



# Promoting patients-provider engagement to increase skilled attendance using SMS in Kamuli and Luwero districts

Presented by;  
Robinah Kaitiritimba  
Executive Director

Uganda National Health  
Users'/Consumers' Organization (UNHCO)

[www.unhco.or.ug](http://www.unhco.or.ug)

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen-duty bearer engagement in healthcare planning and delivery.”



# The challenge

- Only 40% deliveries attended to by skilled health providers in Uganda (AHPR 2013/14)
- Lack of user-friendly and accessible Maternal, Sexual and Reproductive Health (MSRH) information had been identified as a significant contributor to the above challenge

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# The solution

- Community structures i.e VHTs, community advocates mobilized and registered pregnant women on the SMS platform in the 03 districts.
- In partnership with Text to Change a database for all the registered pregnant women was set up
- Using the Rights Based Approach, UNHCO engaged communities to design messages on MSRH which Text to Change coded and sent to handsets within the households with pregnant women

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# The solution cont'd

- Reminder messages sent to pregnant women to attend their ANC visits, and deliver at health facilities
- Pregnant women without phones could access the messages from their husbands, neighbors or friends who were part of the system.
- Was done after male partners, family and friends were targeted to support pregnant women and enable them access and share phone messages

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# The solution cont'd

- A toll free line was set up for Pregnant women to ask questions or provide any feedback on the services received at health facilities.
- Engagement of respective leaders and health providers on the feedback from the pregnant women for improved service delivery.

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# Implementation of the solution

- ICT (SMS) and community led interventions (VHT/CHWs & Health workers) engaging men and communication of MSRH educational messages
- SMS platform set up for sharing MSRH messages and giving feedback on a regular basis.

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# Impact of the solution

- Increased skilled attendance for pregnant women in the 03 districts of operation by 54%
- Reduced maternal deaths in the 03 districts of
- Increased utilization of MSRHS in the community
- Improved male participation in MSRHS
- Improved knowledge and attitudes towards health seeking and individual responsibility

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# Contribution of the solution to health/social systems

- Increased ANC visits and skilled birth attendance
- Building family cohesion and quality of life
- Reduced incidences of GBV
- Improved partner relationships
- Improved accountability by the service providers to the health consumers

**Vision:** “A Uganda where the healthcare system guarantees full enjoyment of the right to health by all people.”

**Mission statement:** “To promote full integration and implementation of the rights based approach in Uganda’s health sector through meaningful citizen duty bearer engagement in healthcare planning and delivery.”



# VHTs learning how to use tablets to sensitize pregnant women







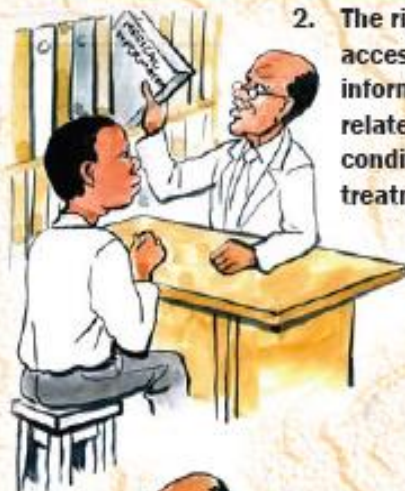
# Patients' Charter



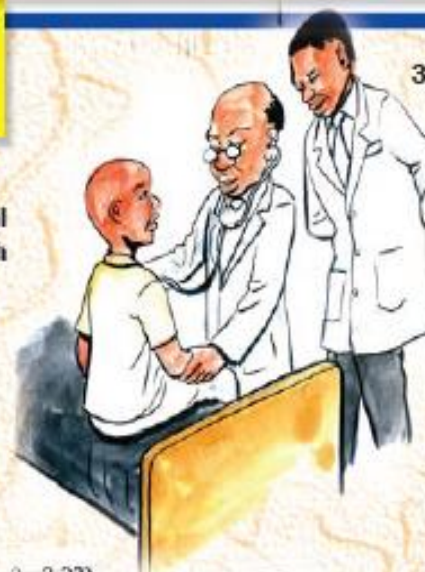
## Rights



1. The right to receive medical advice and treatment which fully meets the currently accepted standards of care and quality.



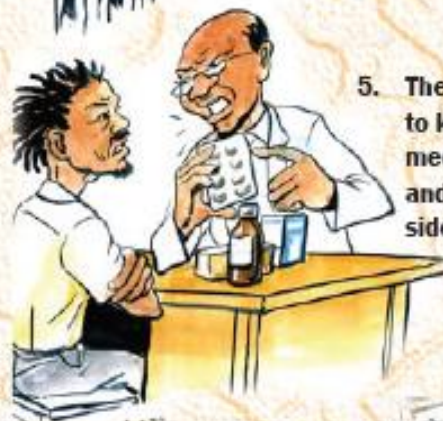
2. The right to access to medical information which relates to your condition and treatment.



3. The right to accept or refuse any investigation or treatment and to be informed of the likely consequences of doing so.



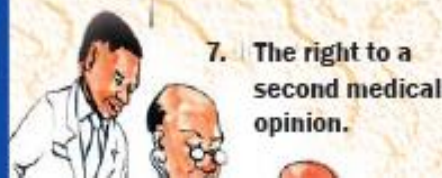
4. The right to information about what healthcare services are available and what they cost.



5. The right to know my medication and any side-effects.



6. The right to have your privacy, dignity and religious and cultural beliefs respected.



7. The right to a second medical opinion.



8. The right to be given a clear description of





# Responsibilities



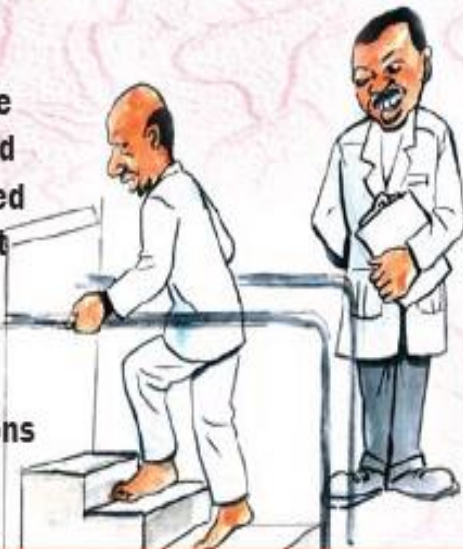
1. Give your healthcare providers as much information as you can about your present health, past illnesses, any allergies and any other relevant details.

2. Keep any appointments that you make, or notify the healthcare providers as early as possible if you are unable to do so.



11. The right to have medical care through a doctor to have medical care promptly.

3. Follow the prescribed and agreed treatment plan, and comply with the instructions given.



4. Respect other patients and healthcare providers. Follow hospital rules concerning patient conduct.

