

# Newborn-specific Behavior Profile Development, April 2018 to February 2020

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**Partners:** Members of the Newborn Health Technical Team

## Background:

Although the world has seen steady improvements in overall child mortality, with the current rate continuing to follow a decades-long downward trend, newborn mortality often represents a disproportionate share of those deaths and persists as a significant challenge. In 2018, The World Health Organization conducted a progress review of its Every Newborn Action Plan (the ENAP) and in 2020 will release additional guidelines for the care of small and sick newborns. As a complement to those activities, USAID's Newborn Health Team worked with ACCELERATE to identify and unpack a number of seemingly intractable issues, providing additional global guidance on how to tackle these concerns to truly advance the global agenda.

## Key Activities:

Working together, the ACCELERATE and USAID teams started by mapping a number of potential behaviors on which to focus, using the domains established in the ENAP to frame them, clarifying the specific actor(s) and the time of practice, including behaviors both for all babies, and small and sick newborns. Once the initial list was developed, the teams identified which behaviors were lagging the most severely in global uptake, were the least understood or well-addressed, and ultimately selected six key behaviors. For each of these, ACCELERATE conducted a global literature review to determine the factors most likely to impede or motivate practice, and used the data to craft Behavior Profiles. Finally, these Profiles were packaged together into a global guidance document to support country teams in adapting and using them to strengthen programming.

## Key Learning:

For the first time, the primary actor category was expanded to include providers and policy makers as a means to consider those actors as human beings operating within a complex ecosystem of power dynamics, incentives, norms and structural realities. Using the Profiles to map and organize all of this complexity was a straightforward way to ensure investments would lead to results. In addition, the team also found that situating the potential behaviors within the framework of the ENAP allowed the global newborn community to easily digest and recognize how these Behavior Profiles support and enhance the broader global agenda.

## Key Outputs:

The Global Newborn Behavior Profiles analyze six newborn-health-specific behaviors critical to reaching the goal of ensuring all children survive and thrive, and provide a framework for global adaptation and utilization.

### Priority Behaviors Selected by USAID's Newborn Health Team

1. **Skin-to-Skin:** Mother or caregiver maintains skin-to-skin contact (SSC) immediately after birth and during first hour
2. **Immediate Breastfeeding:** Mother initiates breastfeeding within first hour of baby's life
3. **Newborn-related Hand Hygiene:** Skilled health professional and mother, father and other family members practice handwashing at critical times during labor, childbirth, and post-natal period
4. **Delayed Cord Clamping:** Provider delays clamping umbilical cord for 60 seconds post-delivery, or until cord stops pulsating
5. **Comprehensive Post-Natal Care:** Provider delivers comprehensive post-natal care with counseling for the mother-baby dyad
6. **Nurturing Care:** Provider delivers nurturing, respectful care throughout the continuum of antenatal care, delivery, and post-natal care.