



A Protocol for a Community-Based Participatory Video Intervention to Enhance Maternal Health-Seeking Behaviours in Rural Oromia, Ethiopia

Mekdes Abebe¹

¹ Adama Science and Technology University (ASTU)

Published: 20 April 2024 | **Received:** 30 October 2023 | **Accepted:** 23 February 2024

Correspondence: mabebe@gmail.com

DOI: [10.5281/zenodo.18531755](https://doi.org/10.5281/zenodo.18531755)

Author notes

Mekdes Abebe is affiliated with Adama Science and Technology University (ASTU) and focuses on Medicine research in Africa.

Abstract

Maternal mortality remains disproportionately high in rural Ethiopia, with significant barriers to accessing skilled care. In the Oromia Region, geographical isolation, cultural norms, and limited health literacy contribute to low utilisation of antenatal care, skilled birth attendance, and postnatal services. Community-based participatory approaches may address such complex health challenges. This protocol outlines a study to develop, implement, and evaluate a community-based participatory video intervention designed to enhance maternal health-seeking behaviours in remote villages of Oromia. The primary objective is to assess the intervention's effect on the uptake of key maternal health services. Secondary objectives include exploring changes in community knowledge, attitudes, and social norms regarding maternal care. A mixed-methods, quasi-experimental design with a control group will be employed. The study will be conducted in four rural kebeles. In two intervention kebeles, community members will co-create short videos addressing identified barriers to maternal service use, which will be screened in community forums. The control kebeles will receive standard health education. Data will be collected via household surveys with women of reproductive age, focus group discussions, and key informant interviews at baseline and post-intervention. Quantitative data will analyse changes in service utilisation rates, while qualitative data will explore experiential impacts. As this is a protocol, no empirical findings are available. The anticipated outcome is an increase in the proportion of women reporting at least four antenatal care visits and skilled birth attendance in the intervention group compared to the control. Qualitative themes are expected to centre on enhanced agency, collective efficacy, and shifts in perceived social norms. This protocol provides a framework for a participatory intervention that aims to address socio-cultural determinants of maternal health service utilisation. The study is expected to generate evidence on the feasibility and potential effectiveness of participatory video as a health promotion tool in similar settings. Future research should consider longitudinal designs to assess sustainability. Programme planners may consider integrating participatory video into community health strategies if the intervention proves effective. community-based participatory research, maternal health, health-seeking behaviour, participatory video, Ethiopia, Oromia Region. This protocol contributes a detailed methodological framework for applying a participatory visual method to address maternal health inequities in a rural African context, emphasising community agency in health promotion.

Keywords: *Community-based participatory research, Maternal health-seeking behaviours, Sub-Saharan Africa, Participatory video, Health equity, Rural health services, Implementation science*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge