



**APPROPRIATE USE OF CAESAREAN SECTION THROUGH QUALITY DECISION-
MAKING BY WOMEN AND PROVIDERS
GRANT AGREEMENT NUMBER 847567 QUALI-DEC**



DELIVERABLE 7.1 (WP 7)

Title: Portfolio of communication assets delivered to partners

Work package: 7

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Start date of project: 1st January 2020

Duration: 60 months

Organisation name of lead contractor of this deliverable: IRD

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Nature: Public

Project co-funded by the European Commission within the Horizon 2020 Programme (2014-2020)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Summary

QUALI-DEC aims to develop and evaluate a strategy to implement four components aimed at decreasing the use of unnecessary caesarean sections in four LMIC countries: Argentina, Burkina Faso, Thailand and Vietnam. Women's decision making is a key component on our project. The communication portfolio aims to inform women and to facilitate intercommunication between women and health professionals. Therefore, the following components have been designed to do so: a logo, a website, and two card games.

This portfolio gathers the tools set up by the IRD team to decline the QUALI-DEC project under different formats.

- The logo
- The website
- Two card games

THE QUALI-DEC LOGO

In the first element, the logo, we tried to bring together three components that we felt best illustrated the project: The (pregnant) woman, the international side and the health professionals.

To represent the woman, we used the colour purple, which is conventionally associated with the empowerment of women, as well as the profile of a pregnant woman. We made sure that the image represents an international woman (hair in a bun, for example).

The concept of internationality can be seen in the globe in the background. (the green colour is complementary to purple).





With the two arrows forming a cycle, the logo includes the idea of feedback, decision and decision support. The cycle surrounds the pregnant woman as she remains the centre of the project and the arrows represent, in sum, the movement of the components that will be implemented by QUALI-DEC in the 4 countries.

THE QUALI-DEC WEBSITE

The QUALI-DEC website is developed by the Coordinator-the French National Institute for Sustainable Development (IRD). A French contractor has been chosen, with whom the Coordinator worked closely.

It is a dynamic type website, provided with a Content Management System (CMS). A private part (backoffice) is accessible with identification and allows the administration of the content editorial (adding, modifying, deleting and moderation of texts, images and content) by a team of people with no particular computer knowledge. It contains a domain name. The address is : www.qualidec.com

Using the colours of the logo, the graphic identity of the site is composed of purple and green. The different graphics found on the site are in the same colours (except for the photos). There are drawings and diagrams.



The website has been designed as a dynamic information platform. Indeed, the first thing the visitor sees on the site (home page) is a slide show and a news feed that brings together the

advances, news and publications of the researchers.

At the same time, the "Publications" and "News" sections will be updated with each new development of the project.

The site is designed as a perfect mirror of what the QUALI-DEC project is accomplishing on the ground.

THE QUALI-DEC CARD GAMES

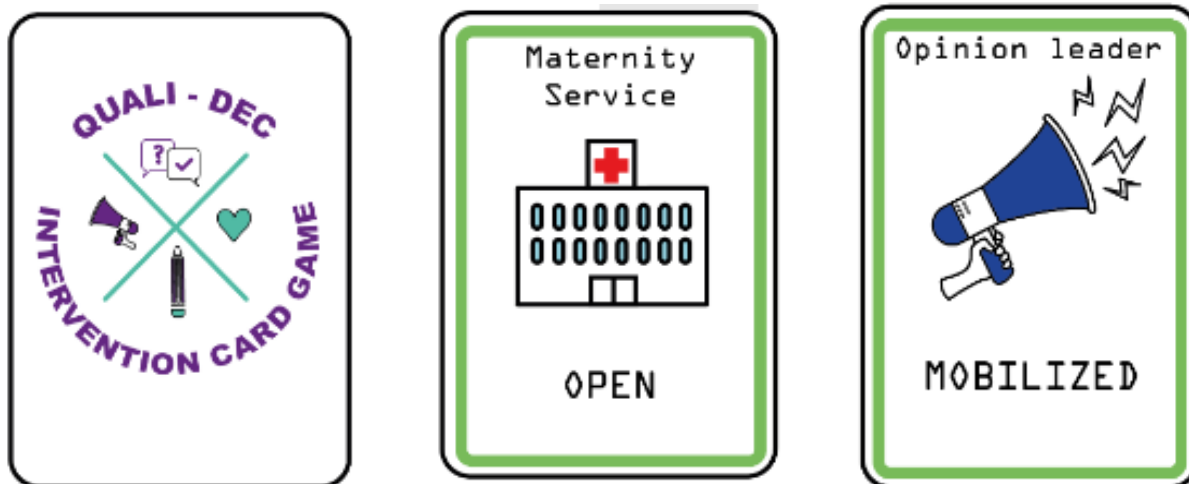
The two card games (Intervention and Tokophobia card game) were designed by Angela Herrmann and printed for distribution to all consortium members. Both games are based, respectively, on the French game Mille Borne and the Werewolf game.

The game Intervention :

Each player plays as he/she is the Chief of the maternity service and he/she plays for his/her own hospital.

The object of the game is for each player to perform as many vaginal deliveries as possible, especially satisfactory and outstanding vaginal deliveries.

Caesarean section operations may be performed if needed but are less valued.



Tokophobia :

Each player expresses a pregnant women's perception regarding method of delivery to choose. 2 type of perception methods of delivery are examined: vaginal delivery fear of vaginal birth and positive perception of vaginal delivery.



Players who have fear of vaginal birth are in favor of planned caesarean section. Players who have a positive perception are in favor of planned vaginal birth.

The object of the game is for each player to eliminate players who have a different perception of vaginal birth.



The Tokophobia game can be used to debate different fear and desires that pregnant women usually have, as each player must argue why he is right and how the negative perceptions of vaginal birth are toxic for the health of the pregnant woman.