

ABSTRACT

Background: In Uganda infant mortality rate (IMR) has declined by more than half between the year 2000 and 2016 but neonatal death reduces at a slower pace as it is currently at 27/1000 live birth. Achieving the Sustainable Goal of reducing neonatal mortality rate to 12 deaths per 1000 live births by 2030 shall be a dream very far from reach if neonatal mortality continues to slow down. According to Waiswa (2010), it's evident that community based – interventions can reduce up to 72 percent of the 3.8 million newborn deaths which occur every year Worldwide.

Study objective: was to establish the responsiveness to messages delivered through Timed and Targeted Counseling package on essential newborn care among mothers that delivered from 15th September to 30th October, 2017 in Kyankwanzi District.

Methodology: was a cross sectional study design employing quantitative and qualitative approaches used to gather information about timed and targeted counseling (ttC) and Essential newborn care (ENC) among the main respondent who were the mothers of neonates 0-28 days of the VHT supervisors and district health official participated as key informants. After receiving approval from the district health officer, the VHT registers in the four sub counties were used to identify all the eligible respondent totaling to 80 mothers. Data was collected from all the eligible respondents who were accessed and consented. SPSS was used to enter and analyze quantitative data which was used to make analysis for qualitative data. Ethical approval was obtained from International health sciences University.

Results: There was high knowledge on health facility delivery at 85%, 86% of safe deliver was the main reason for facility delivery, and 81.6% knew the danger signs. It was discovered that 90% of the mothers delivered in the health facility, only 48% never bathed the babies within the first 24 hours. 60% of those mothers got adequate food after delivery, 82.3% were able to detect infection when the baby is sick and only 60% washed their hands, 31% practiced EBF. However, 71.7% of the mothers applied herbs to the baby's cord, and none of the household had a hand washing station to promote safe hand washing before touching a newborn.

Conclusion: There was moderate level of knowledge on essential new born care among the mothers in the district however little have been translated into practice of the newborn care.

Recommendation: The district should put emphasis on the practices by mothers as their much knowledge currently is not transferred to practice. Also there is need to improve access to quality ANC to provide a platform giving mothers appropriate knowledge.