

suggestion is applicable and acceptable, and whether she would be able to implement it. If necessary, ask the woman to repeat what has been suggested. Discuss further and come to an understanding of what can be done

Then the third step, you should discuss and try to correct any misconceptions or rumours.

Finally, you should also arrange for follow-up visit or referral.

Do NOT “prescribe” health advice: You need to “counsel.” See the examples below:

Gratuitous Ineffective Messages	Useful Health Communication Message
To prevent diarrhoea, pay attention to cleanliness.	To prevent diarrhoea, please ensure that you wash your hands with soap and water before preparing food or feeding the child and after cleaning up after defecation.
Take good care of the child.	Are you able to find enough time to feed the child? To play with the child? Who looks after the child when you are at work?
Your child is now one year old. You must give it nutritious food.	Would it be possible for you to give your child an egg daily (or milk, green vegetables etc)? How would you manage it? Can you afford it? Would other children in the family also demand it, and would that create a problem?



Difficult Situations

If the woman is shy

- Speak of general things to ‘warm her up’.
- Encourage the woman to speak.
- Praise the woman more to make her confident.
- Repeat the questions.

If the woman is non-cooperative or argumentative

- Praise the women to make her feel secure.
- Sympathise with her and be friendly; do not get angry.
- Spend more time in listening to her.
- Do not push if the woman is still not immediately receptive but just say that you would like to come again.

If the woman is curious and asks many questions

- Answer her questions in simple language.
- Explain that you will be coming every month so they can talk again.

