

*Counselling Guide*  
*for facility-based use*

**FOR ANTENATAL CLIENT  
SEGMENTS**



## Objective of this tool:

This tool has been designed to help facility-based health providers deliver tailored health counseling interventions to pregnant women at risk of malaria. It will enable health providers to identify the segment each ANC client may be categorized as and begin a discussion on malaria prevention. The counselling session should take 10-12 minutes for the full version once providers are trained.

A simplified, card version of this tool has been developed for use in communities by community health workers or trained personnel acting in a similar role. Please see the Malaria ANC Client Segmentation: Counselling Tool Cards to view the card version.

## Glossary:

- **Segment:** Sub-group of pregnant women that have similar attitudes, perceptions of norms, and behaviors.
- **ANC:** Antenatal Care.
- **ANC1:** Client's first antenatal care visit of their pregnancy.
- **IPTp:** Intermittent preventive treatment of malaria in pregnancy.
- **ITNs:** Insecticide Treated Nets.

## Instructions

**Provider Overview:** The following segments were built from survey data on pregnant women's attitudes, behaviors, and beliefs. Use the questionnaire to identify what segment each pregnant woman may be categorized as. When the segment has been identified, use the corresponding counseling card to deliver tailored information intended to reduce the risk of malaria during pregnancy and increase ongoing ANC attendance.

Do not share the segment name or segment characteristics with the client. This information is for the provider only.

### Steps for client's first ANC visit:

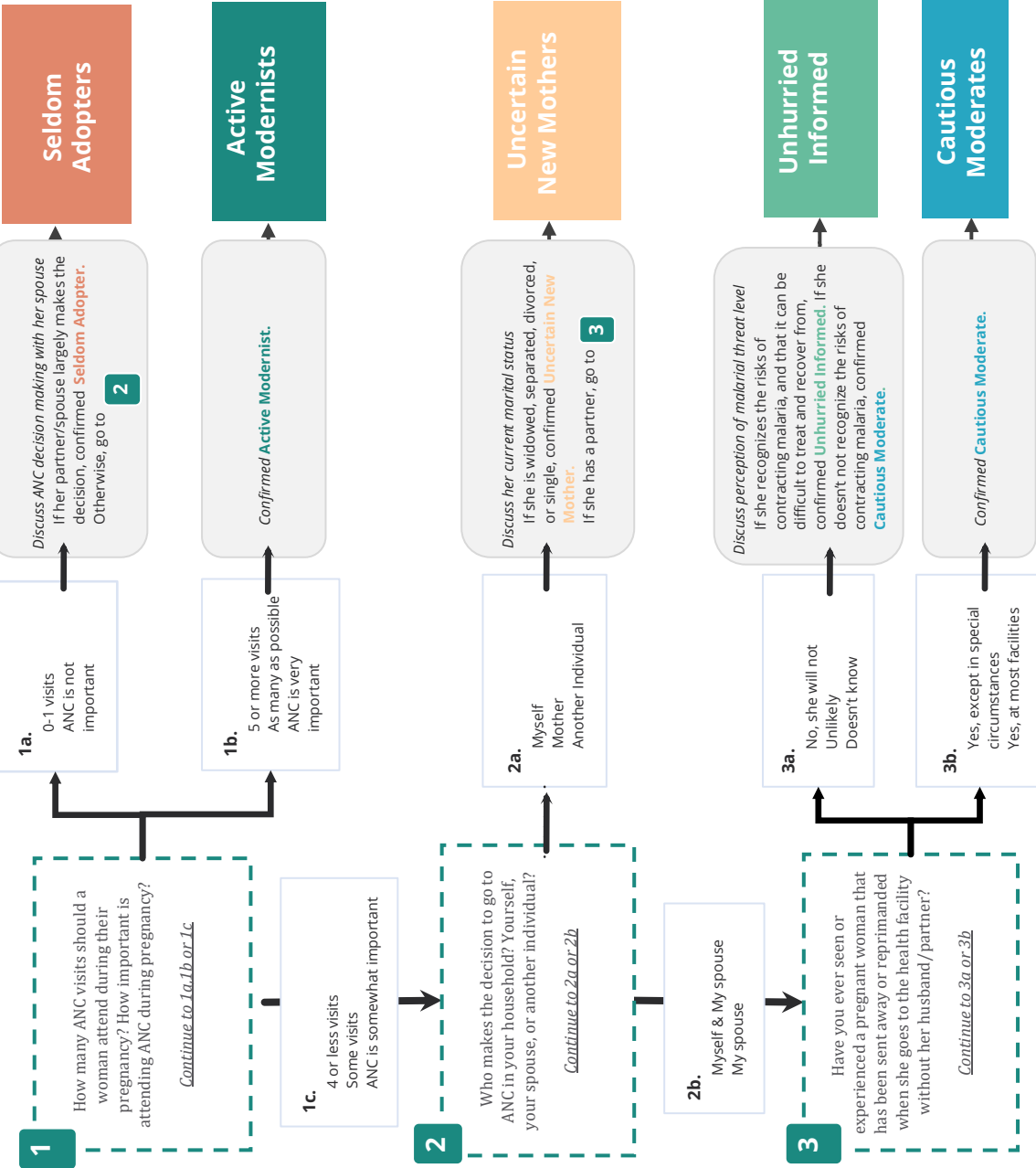
1. Read the following to the client: "Thank you for coming into the antenatal clinic today. I am going to ask you a series of questions. There is no right or wrong answer. Your responses will help me determine the advice and support to give that will be most helpful for you and your baby."
2. Ask the client the preliminary question at the far left of the segment identification tool to establish a conversation about the pregnancy.

3. Begin using the flowchart. Start by asking question 1. Continue down the path that best matches the client's answer (1a, 1b, or 1c). Follow the instructions in each box to proceed through the flowchart until the client's segment is identified. Record the segment in the client's records to reference in future ANC visits. Do not share the segment name with the client.
4. Remind client of the key general malaria messages to prevent malaria in pregnancy.
5. Turn to the counseling card for the determined segment. The top section of the card, *Antenatal Care & Malaria in Pregnancy Characteristics*, is a description to help providers understand more about pregnant women in that segment. Do not share the top portion with the client. Use the information in the *Counseling Discussion with Client – ANC1 Only* portion of the card to discuss with the client and encourage key behaviors.

**Steps for follow-up ANC visits with the client:**

1. Ask the client how they are feeling today. Ask if they have any questions or observations about their pregnancy to share before getting started.
2. Reference the client's records to check what segment she was categorized as at ANC1. Do not share the segment name with the client.
3. Turn to the counseling card for the client's segment. Briefly review the segment characteristics on the counselling card to refresh your understanding of pregnant women categorized in that segment. Use the information in the *Abbreviated Counselling Discussion – Follow-up ANC Visits Only* portion of the card to discuss with the client and encourage key behaviors.

Figure 1: Segment Identification Questionnaire



First, ask the question below to establish dialogue about the client's pregnancy. Then proceed to question 1 of the flowchart.

- **How are you feeling today, and how is your pregnancy going?**

## Key General Malaria Messages

Before going into the segment-specific messages, state: *“First, I will remind you of some things for a healthy pregnancy.”*

- Remind clients of the reasons for attending ANC. Share the recommended number of ANC visits and set a goal of attending regular ANC consultations during their pregnancy.
- Briefly speak with patients about their beliefs or fears about IPTp. Acknowledge their concerns. Reassure them about IPTp benefits for both them and the baby.
- Remind clients to consistently sleep under an insecticide-treated net before, during, and after the pregnancy.
- Instruct clients to seek care at a health facility when they experience fever or feel other malaria symptoms, and list the common symptoms of malaria. Remind them that malaria, when left untreated, can harm the pregnancy.

# ACTIVE MODERNISTS

## ANTENATAL CARE & MALARIA IN PREGNANCY CHARACTERISTICS

*For provider only. Do not share with client.*

Relevant Behaviors, Attitudes, & Beliefs

- These women typically **go to ANC 4 or more times** during pregnancy and believe that most women in their community do the same.
- They tend to **discuss ANC attendance with their partners**.
- Most have a **positive perception of healthcare providers**.
- Many adhere to anti-malarial practices, such as ITN use.
- However, despite higher levels of IPTp compared to other segments, **this group still has an insufficient IPTp uptake**.

Key Opportunities

- **Emphasize the importance of taking at least 3 doses of IPTp during pregnancy.**
- **Encourage to be a role model for other pregnant women.**

## COUNSELING DISCUSSION WITH CLIENT – ANC1 Only

Affirm

- Celebrate client's knowledge of the importance of ANC!
- **Congratulate client on first ANC visit, especially if early in pregnancy.** Tell them the clinic's recommended number of visits for pregnant women. **Continue to congratulate** their ANC attendance as the client returns for visits.
- Encourage them to **continue communicating with their spouse** about ANC.
- Ask them **what prevents their IPTp use** and incorporate the answer into the discussion.

Educate & Encourage Behavior Change

- Discuss that they **must take IPTp at least three times while pregnant** and that it is taken during ANC visits. Ask them if they will commit to taking all doses. Confirm when they should return for their next visit and dose of IPTp.

Other

- Encourage the client to **act as a role model for other women** in their community by sharing their positive experience of ANC and taking IPTp with others and spreading the word about the importance of both.

- If a partner is present, encourage them to continue supporting their spouse to attend ANC visits, take 3 or more doses of IPTp, and share positive ANC experiences with other women.

## Abbreviated Counselling Discussion – Follow-up ANC Visits Only

### Follow-up ANC Visits

- Celebrate the client’s attendance at ANC!
- Ask if they still have any concerns about IPTp and discuss those concerns. Share the benefits of IPTp. Ask if they would like to confirm when they to return for their next visit and dose of IPTp.
- Ask the client if they’ve been communicating with other women about their ANC experience, and if so, how it has gone. Incorporate their answer into discussion and encourage the client to continue **acting as a role model for other women** in their community by sharing their positive experience of ANC and taking IPTp.

# UNHURRIED INFORMED

## ANTENATAL CARE & MALARIA IN PREGNANCY CHARACTERISTICS

*For provider only. Do not share with client.*

### Relevant Behaviors, Attitudes, & Beliefs

- These women typically **go for ANC 1-4 times** during pregnancy and believe that **women in their community also go to 4 or fewer visits**.
- These women typically wait until later in their pregnancy before going for ANC visits.
- These women tend to **have low IPTp uptake**, rarely completing the 3-dose series.

### Key Opportunities

- **Emphasize the importance of seeking ANC visits earlier and more often in any future pregnancies and taking at least 3 doses of IPTp.**

## COUNSELING DISCUSSION WITH CLIENT – ANC1 Only

### Affirm

- Celebrate client's attendance at ANC, especially if early in pregnancy! Continue to congratulate them at future visits.
- Ask the client about the challenges they face attending **ANC** and incorporate their answer into the discussion below.
- Tell them the clinic's recommended number of visits for pregnant women. Share that **some women come early and often in pregnancy, which helps complete the recommended number of ANC visits and IPTp** doses.

### Educate & Encourage Behavior Change

- Remind the client of the importance of **going early and often to the facility** for a safe pregnancy and birth. Emphasize that ANC is necessary to monitor the pregnancy, get medications and receive support.
- **Ask that in any future pregnancies, they attend as soon as they believe they are pregnant.**
- Briefly describe that taking **IPTp during pregnancy** is a way to prevent malaria and that all doses should be taken.
- If a partner is present, encourage them to continue supporting their spouse to attend ANC visits and take IPTp.

## Abbreviated Counselling Discussion – Follow-up ANC Visits Only

### Follow-up ANC Visits

- Celebrate the client's attendance at ANC, especially if early in pregnancy!
- Remind client of the remaining number of visits to attend for women at her stage of pregnancy. Remind them that coming **often in pregnancy helps complete the recommended number of ANC visits and IPTp** doses and ask if they want to confirm a date to come in again.
- Remind them to attend ANC early in any future pregnancies.



# CAUTIOUS MODERATES

## ANTENATAL CARE & MALARIA IN PREGNANCY CHARACTERISTICS

*For provider only. Do not share with client.*

### Relevant Behaviors, Attitudes, & Beliefs

- These women **often attend only 1 ANC visit** and occasionally attend more than once.
- They believe that other **women also do not go for ANC visits**.
- They are **most likely of all the segments to discuss attending ANC with their partner**.
- They are not too worried about malaria and believe it's easy to treat.

### Key Opportunities

- Highlight the benefits of ANC attendance and malaria prevention, including IPTp and ITNs, for the health of the entire family, including the partner.

## COUNSELING DISCUSSION WITH CLIENT – ANC1 Only

### Affirm

- Celebrate client's attendance at ANC, especially if early in pregnancy! Continue to congratulate them at future visits.
- Ask the client about **what role their partner plays in going to ANC** and incorporate their answer into the discussion.
- Encourage them to **continue communicating with their partner** about the importance of attending ANC and taking 3 or more doses of IPTp for a safe pregnancy and healthy baby.

### Educate & Encourage Behavior Change

- Share **positive stories of other families in which the pregnant women attended regular ANC visits and took IPTp**.
- Remind her that pregnant women are more **vulnerable to malaria**.
- If a partner is not attending the ANC visit, encourage the pregnant woman to **invite their partner for the follow-up visit**, noting that **it is not a requirement and acceptable if she comes alone**.
- If a partner is attending, encourage **them to support their spouse in attending regular ANC visits** and taking at least 3 doses of IPTp to benefit the pregnant woman and baby.

## Abbreviated Counselling Discussion – Follow-up ANC Visits Only

### Follow-up ANC Visits

- Celebrate client's attendance at ANC, especially if early in pregnancy!
- Ask the client if they've been communicating with their spouse about ANC, and if so, how it has gone. Incorporate their answer into discussion and encourage them to continue communicating with their spouse about the benefits of attending ANC often during pregnancy.
- Remind her again that pregnant women are more vulnerable to malaria. Note that taking 3 or more doses of IPTp can help prevent malaria for a safe pregnancy and healthy baby. Ask if they would like to confirm when they to return for their next visit and dose of IPTp.

# UNCERTAIN NEW MOTHERS

## ANTENATAL CARE & MALARIA IN PREGNANCY CHARACTERISTICS

*For provider only. Do not share with client.*

### Relevant Behaviors, Attitudes, & Beliefs

- These women **tend to be single mothers** (typically unmarried, widowed, or divorced).
- They also tend to have **had fewer previous live births** (1 or 2).
- These women attend ANC infrequently (1-4 visits, sometimes 0 visits).
- Most are **unsure about how healthcare providers will receive them**.

### Key Opportunities

- **Reassure them that they made the right decision to come for an ANC visit, and encourage them to come for follow-up visits. Be cognizant of your interactions with these women, especially emphasizing respect,**

**thoughtful answers to questions, and helping them to feel included and welcomed.**

## COUNSELING DISCUSSION WITH CLIENT – ANC1 Only

### Affirm

- Celebrate client’s attendance at ANC, especially if early in pregnancy! Continue to congratulate them at future visits.
- Ask them about **their experience during previous ANC visits**. Ask them about the challenges they faced attending ANC until now and incorporate their answer into the discussion.

### Educate & Encourage Behavior Change

- Discuss whether a key person (family member that has taken responsibility, trusted friend, neighbor) can support **them during their pregnancy** and/or encourage them to attend ANC visits. When possible, **ask them to invite that person** to the follow-up ANC visit, but state that it is fine to attend alone.
- Emphasize that **providers are there to help with all healthcare needs** throughout the pregnancy.
- Remind the client to **attend regular ANC visits during pregnancy** for a safe pregnancy and healthy baby, **and to avoid getting malaria by taking IPTp at least 3 times**.

## Abbreviated Counselling Discussion – Follow-up ANC Visits Only

### Follow-up ANC Visits

- Celebrate client’s attendance at ANC, especially if early in pregnancy!
- Ask them about their experience at the last ANC visit, and if there is anything that can be done to make their experience smooth for the current and future visits. Emphasize that providers are there to help with all healthcare needs throughout the pregnancy.
- Remind the client to attend regular ANC visits during pregnancy for a safe pregnancy and healthy baby, and to avoid getting malaria by taking IPTp at least 3 times. Ask if they would like to confirm when to return for their next visit and dose of IPTp.

# Seldom Adopter

## ANTENATAL CARE & MALARIA IN PREGNANCY CHARACTERISTICS

*For provider only. Do not share with client.*

Relevant Behaviors,  
Attitudes, & Beliefs

- These women are also **unlikely to discuss ANC attendance with their partner**.
- Their **partners typically decide** whether the woman should attend ANC or not.
- These women tend not to use malaria prevention tools, such as ITN and IPTp.

Key Opportunities

- Discuss malaria risk for pregnant women and the importance of ANC attendance and IPTp use to protect them and their baby.
- Encourage them to communicate with others, especially their spouse, about the importance of ANC visits.

## COUNSELING DISCUSSION WITH CLIENT – ANC1 Only

Affirm

- Celebrate client's attendance at ANC, especially if early in pregnancy! Encourage the client to **come back for future ANC visits, and let them know the recommended number of visits**.
- Ask the client about the challenges they face attending ANC **and discuss with them how to overcome any challenges**.
- Discuss how she makes decisions with her partner **about attending ANC** and incorporate her answer into the discussion.

Educate & Encourage  
Behavior Change

- Remind her **pregnant women are at risk of malaria** and malaria can affect the baby's health. Share **positive stories of other women who attend regular ANC visits** and the benefits of coming early and often.
- If the partner makes the decision, encourage them to **continue communicating with their partner** about the importance of attending ANC and taking 3 doses

of IPTp for a safe pregnancy and healthy baby. Encourage her to invite spouse for at least one ANC visit, but state that it is fine to attend alone.

- If a partner is present, encourage them **to support their spouse to attend ANC visits** and take at least 3 doses of IPTp to benefit their spouse's and baby's health.

## Abbreviated Counselling Discussion – Follow-up ANC Visits Only

### Follow-up ANC Visits

- Celebrate client's attendance at ANC!
- Ask the client if they've been communicating with their spouse about ANC, and if so, how it has gone. Incorporate their answer into discussion and encourage them to continue communicating with their spouse about the benefits of attending ANC often during pregnancy.
- Remind her **pregnant women are at risk of malaria** and malaria can affect the baby's health. Share **positive stories of other women who attend regular ANC visits** and take preventive IPTp medication.