 children
Narayani 3 children
Vishnu 3 children
Lalika 2 children
Laali 2 children
Santa 2 children
Hemlata 2 children
Manju 2 children
Bhagwati 3 children

Sultana 4 children
Chandi 1 child
Soniya 3 children
Sita 4 children
Teena 1 child
Tara 2 children
Bali bai 4 children
Rukmani 3 children

Pavri 2 children
Bhawana 1 child
Basanti 1 child
Manju 1 child
Leela 1 child
Taara 2 children
Kanchan 2 children
Krishna 4 children



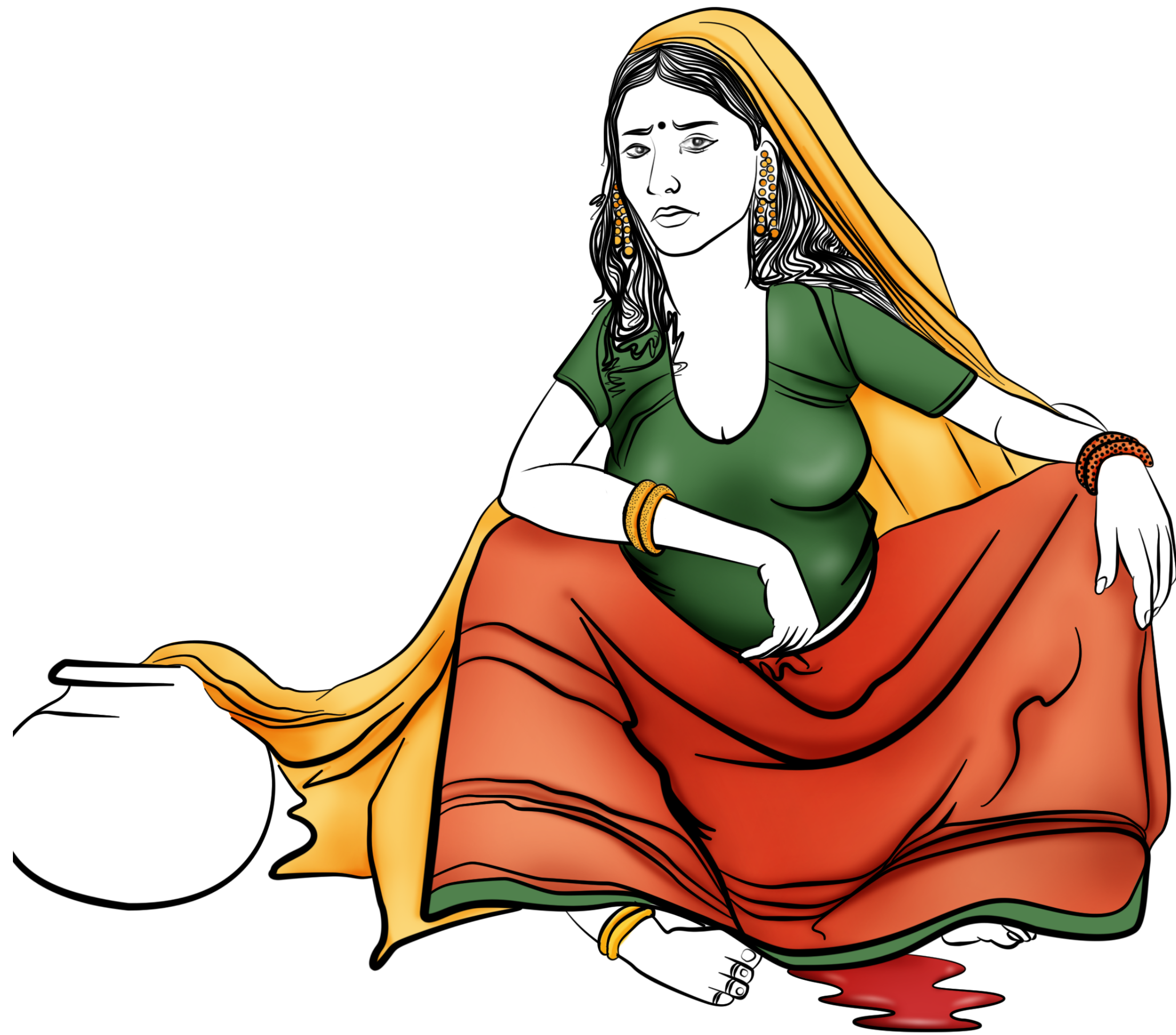
Detail of final booklet

- Size - A5
- Colour - Four colour printing
- Font - Ek mukta
- Illustrations - Detailed, realistic and Colored
- Language - Hindi and Marathi
- Chucking - Chapters
- Engaging value

List of chapters in Booklet

- About pregnancy and Trimesters
- Antenatal Checkups
- Regular Checkups
- Care during pregnancy - Diet and Rest
- Danger Signs
- Government Schemes
- Home Delivery
- Essential Investigation
- Risk factors during pregnancy
- Preparation before Delivery
- Postnatal care

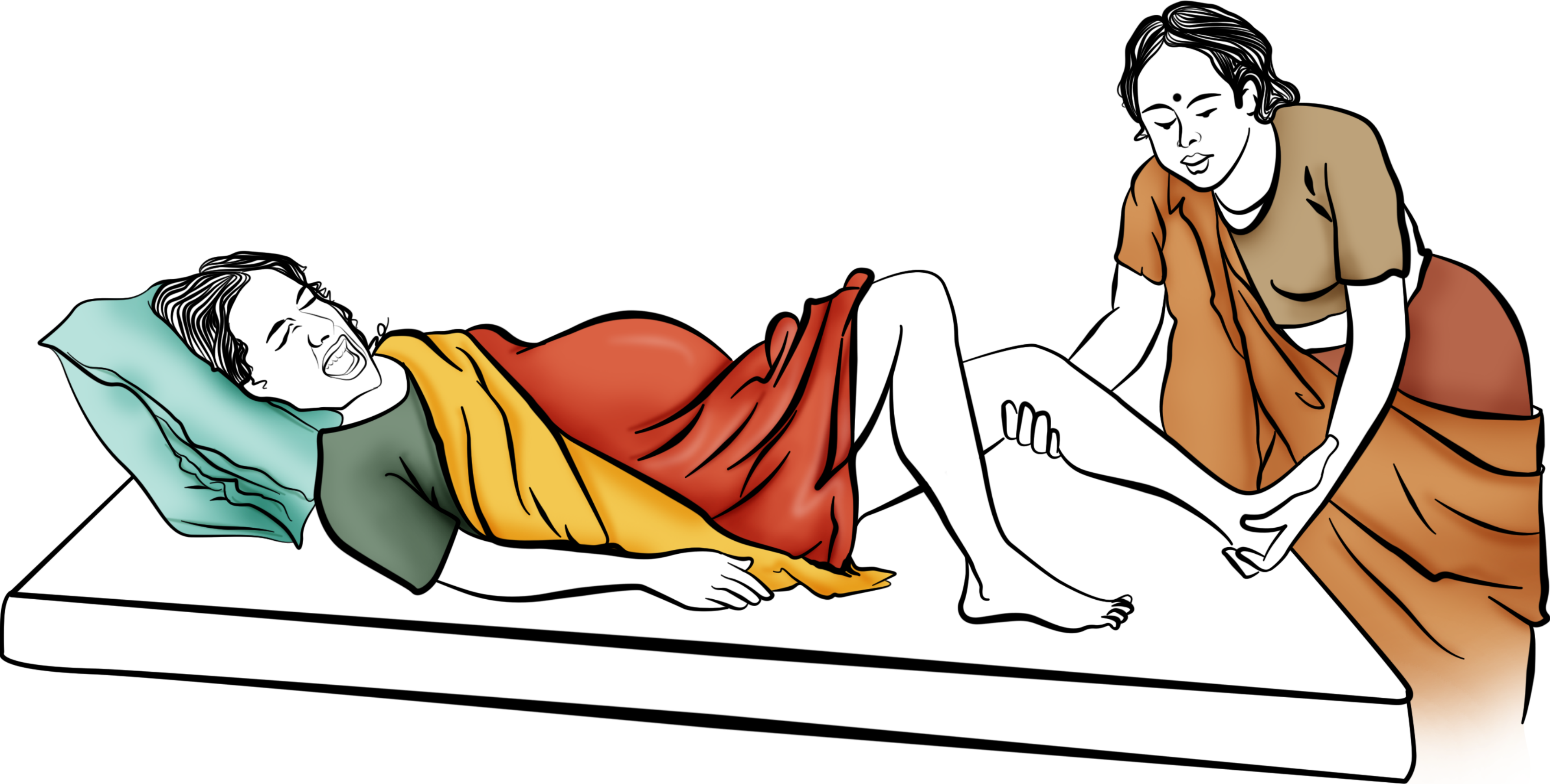
Some example of Illustrations



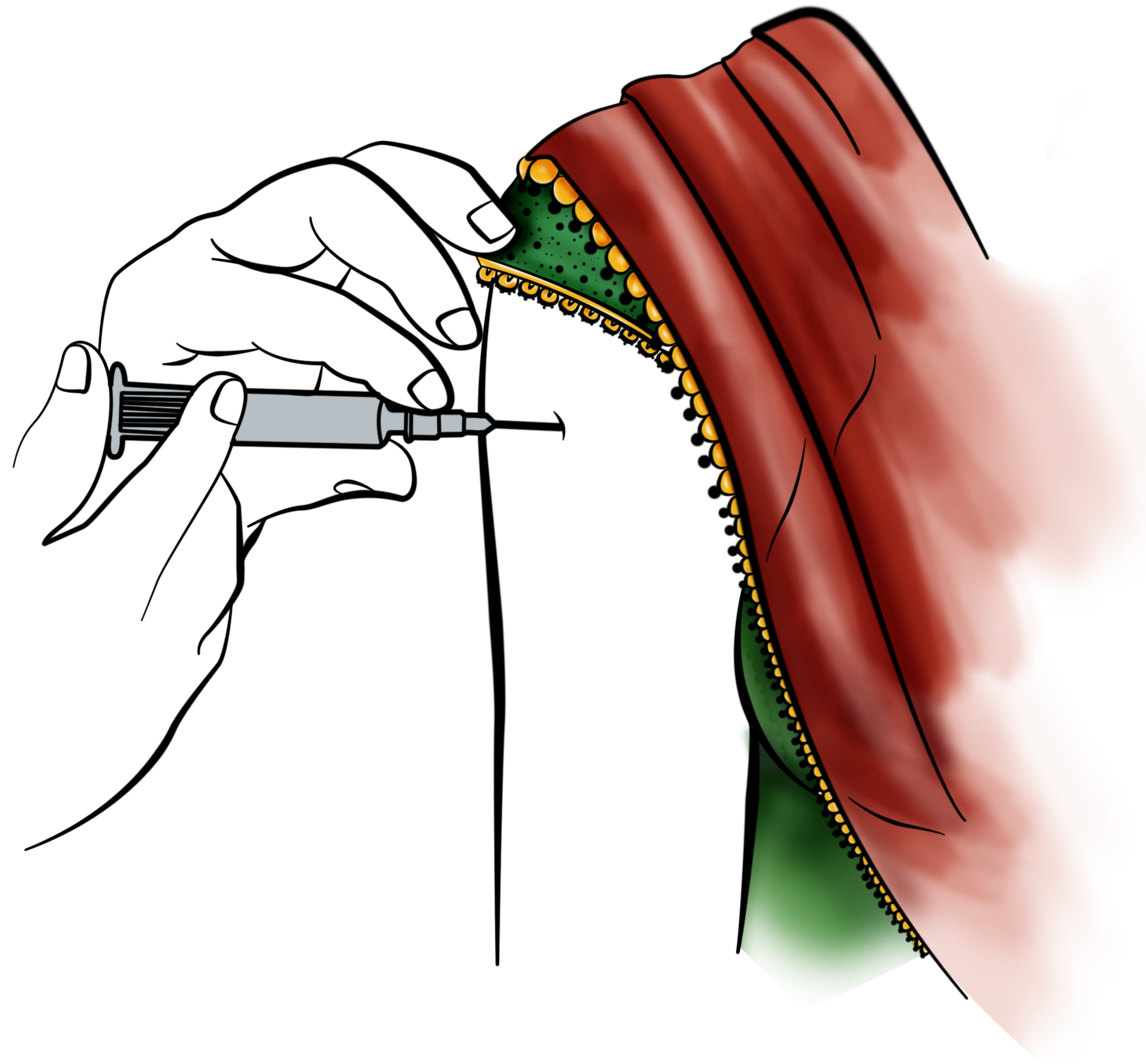


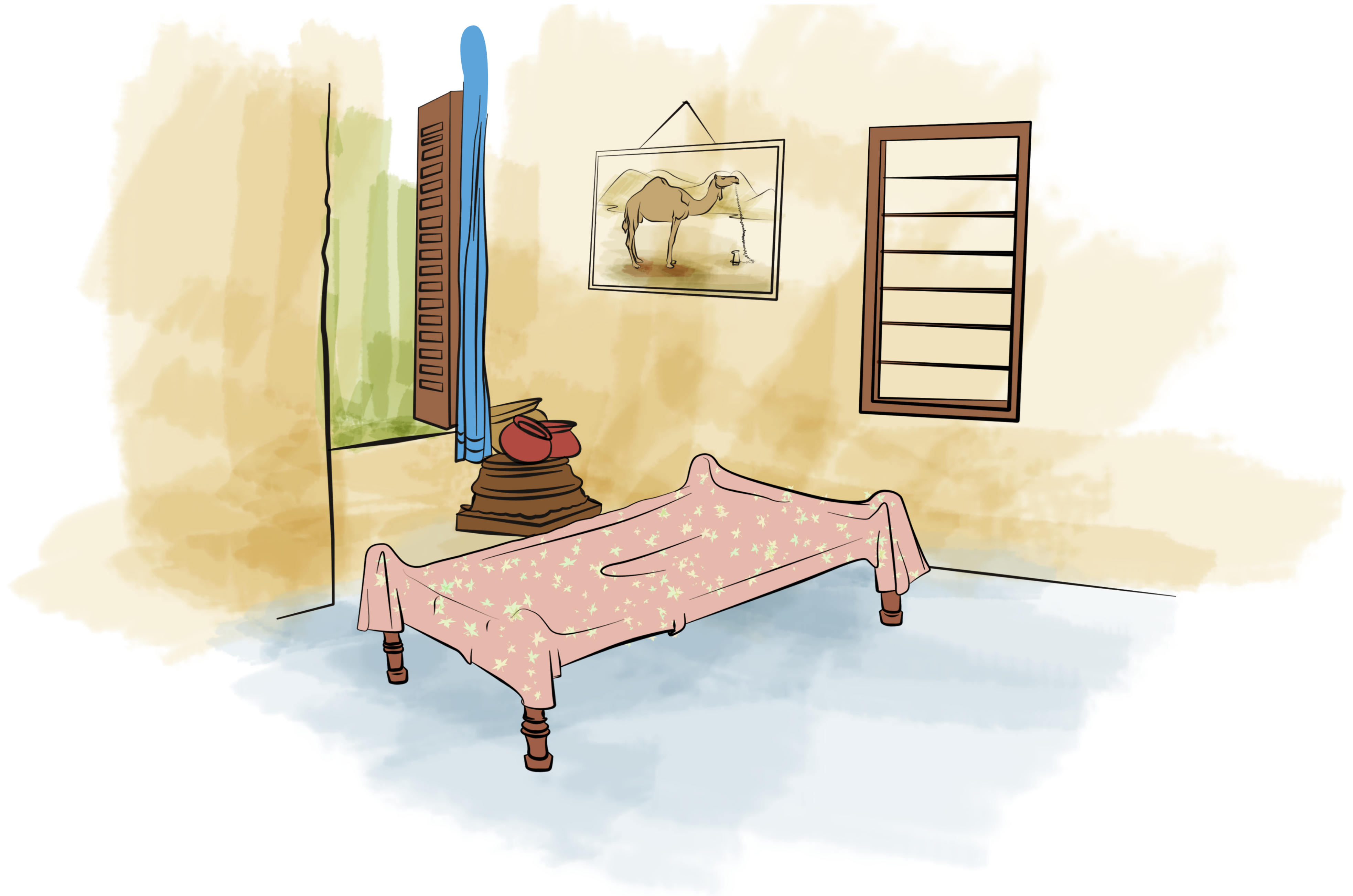












Thank you