

# Active contribution of mother-support groups in increasing Well Woman coverage for target group(Age of 35) from 24% to 70% during new normal period in Piliyandala MOH area from October to December 2021

## I. INTRODUCTION

Well Woman clinic is very important in early detection of NCDs specially breast and cervical cancer among females. The 35 age cohort was given as the target population for public health midwives. Due to the prevailing COVID-19 situation in 2021, Well Woman coverage for this birth cohort was badly disturbed. Main objective of this initiative was to improve Well Woman coverage up to 70% at the end of this year.

## II. METHODOLOGY

Medical officers, Public Health Nursing Sister and team analyzed the data up to September 2021 and decided achievable targets for the public health midwives. Gaps were identified and tasks were given for each midwife to achieve maximum coverage at the end of the year. Main methodology decided by the team was to increase well woman coverage by community empowerment via mother-support groups.

Since every public health midwife has community groups in every village which they are closely associated with, we planned to use the trust and credibility they have developed with these groups to increase well woman coverage.

After getting details about the targeted group of females from the government agents, we started disseminating messages via mother support groups to get target group women for well woman clinics.

Mother support group members distributed leaflets and shared information about the importance of well woman screening. Tele-counseling of diets and their partners was also done by healthcare workers and mother support group members.

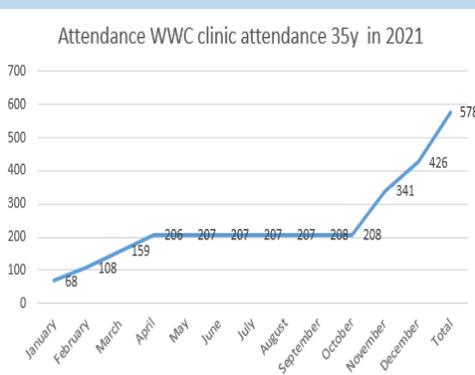
Community level discussions organized by mother support groups via zoom helped to empower the target group. According to the mothers group suggestions, outreach special clinics and Sunday clinics were organized.



Continuous monitoring and evaluation of performance of public health midwives were done in a regular manner. We arranged appreciations for best performances at the beginning of this year.

## III. RESULTS AND DISCUSSION

Well woman coverage of age 35 cohort females increased from 24% at the beginning of October to 70% by 31<sup>st</sup> of December 2021. This remarkable achievement in a very short period of time was achieved due to the involvement of mother support groups at village level.



## IV. CONCLUSION

Mother support groups turned out to be a really good strategy in improving badly disturbed Well Woman activities due to COVID-19.