

INTEGRATING STAKEHOLDER AND COMMUNITY ENGAGEMENT IN QUALITY OF CARE INITIATIVES FOR MATERNAL, NEWBORN AND CHILD HEALTH



A module of the “Improving the quality of care for maternal, newborn and child health – Implementation guide for national, district and facility levels”

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ABBREVIATIONS AND ACRONYMS

CBO	community-based organization
CEDAW	Committee on the Elimination of Discrimination against Women
CLMDR	community-linked maternal death review
IFC	individuals, families and communities
M&E	monitoring and evaluation
MNCH	maternal, newborn and child health
MNH	maternal and newborn health
MOH	ministry of health
NGO	nongovernmental organization
PCA	participatory community assessment
PMTCT	prevention of mother-to-child transmission
QI	quality improvement
QoC	quality of care
TBA	traditional birth attendant
TWG	technical working group
UNICEF	United Nations Children's Fund
WASH	water, sanitation and hygiene
WHO	World Health Organization

THE ORIENTATION MODULE AT A GLANCE

What is this document?

This module aims to make stakeholder and community engagement an integral part of quality improvement (QI) initiatives and suggests approaches to make stakeholder and community engagement comprehensive (engagement throughout the maternal, newborn and child health QI planning, implementation, and monitoring and evaluation cycle) and meaningful (supporting efficiency as well as partnership building and empowerment goals).

Who is it for?

It is meant for policy-makers and programme implementers who are interested in and/or (aim to) initiate and support stakeholder and community engagement in QI initiatives in maternal, newborn and child health across different levels. More specifically, it provides operational guidance to QI teams.

How should it be used?

Users of this module can use it to learn about the following topics:

- Why there is a need for stakeholder and community engagement in QI initiatives.
- Who should be engaged in QI initiatives, why and how, and what can be done to build and strengthen QI partnerships.
- How to conduct collaborative quality assessments.
- How to develop information, communication and advocacy strategies.
- What can be learned from stakeholder and community engagement.

These topics are addressed in four sections, each providing practical guidance. At the end of each section, key references and tools are presented that may be consulted by readers who wish to access examples and more detailed "how to" guidance.

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