

American University of Armenia
College of Health Sciences, Department of Public Health
Certificate Program in Public Health Program Evaluation Unit

Presentation of Term Project:

**HEALTH EDUCATION PROGRAM FOR PREGNANT WOMEN TO REDUCE INFANT MORTALITY
IN ARMENIA: SELECTED ASPECTS OF EVALUATION**

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Abstract:

Reduction of Infant Mortality is the world's largest public health problem. It is one of the most useful health information measures on the health of community. Infant Mortality Rate (IMR) is the criteria of the national level of health and well-being of countries worldwide. IMR correlates closely with economic status, access to sufficient food to ensure good nutrition, access to pure water supplies and to sufficient educational facilities to ensure high levels of literacy. This program is directed to the behavioral factors which could be changed by educational and organizational efforts. Optimal health behaviors are: correct nutrition of pregnant women and mothers; breastfeeding; personal hygiene and physical activity; number of prenatal care visits; avoidance of smoking and alcohol consumption during pregnancy and lactation period. The main goals of this program are:

- ◆ To decrease infant mortality in Armenia.
- ◆ To enhance awareness of pregnant women about general knowledge of their own body, fertility, breastfeeding, nutritional habits during pregnancy, and smoking & alcohol consumption.
- ◆ To increase food assistance for pregnant and lactating women in Armenia.
- ◆ To decrease infant morbidity in Armenia due to diarrheal diseases.
- ◆ Optimize the ability of health care practitioners to deliver accessible high-quality care and superior education related STDs for pregnant women in Armenia.

For the assessment of whole program impact we have decided to conduct pilot program and evaluate pilot program. The main objective and its indicator of pilot program is:

OBJECTIVE: ❖ By the year 2000 to increase knowledge about correct nutrition by 50% among women in 2 maternal clinics in Yerevan.

INDICATOR: ❖ Knowledge level of pregnant women assessed by means of special questionnaire, which will be consisted of the questions concerning all necessary ingredients of correct diet (calories, protein, vitamins and minerals).

Four maternal clinics in Yerevan will be chosen randomly from two randomly selected rayons of Yerevan (two pairs matched according to location and SES of their neighborhood). One of each pair will be randomly assigned for intervention with remaining serving as a comparison clinic. The source of data that will be used to measure variables is survey with special questionnaire, which should be administered

firstly in focus group and pre-tested. This survey will be done twice. The most powerful design to test whether an intervention will lead to certain outcomes is an experiment design in which the researchers control who receives exposure to the intervention.

Quazi-experimental design.
Non-equivalent control group design

O	X_{1-2}	<u>5th month</u>	O	X_3	$X_4 \dots$	O	clinics # 1,2
O			O			O	clinics # 3,4
Dec.1995			May 1996			Dec.1999	

We can hope that sources of funding for research and education will recognize this educational program as fertile field of study.