

DEVELOPING AND PILOTING AN INTEGRATED COMMUNITY MOBILISATION PACKAGE TO PREVENT CHILDHOOD INJURIES IN RURAL BANGLADESH

Safety 2022

14TH WORLD CONFERENCE ON INJURY PREVENTION & SAFETY PROMOTION

27 - 30 NOVEMBER 2022

Adelaide Convention Centre, South Australia, Australia

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Virtual presentation date: Tues 29 Nov 2022 | Time: 4:00-5:30 ACDT



Diabetic Association of Bangladesh



BACKGROUND AND INTRODUCTION

- Injury is one of the major killers of children under 18 years after infancy in Bangladesh
- Over 39,000 children die from injury each year in Bangladesh
- Drowning causes over one third (37%) of all child injury deaths
- Rural children are five times higher prone to injury than urban group
- There are lack of knowledge of safety and risk avoidance, first aid and access to emergency medical care
- There are limited community-based interventions to prevent injuries



PROJECT OVERVIEW

Aim: To develop and assess the feasibility, acceptability and accessibility of an integrated package of community mobilisation interventions to prevent injuries among children under 5 in rural Bangladesh.

- Steps:**
1. Formative research
 2. Co-develop and pilot the intervention
 - PLA-UI groups
 - mHealth
 - First Aid training
 - Home visits
 3. Evaluate the PLA pilot implementation



Participatory Learning and Action (PLA) Meeting Cycle



Identifying problems



Prioritizing problems



Understanding causes and effects through pictorial stories and prioritizing strategies for implementation

Participatory evaluation



Putting strategies into practice



Community interface meeting to share strategies



WHAT WE LEARNED FROM THE PILOT AND IMPLICATIONS

- PLA is feasible and acceptable strategy for childhood injury prevention and management
- It improved knowledge of injury prevention among the participants and community members
- It enabled group members to identify injury hazards at community and home environment levels, and enabled participants to develop feasible actions/strategies for preventing injuries
- It needs more gap between two community meetings to engage community people of all levels
- Evidence from previous small and large-scale PLA trials and our pilot study show that PLA can generate impact at low cost
- Most interventions focus on changing individual and household behaviours, whereas PLA is a community focused intervention which brings people together to solve issues at community level that require collective action (for example road traffic injuries)
- From this pilot study we also learned the community needs a longer implementation period to provide opportunity for more community engagement
- PLA-UI can inform Bangladesh national plan for injury prevention and can provide evidence for WHO recommendation on community strategies for injury prevention
- Next natural step is a larger feasibility study to measure impact of the intervention



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- It improved knowledge of injury prevention
- It enabled to identify injury hazards and to develop feasible actions/strategies
- It needs more gap between two community meetings
- PLA can generate impact at low cost
- PLA is a community focused intervention
- Community needs a longer implementation period
- PLA-UI can inform Bangladesh national plan for injury prevention
- PLA-UI can provide evidence for WHO recommendation on community strategies
- Next natural step is a larger feasibility study



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Acknowledgement

Funder: Medical Research Council, UK

Co-funder: Austin Baily Foundation

Partners

- Diabetic Association of Bangladesh (BADAS)
- University College London
- Centre for Injury Prevention and Research, Bangladesh
- WOMEN AND CHILDREN FIRST (UK)
- Karolinska Institutet

Special thanks

- Directorate General of Health Services (DGHS)
- PLA group participants



METHODOLOGY

