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AN EVALUATION OF THE EFFECTIVENESS OF THE CARE GROUP MODEL, IN THE PROMOTION OF POSITIVE HEALTH SEEKING BEHAVIOUR AMONG PREGNANT WOMEN. A CASE OF WARD 14 CHIPINGE DISTRICT.

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ABSTRACT

The study seeks to evaluate how effective is the care group model, to the promotion of positive health seeking behavior among pregnant women. It also offers a review on ten intervention logic of the model as it is used and the possible areas of improvement as it is used in maternal neonatal and child health. The study employed a mixed approach research design, where it used both the qualitative and quantitative methodologies. The target population was pregnant women in ward 14, and the sample size constituted of twenty pregnant women. The data collection instruments used are two focus group discussions, a questionnaire and a key informant interview for the local health centre nurse as a follow up to how the pregnant women are utilizing the maternal health services. The study has revealed that the care groups has impacted pregnant women with the knowledge about maternal health issues, such as signs of danger during pregnancy and time of labor, and information about the required number of antenatal care services. From the study it has been established that through care groups as sources of information more pregnant women now utilize maternal health services and has contributed to reduction in home deliveries. The study has shown out that the care group model is an effective tool for behavior change communication, which has contributed the utilization of maternal health services by pregnant women, there by promoting positive behavior towards health seeking.