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

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### 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

Participatory evaluation

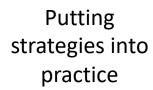
4. EVALUATE TOGETHER

1.IDENTIFY PROBLEMS

Prioritizing problems

3. ACT TOGETHER

2. PLAN STRATEGIES









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



### 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 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



### CONTACT INFORMATION

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# METHODOLOGY

