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Title: Standard Operating Procedures (SOP) for Routine Registry Operations- Implementation, Establishment and Maintenance of Mother & Child Health (MCH) Registry

Sub-title: Communication Strategies

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Contents

Goals of the communication plan

The main goal of the communication plan is

- To engage with the Ministry of Health (MOH) and obtain their endorsement.
- To keep the care providers and staff at the primary healthcare MCH clinics in the West Bank informed about the MCH eRegistry system and its phased implementation in the West Bank.
- To present and reinforce the main functionalities of the system to the care providers.
- To inform the pregnant and newly delivered mothers and their families about the electronic system.
- To explain the legal and ethical structures in place to protect data privacy and security and to reassure care providers and clients about the confidentiality of data.
- To inform the control sites about the phased manner of implementation and reassure them that they will be getting the infrastructure and training in a planned sequence.
- To sensitize clinics, care providers and clients about the research.
- To inform clinics and care providers about the specific requirements of the research and seek cooperation.
- To inform clinics about contact information in case of questions or concerns about the use of the system and/or research activities.

Key audiences

- MoH:
  - o Department of Primary Health care
  - o Department of Public Health
  - o Department of MCH, primary healthcare
  - o Department of Nursing
  - o Department of hospitals
- Directorates of Health at district level
- MCH clinics
- High risk clinics
- Hospitals
- Pregnant and new mothers and their families visiting the clinics

Key messages

- What is eRegistry for MCH?
- What are its functionalities? How is it useful for care providers? How is it useful for clients? How is it useful for the public health system in Palestine?
- How will it be implemented?
- Data anonymity, privacy and security issues and questions about it.
- Research and research needs.

Outreach plan

- Communications before trial- at clinic level
  - o Engage with MCH supervisors to inform them about the use of data for research.
  - o Communication package to be sent out to all clinics:
    - ▪ Letter of endorsement from Ministry of Health

- Letter explaining use of data for research along with contact details
- Posters to be used in the consultation rooms, waiting areas of the clinics- to inform clients of the ongoing activities
  - Communications before trial- at hospital level
    - Engage with nominations from hospitals

Materials developed

- Letter of endorsement from Ministry of Health **(Appendix 1)**
- Letter explaining use of data for research along with contact details:
  - Intervention sites **(Appendix 2)**
  - Control sites **(Appendix 3)**
  - High risk clinics **(Appendix 4)**
  - Hospitals **(Appendix 5)**
- Posters to be used in the consultation rooms, waiting areas of the clinics- to inform clients of the ongoing activities
  - Communication poster used in the Control sites **(Appendix 6)**
  - Communication poster used in the intervention sites **(Appendix 7)**
- Letter of nomination and support from MoH hospitals **(Appendix 8)**
- Letter containing the list of data elements to be extracted in the labor ward books and/ or Avicenna to establish a registry. **(Appendix 9)**
- Website with information about eRegistry for MCH: additional space for public, presses, and cares providers to leave their comments in the homepage.
  A feature related to public and care providers comments in the home page on the PNIPH website have been added and ready to be used.
- Launching Ceremony 2017
- Press release 2017.
  A draft has been prepared by the MCH e Registry team/ PNIPH and shared with NIPH.

Timeline for different communication activities

	September 2016	December 5- 10, 2016	December 2016 - January 2017
Meeting with MCH supervisors	x		
Ministry of Health endorsement letter	x		
Communication letters, posters- feedback from Palestinian National Institute of Public Health (PNIPH)	x		
Printing letters and posters		x	
Send communication package to clinics			
• **Bethlehem**			X
• **Jenin**			X
• **Nablus**			X
• **Salfit**			X
• **Ramallah**			X

Post-studies: communicating research results

- Workshops
- Conferences
- Facts sheets
- Press release
- Report to be submitted to the Ministry of Health, Palestinian Health Research Council
- Publications

Table: List of clinics, date of sending communication package and checklist to ensure package is received

December 2016

Name of clinic- English	Name of clinic- Arabic	District	Confirmation that package is received with date
Control sites			
Beit Jala	بيت جالا	Bethlehem	22/ 12/ 2016
Bateer	بتير	Bethlehem	22/ 12/ 2016
Joret Al-shamah	جورة الشمعه	Bethlehem	22/ 12/ 2016
Hosan	حوسان	Bethlehem	22/ 12/ 2016
Harmalah	حرمله	Bethlehem	22/ 12/ 2016
Tqoo'	تقوع	Bethlehem	22/ 12/ 2016
Beit Fjar	بيت فجار	Bethlehem	22/ 12/ 2016
Tura	طوره	Jenin	26/12/ 2016
Kafr Kood	كفر قود	Jenin	26/12/ 2016
Rumaneh	رمانه	Jenin	26/12/ 2016
Anza	عنزا	Jenin	26/12/ 2016
Jalboon	جلبون	Jenin	26/12/ 2016
Al-jalameh	الجلمه	Jenin	26/12/ 2016
Zboba	زبوبا	Jenin	26/12/ 2016
Fahmeh	مركز صحي فحمه	Jenin	26/12/ 2016
Faqqua'	فقوعه	Jenin	26/12/ 2016
Al-mghayer	المغير	Jenin	26/12/ 2016
Kafr Dan	كفر دان	Jenin	26/12/ 2016
Silat al-hartheyeh	سيلة الحارثيه	Jenin	26/12/ 2016
Borqeen	برقين	Jenin	26/12/ 2016
Deir Abu D'eef	دير أبوضعيف	Jenin	26/12/ 2016
Al-jadedah	الجديده	Jenin	26/12/ 2016
Barta'h	برطعه	Jenin	26/12/ 2016
Serees	سيريس	Jenin	26/12/ 2016
Al-nsaryeh	النصاريه	Nablus	28/ 12/ 2016
Qusarh	قصره	Nablus	28/ 12/ 2016
Deir Alhatab	دير الحطب	Nablus	28/ 12/ 2016
Qusin	قوصين	Nablus	28/ 12/ 2016
Beit Umareen	بيت امرين	Nablus	28/ 12/ 2016

Deir Sharaf	دير شرف	Nablus	28/ 12/ 2016
Azmoot	عزموط	Nablus	28/ 12/ 2016
Enabous	عينابوس	Nablus	28/ 12/ 2016
Oreef	عوريف	Nablus	28/ 12/ 2016
Yetma	يتما	Nablus	28/ 12/ 2016
Asira al-Shamaliya'	عصيره الشماليه	Nablus	28/ 12/ 2016
Sarah	صره	Nablus	28/ 12/ 2016
Al-baldeh Alqademah	البلده القديمه	Nablus	28/ 12/ 2016
Aqraba	عقربا	Nablus	28/ 12/ 2016
Masha	مسحه	Salfit	3/1/2017
Deir Istiya	دير ستيا	Salfit	3/1/2017
Bruqin	بروقين	Salfit	3/1/2017
Deir Ballut	دير بلوط	Salfit	3/1/2017
Rafat	رافات	Salfit	3/1/2017
Hares	حارس	Salfit	3/1/2017
Al-zawyeh	الزاويه	Salfit	3/1/2017
kobar	كوبر	Ramallah & Al-Bireh	5/1/2017
Deir Dibwan	دبر دبوان	Ramallah & Al-Bireh	5/1/2017
Al-Midyah	المديه	Ramallah & Al-Bireh	5/1/2017
Arorah	عاروره	Ramallah & Al-Bireh	5/1/2017
Etarah	عطاره	Ramallah & Al-Bireh	5/1/2017
Deir qdees	ديرقديس	Ramallah & Al-Bireh	5/1/2017
Dura al Qarea'	دورا القرع	Ramallah & Al-Bireh	5/1/2017
Deir Ibzee'	دير ابزيع	Ramallah & Al-Bireh	5/1/2017
Ras karkr	راس كركر	Ramallah & Al-Bireh	5/1/2017
Kafr Malik	كفر مالك	Ramallah & Al-Bireh	5/1/2017
Burqa	برقه	Ramallah & Al-Bireh	5/1/2017
Al-Mazra' Al-gharbeieh	المزرعه الغربيه	Ramallah & Al-Bireh	5/1/2017
Shebteen	شبتين	Ramallah & Al-Bireh	5/1/2017
Deir Abu Mash'al	دير ابومشعل	Ramallah & Al-Bireh	5/1/2017
Beit liqia	بيت لقيا	Ramallah & Al-Bireh	5/1/2017
Birzeit	بيرزيت	Ramallah & Al-Bireh	5/1/2017
Rantees	رنتيس	Ramallah & Al-Bireh	5/1/2017
Beit Ur Altahta	بيت عور التحتا	Ramallah & Al-Bireh	5/1/2017
Selwad	سلواد	Ramallah & Al-Bireh	5/1/2017
Qebiah	قبيه	Ramallah & Al-Bireh	5/1/2017
MCH eRegistry clinics			
Wadi foqeen	واد فوقين	Bethlehem	22/ 12/ 2016
Beit Sahoor	بيت ساحور	Bethlehem	22/ 12/ 2016
Al-ma'sarah	المعصره	Bethlehem	22/ 12/ 2016
Al-shwawreh	الشواوره	Bethlehem	22/ 12/ 2016
Al-khader	الخضر	Bethlehem	22/ 12/ 2016
Al-eabedieh	العبيديه	Bethlehem	22/ 12/ 2016
Al-zbabdeh	الزبابده	Jenin	27/12/ 2016
Marj Bani Amer/ Beit Qad	مرج بني عامر/بيت	Jenin	27/12/ 2016

	قاد		
Al-hashmeyeh	الهاشميه	Jenin	27/12/ 2016
Al-ramah	الرامه	Jenin	27/12/ 2016
Kferet	كفيرت	Jenin	27/12/ 2016
Al-atarah	العطاره	Jenin	27/12/ 2016
Al-Taibeh	الطيبه	Jenin	27/12/ 2016
Aneen	عانين	Jenin	27/12/ 2016
Raba	رابا	Jenin	27/12/ 2016
Jalqamoos	جلقموس	Jenin	27/12/ 2016
Al-Fandaqumiya	الفندقوميه	Jenin	27/12/ 2016
Mirka	مركه	Jenin	27/12/ 2016
Misilyah	مسليه	Jenin	27/12/ 2016
AL-a'rakah	العرقه	Jenin	27/12/ 2016
Kufr Raa'e	كفر راعي	Jenin	27/12/ 2016
Meithalun	ميثلون	Jenin	27/12/ 2016
Al-naqorah	الناقوره	Nablus	29/12/2016
Beit Eba	بيت ايبا	Nablus	29/12/2016
Salem	سالم	Nablus	29/12/2016
Bazria	بزاريا	Nablus	29/12/2016
Rojeeb	روجيب	Nablus	29/12/2016
Borqah	برقه	Nablus	29/12/2016
Talfeet	تلفيت	Nablus	29/12/2016
Awarta	عورتا	Nablus	29/12/2016
Tel	تل	Nablus	29/12/2016
Doma	دوما	Nablus	29/12/2016
Ras Al-een	راس العين	Nablus	29/12/2016
Beita	بيتا	Nablus	29/12/2016
Qabalan	قبلان	Nablus	29/12/2016
Qerah	قيره	Salfit	3/1/2017
Mardah	مرده	Salfit	3/1/2017
Farkha	فرخه	Salfit	3/1/2017
Yasoof and Izkaka	ياسوف و زكاكا	Salfit	3/1/2017
Sartah	سرطه	Salfit	3/1/2017
Kefel Hares	كفل حارس	Salfit	3/1/2017
Kufr Al-deel	كفر الديك	Salfit	3/1/2017
Qarawah	قراوه	Salfit	3/1/2017
Al-janyeh	الجانيه	Ramallah & Al-Bireh	4/1/2017
Bettello	بيتتللو	Ramallah & Al-Bireh	4/1/2017
Deir Netham	دير نظام	Ramallah & Al-Bireh	4/1/2017
Emsafa	إم صفا	Ramallah & Al-Bireh	4/1/2017
Beiteen	بيتين	Ramallah & Al-Bireh	4/1/2017
Al-tereh	الطيره	Ramallah & Al-Bireh	4/1/2017
Ein Yabrud	عين يبرود	Ramallah & Al-Bireh	4/1/2017
Mazare' Alnobani	مزارع النوباني	Ramallah & Al-Bireh	4/1/2017
Safa	صفا	Ramallah & Al-Bireh	4/1/2017

Deir Al-sudan	دير السودان	Ramallah & Al-Bireh	4/1/2017
Kufr Ein	كفر عين	Ramallah & Al-Bireh	4/1/2017
Rammun	رمون	Ramallah & Al-Bireh	4/1/2017
Kharbatha Bani Hareth	خربثا بني حارث	Ramallah & Al-Bireh	4/1/2017
Bill'in	بلعين	Ramallah & Al-Bireh	4/1/2017
Ebween	عبوين	Ramallah & Al-Bireh	4/1/2017
Abu Falah	ابو فلاح	Ramallah & Al-Bireh	4/1/2017
Qarawah Bani Zeid	قراوه بني زيد	Ramallah & Al-Bireh	4/1/2017
Deir Amar	دير عمار	Ramallah & Al-Bireh	4/1/2017
Beituniya	بيتونيا	Ramallah & Al-Bireh	4/1/2017
Beit Sera	بيت سيرا	Ramallah & Al-Bireh	4/1/2017
Deir Jarir	دير جرير	Ramallah & Al-Bireh	4/1/2017
Shuqba	شقبه	Ramallah & Al-Bireh	4/1/2017
Beit rema	بيت ريما	Ramallah & Al-Bireh	4/1/2017
Nea'leen	نعلين	Ramallah & Al-Bireh	4/1/2017
Kharbatha Al-mesbah	خربثا المصباح	Ramallah & Al-Bireh	4/1/2017
High risk clinics			
Bethlehem MCH	امومة بيت لحم	Bethlehem	22/ 12/ 2016
Jenin Central clinic	عيادة جنين المركزيه	Jenin	27/12/ 2016
Silat adh Dhahr	سيلة الظهر	Jenin	27/12/ 2016
Central MCH clinic	الرعايه المركزيه	Nablus	29/12/2016
Hewarah	حواره	Nablus	29/12/2016
Bedia	بديا	Salfit	3/1/2017
Healh Directorate Salfit/Central	مديرية صحة سلفيت	Salfit	3/1/2017
Al-Bireh MCH clinic	امومة البيره	Ramallah & Al-Bireh	4/1/2017
Ramallah New MCH clinic	امومة رام الله الجدبده	Ramallah & Al-Bireh	4/1/2017

Appendix 10: documentation sheets show quantity and type of communication materials distributed to MCH e registry clinics, Control sites and high risk clinics.

Appendixes attached

- Appendix 1: Letter of endorsement from Ministry of Health
- Appendix 2: Arabic Letter explaining use of data for research along with contact details: Intervention sites
- Appendix 3: Arabic Letter explaining use of data for research along with contact details: Control sites
- Appendix 4: Arabic Letter explaining use of data for research along with contact details: High risk clinics
- Appendix 5: Arabic Letter explaining use of data for research along with contact details: Hospitals
- Appendix 6: Communication poster to be used in the consultation rooms, waiting areas of the clinics- to inform clients of the ongoing activities: Control sites
- Appendix 7: Communication poster to be used in the consultation rooms, waiting areas of the clinics- to inform clients of the ongoing activities: intervention sites
- Appendix 8: Letter of nomination and support from MoH hospitals
- Appendix 9: Letter containing the list of data elements to be extracted in the labor wards books and/ or Avicenna to establish a registry.
- Appendix 10: documentation sheets show quantity and type of communication materials distributed to MCH e registry clinics, Control sites and high risk clinics.
    - 10-1-A MCH e Registry receiving communication materials Salfit
    - 10-1-B: Control clinics receiving communication materials Salfit
    - 10-2-A Control clinics communication materials Ramallah
    - 10-2-B MCH e registry clinics communication materials Ramallah
    - 10-2: Communication Materials Confirmation of receiving Ramallah
    - 10- 3-A Control clinics Communication materials Jenin
    - 10-3-B MCH e Registry clinics Communication materials Jenin
    - 10-4-A MCH e Registry clinics Communication materials Nablus
    - 10-4-B Control clinics Communication materials Nablus
    - 10-5-A Control clinics Mother communication poster Bethlehem
    - 10-5-B MCH e Registry clinics IT & Back up file poster Bethlehem
    - 10-5-C MCH e Registry clinics   Mother communication poster Bethlehem