

STRUCTURE QUALITY AND CONSUMER'S SATISFACTION WITH INTEGRATED MANAGEMENT OF NEONATAL AND CHILD HEALTH SERVICES IN MODEL PRIMARY HEALTH CARE CENTERS IN NAJAF PROVINCE

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Introduction: The integrated program of maternal and child health is promoting, preventing, therapeutic and rehabilitation facility or care for mother and child aims to reduce maternal and child mortality and morbidity. In most countries, the maternal and child health program is part of the general health services provided by the government.

Aims: To evaluate whether the available resources at model and non-model PHC centres in Najaf meet the specified standards settled by Iraqi Ministry of Health (MOH) and to verify the consumer satisfaction with different Integrated Maternal, Newborn and Child, Health Strategy (IMNCH) services

Methods: For the evaluation study with a cross sectional survey of consumers to measure their satisfaction, the study conducted in six PHC centres, three model PHC centre (Al-Hassan Al-Mujtaba, Al-Jamaa, Al-Jawad) and three non-model primary health care (PHC) center (Khawla Zwain, Al-Ansar, Al-Nassar) from districts of North and South in Najaf city the center serving the largest population will be selected to determine the quality of services introduced by these centres. Three instruments (the first about demographical characteristics of mother and child, the second about Implementation of IMNCH services standards by districts, and the third about overall satisfaction with the IMNCH services provided by selected PHC centre) are used in this study to collect required data. 240 consumers chosen systematically at random from the selected centres (40 consumers a part) to measure their satisfaction. The collected data was analysing using SPSS Version 24.0.

Results: The implementation of standard PHC services showed no significant difference (P 0.05) within the selected model and non-model primary health care centres in locality of Najaf district under this evaluation study. The standard structure for PHC is 33 services and is implemented as total, the best between these selected PHC according to structure is Al-Hassan Al-Mujtaba and Al-Nassar, while the worst between these selected PHC centres is Al-Amam Jawad. In the consumers satisfaction of services that are the introduction of PHC centres the study found that the Al-Jamaa PHC centre was the best between the selected centres due to the consumer's higher satisfaction for services in this centre, while Al-Nassar PHC centre was the worst between them.

Conclusions: The best services are provided in the all PHC centres in Najaf includes antenatal visits, weight, height measurement, blood pressure measurement, breast examination ,counselling on exclusive breastfeeding, counselling on family planning, Tetanus immunization and documentation. The services are not implemented or need improvement are premarital examination, screening for and treatment of sexually transmitted diseases (STD), and assist normal deliveries, provide basic emergency obstetric care if referral is not possible, management of post-partum psychosis, these services need to improvement and activated in the centres