MOTECH Suite Behavior Change Communication

Specification Template

October 22, 2012

# Overview

This template should be filled out for each type of case in the MST application, e.g., you might have different behavior change messages for pregnant women and another for children.

# Template

1. Who is the BCC for?

*Example: Pregnant women*

1. What counseling messages do you want to support? Please add one row to the table below for each counseling message. The table below contains a few example counseling messages.

|  |  |  |  |
| --- | --- | --- | --- |
| **Text that should appear on phone** | **(Optional) Image that will accompany text** | **(Optional) Audio file that can be played by user** | **When message will be given** |
| *Exclusive breastfeeding* | *Picture of a mother breastfeeding.* | *Giving only breast milk until 6 months of age with no other fluids or food, including water, is very important for babies.* | *Mother follow-up visit (3rd trimester mothers)* |

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