

Mother Mentors for Child Development – Stakeholder Analysis

Whose help do we need for our program to be implemented?	What must each of them think or do for our recommendations to be successful?	Where do they stand on this?	What do we need to do to close the gap?
Traditional authorities	<ul style="list-style-type: none"> - Encourage people to participate and support, both privately and publicly - Help identify possible participants - Must give GHEI permission to start the program 	We foresee a positive response to this programming, as they have a very positive relationship with GHEI	Keep them informed and involved in program design.
Local opinion leaders, community role models	<ul style="list-style-type: none"> - Identify needs among community members - Recommend possible participants - Have a positive opinion of GHEI program model/services - Provide positive influence over their peers and followers - Create public awareness of the program - Advocate for GHEI on the government level when possible - Identify sources for funding on government and other levels - Give feedback/ information on local opinions regarding programming 	Generally, they are supportive of GHEI and willing to participate in/advocate for our programs.	Include them in program design and solicit their input/feedback, manage expectations to avoid misunderstandings or miscommunication.

<p>Technical experts (i.e. nurses, midwives, traditional birth attendants)</p>	<ul style="list-style-type: none"> - Recommend or make referrals to patients (network) - Give advice on government social and health intervention programs - Provide expert advice on programming/interventions - Help with training Mother Mentors 	<p>Nurses/midwives: We are on the same page and promoting the same message, so we feel they will be supportive</p> <p>TBAs: We are possibly taking away their jobs, and if the program is very successful they will have very few clients.</p>	<p>Nurses/midwives: Include them in program design to avoid duplication/foster collaboration, manage expectations, establish common goals, establish a strengths-based approach.</p> <p>TBAs: - Offer other benefits and programs for their benefit, such as TBA trainings - We foresee possible problems, but we do not think it will be a big issue because we collaborate on other programs and their influence is on the decline - Expert opinions will outweigh the influence of TBAs</p>
<p>District Administration (health, education, department of social welfare)</p>	<ul style="list-style-type: none"> - Advocate for GHEI on the government level - Identify sources for funding on government and other levels - Give advice on government social and health intervention programs - Help scale up the model, and if successful, advocate for expansion 	<p>Supportive of GHEI's programs, pregnant women and children under 5 are priority for district health interventions.</p>	<p>Keep them informed, solicit feedback and expert opinions, ensure priorities are aligned and establish common goals, manage our own expectations in regard to what district will be able to provide.</p>

	<ul style="list-style-type: none"> - Be aware of what we are doing - Provide expert advice on programming/interventions - Help with training Mother Mentors (reach out to Planned Parenthood Association of Ghana) - Gather and/or share relevant information from similar programs elsewhere - Material support (books, toys, nutritional supplements), and advice on their uses 		
Mothers (first-time, experienced, of child with health problems/disabilities, of twins, of many children)	<ul style="list-style-type: none"> - Advise on program design - Make necessary changes as needed throughout all stages of programming - Lend credibility to the program - Speak highly of the program and advocate - Share firsthand experiences - Share their problems - Serve as Mother Mentors - Give feedback on program, ideas for improvements - Participate in training of Mother Mentors 	<ul style="list-style-type: none"> - If people are very attached to traditional ways, it will be difficult to work with them - Certain members of this group may try to negatively influence close friends/family who have been selected, if they are opposed to our methods - Some mothers may be jealous when some are selected and others are not 	<ul style="list-style-type: none"> - Select/train Mother Mentors who are respected women in the community, ask traditional authorities to advocate and reinforce messages and education on modern health practices to help outweigh counter messaging - Transparent selection process, possible lottery selection, communicate clearly with everyone
Fathers	<ul style="list-style-type: none"> - Support their wives during pregnancy and early childhood - Value our focus on maternal/child 	Some may be suspicious of programming, and upset about potential	Orientation should include the husbands and communicate our intentions,

	<p>health and early childhood development</p> <ul style="list-style-type: none">- Be receptive to our approach and the counsel provided by Mother Mentors, and permit their wives to follow it- Be involved in the design process and provide ongoing feedback/ideas for improvement	<p>loss of power or influence.</p>	<p>manage expectations, and provide education/information on why this is important; solicit their input and ensure inclusive process.</p>
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