

# BABY SHOWER INITIATIVE SUMMARY



2013 Baby Shower Original Video

2015 Baby Shower Highlight Video

2019 PBS Documentary on Baby Shower



## BABY SHOWER INITIATIVE

Baby Shower Initiative (BSI) is ongoing in Nigeria. BSI is a congregation-based program that uses prayer sessions in churches to identify pregnant women early, followed by church organized baby showers to educate and screen for a variety of preventable or easily treatable conditions and a baby reception for post-delivery follow up.

These include conditions such as

- Sickle cell disease
- Hepatitis B
- HIV/AIDS
- Malaria
- Syphilis
- Anemia
- Blood pressure, diabetes, mental health screenings
- Breast, cervical, and prostate cancer education & screening,

### Summary: Healthy Beginning Initiative (Baby Shower) An Evidence Based Intervention

**Baby Shower Initiative (BSI) is a community-based health education and prevention platform. It has been successfully used to educate and integrate HIV screening with screening for other common diseases. BSI is a 3-step intervention that includes: 1) prayer session; 2) baby showers with on-site integrated and confidential testing; and 3) follow-up baby reception when the baby is 6 weeks old. Integrated testing of HIV, sickle cell disease, hepatitis B, hypertension and perinatal depression were included. BSI is a community-driven program delivered by church-based Health Advisors (CHAs) who use the program to identify pregnant women, implement health interventions and support linkage to health services for women and their families.**

**BSI was initially tested in a two-arm, cluster randomized comparative effectiveness study (Baby Shower Trial; R01HD087994; PI-Ezeanolue) in 40 Nigerian communities and found to be a feasible, culturally acceptable and effective intervention. The study demonstrated 92% testing rate in the congregation arm versus 54% in the health facility only arm. Ezeanolue EE et al. Lancet Glob Health.**

**Post clinical trial, a research-to-program roll out was conducted in Benue State, Nigeria in collaboration with the US CDC (iSTAR; NIH R01HD089871; PI-Ezeanolue; CDC 5NU2GGH000934; PI: John Oko). The roll out recruited and screened >16,000 women and their male partners across 80 sites for HIV, sickle cell disease, hepatitis B, hypertension and perinatal depression. Montandon M et al. PLoS One. 2021.**

**There have been multiple publications detailing the description of the HBI and the Baby Shower Trial that demonstrated its effectiveness. HBI has been identified as an evidenced based community program by PEPFAR.**

# BABY SHOWER INITIATIVE



## Phase 1: Prayer Session



Identify Pregnant Women & Male Partners



Meet with leadership (Bishop)



Identify churches & priest & provide training.



Develop baby shower schedule based on services



Priest introduces the Baby Shower Program



Priest invites all pregnant women & male partners for a prayer for healthy delivery and healthy family



Interested families invited to meet with CHA's after ceremony to register for baby shower.



## Phase 2: Baby Shower



Onsite, confidential community-based testing



Education & counseling provided by CHW's to couples.



Celebration of expecting couples: Mamma packs given during this time



Onsite integrated testing (HIV, Hepatitis B, Sickle Cell, Hemoglobin, Malaria, Syphilis)



Clinic linkage & referral



## Phase 3: Baby Reception



Follow-up for mother-infant pair



Celebration of mom & newborn



Counseling & test results disclosed by CHW's to mom's that have delivered



Clinic linkage & referral for baby if needed

Every Child Deserves A Chance At A Healthy Beginning

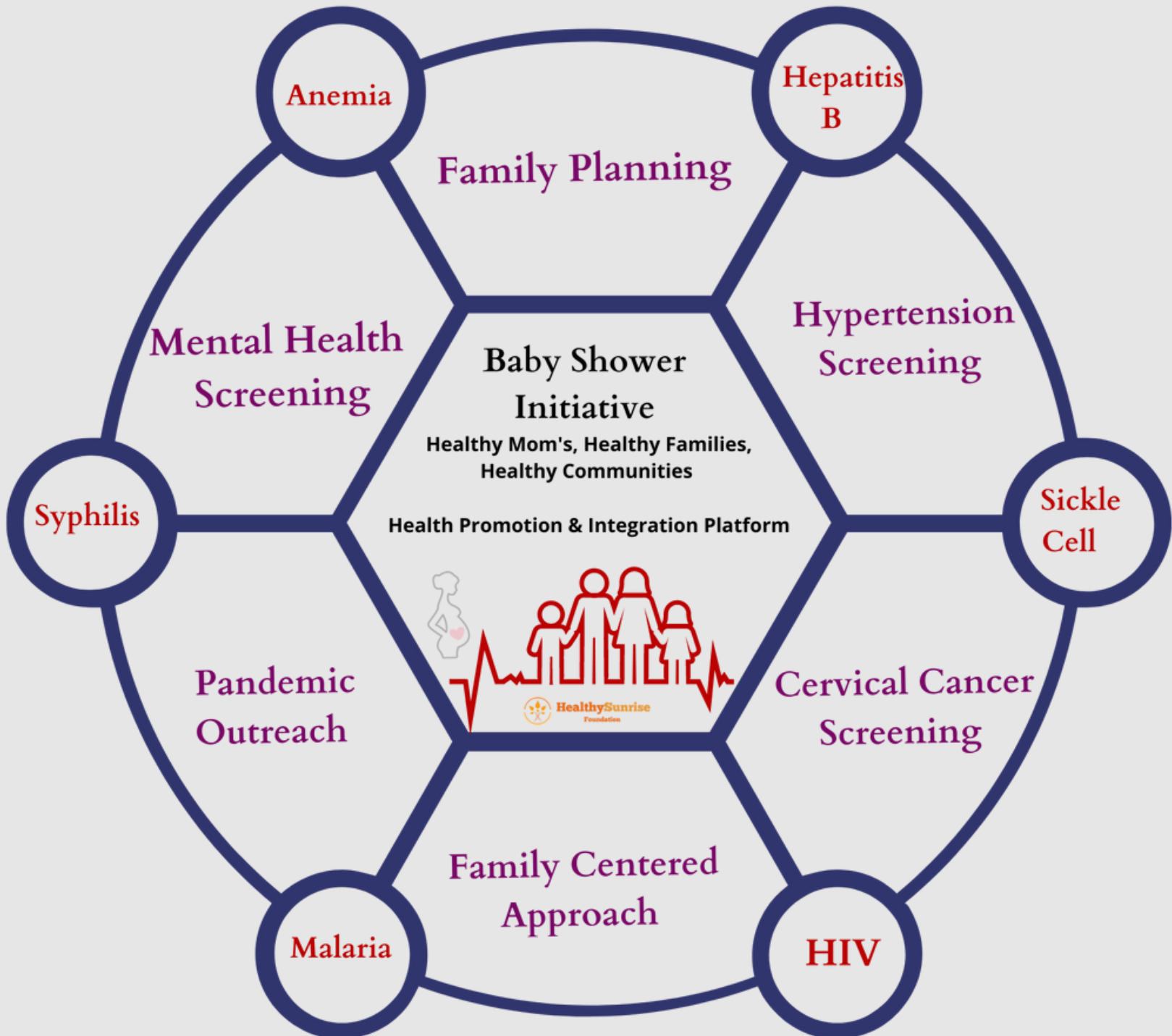
A Healthy Beginning Initiative Program est. 2013



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# BABY SHOWER INITIATIVE

A Platform to Provide Integrated Health Care



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### Publications: Healthy Beginning Initiative (Baby Shower) An Evidence Based Intervention

- **Effect of a congregation-based intervention on uptake of HIV testing and linkage to care in pregnant women in Nigeria (Baby Shower): a cluster randomised trial.**
- **Congregation-based intervention in resource limited settings: Implementation Challenges & Lesson Learned.**
- **Comparative effectiveness of congregation versus clinic-based approach to prevention of mother-to-child HIV transmission: study protocol for a randomized controlled trial.**
- Improving uptake of prevention of mother-to-child HIV transmission services in Benue State, Nigeria through a faith-based congregational strategy.
- Community based screening for sickle haemoglobin among pregnant women in Benue State, Nigeria: I-Care-to-Know, a Healthy Beginning Initiative. BMC Pregnancy Childbirth.
- Hepatitis B infection and risk factors among pregnant women and their male partners in the Baby Shower Programme in Nigeria: a cross-sectional study.
- Utilizing a church-based platform for mental health interventions: exploring the role of the clergy and the treatment preference of women with depression.
- High prevalence of undiagnosed hypertension among men in North Central Nigeria: Results from the Healthy Beginning Initiative.
- Hepatitis B infection and risk factors among pregnant women and their male partners in the Baby Shower Programme in Nigeria: a cross-sectional study.
- Opportunities and challenges to integrating mental health into HIV programs in a low- and middle-income country: insights from the Nigeria implementation science Alliance.
- Challenges and Strategies for Improving Training of Mid-Level Research Personnel in Nigeria.
- Targeted HIV testing for male partners of HIV-positive pregnant women in a high prevalence setting in Nigeria.
- Clergy's Beliefs about Mental Illness and Their Perception of Its Treatability: Experience from a Church-Based Prevention of Mother-to-Child HIV Transmission (PMTCT) Trial in Nigeria.
- Developing a Theoretical Framework for a Complex Maternal-Child Health Intervention: Health Beginning Initiative. Health Promot Pract.
- Determinants of Infant Mortality in Southeast Nigeria: Results from the Healthy Beginning Initiative
- What do You Need to Get Male Partners of Pregnant Women Tested for HIV in Resource Limited Settings? The Baby Shower Cluster Randomized Trial.
- Linkage to Care, Early Infant Diagnosis, and Perinatal Transmission Among Infants Born to HIV-Infected Nigerian Mothers: Evidence from the Healthy Beginning Initiative.
- Attitudes and beliefs about mental illness among church-based lay health workers: experience from a prevention of mother-to-child HIV transmission trial in Nigeria.
- Population-based prevalence of malaria among pregnant women in Enugu State, Nigeria: The Healthy Beginning Initiative.
- Ebola Outbreak in Nigeria: Increasing Ebola Knowledge of Volunteer Health Advisors.
- Integrating mental health screening into routine community maternal and child health activity: experience from Prevention of Mother-to-child HIV transmission (PMTCT) trial in Nigeria.





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# For More Information on Implementation of Baby Shower

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"Every Child Deserves A Chance At A Healthy Beginning"