

Developing and implementing appropriate health communication messages for community based management of fevers

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Propositions

Developing and implementing appropriate health communication messages for community based management of fevers

*Improving access to care for children under five
in the Dangme West District, Ghana*

Mercy Abbey

1. Integrated Community case management (i-CCM) increases access to treatment of common childhood illnesses, especially in areas with little or difficult access to facility-based services.
2. Community based Interventions promote early care seeking, appropriate home care, as well as referral compliance in addition to providing treatment in communities.
3. With adequate training, supervision, tools, and logistics support Community Health Workers (CHWs) can identify and appropriately treat children with life-threatening illnesses including malaria, pneumonia and diarrhea.
4. The success of CHWs' work depends on the community's knowledge of the conditions addressed by CCM and realistic expectations about what can be provided.
5. To create a high level of awareness of community case management and the Community Health Workers, program staff need to work with the community management structure to re- introduce the CHW and his or her new capacities to the community after training.
6. Effective communication and engagement of community members are important factors that may enhance appropriate utilization of CHW services.
7. Knowledge of the target audience allows the program planners to select appropriate communication objectives to deliver good, contextualized messages through well suited communication channels for the audience.
8. The key to developing and implementing appropriate health communication messages is based on an empirically based understanding of what the intended audiences know, think, feel and do about the health issue of concern.
9. Interventions that are systematically planned as well as theory-based are more effective.
10. The need to promote health communication lies in the fact that it allows "the study and use of communication strategies to inform and influence individual decisions that enhance health."(CDC and the National Cancer Institute)