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Table S1 Demographic and health profile of Haryana and two study districts					
	Haryana	Ambala	Yamuna Nagar		
Total population, million (Census 2011)	25.4	1.1	1.2		
Density of population, no of persons per square kilometre (Census 2011)	573	717	687		
Rural population (Census 2011)	65.2%	55.6%	61.1%		
SC population (Census 2011)	19.3%	26.2%	25.3%		
Access to electricity (DHS 2012)	90.5%	99.2%	98.6%		
Per capita income, Indian Rupees (2011 white paper Govt. Haryana)	106 000	116 000	82 232		
Population below poverty line (Ministry of Social Justice)	14% (2005)	Data not available	Data not available		
Female literacy (Census 2011)	65.9%	75.5%	71.4%		
Community Health Centres	109	4 (156,792)	6 (129,136)		
Primary Health centres	461	18 (47,742)	18 (40,046)		
Sub health centres	2569	104 (7208)	113 (7312)		
Institutional delivery (NFHS-4)	80.5	91.0%	75.7%		

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7
Cluster 1	258	339	419	364	275	277	336
Cluster 2	185	200	262	258	224	217	181
Cluster 3	133	140	207	187	161	136	181
Cluster 4	115	162	198	181	132	150	151
Cluster 5	92	172	257	248	171	192	184

Control period	n=3831
Intervention period	n=3514

Figure S1: Stepped Wedge design of the trial. The columns and rows represent period of three months and clusters of three PHCs each, respectively. The control period is marked as white and intervention period as grey. The numbers represent women approaching PHC for delivery in respective period

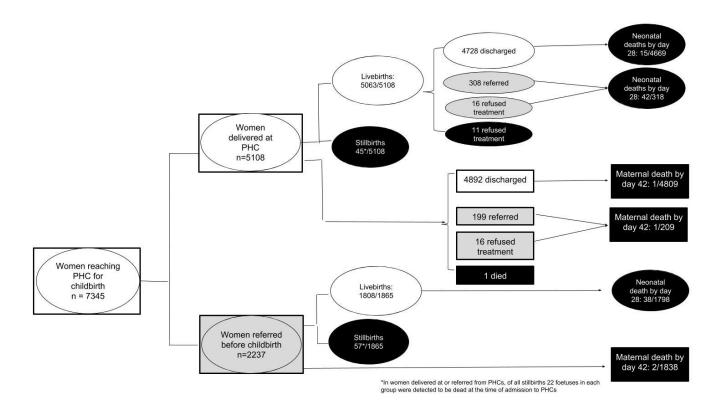


Figure S2 Study participant flow. Rectangles represent women and ovals represent foetuses or neonates. Grey shading represents referral or refused treatment and black shading represents death.

Table S2 List of learning resource material shared with PHC staff and the study assessment tools

Learning resource materials

- Standard operating procedures for maternal and neonatal care at PHC
 - a. Care during childbirth
 - b. Care after childbirth
 - c. Recognition of conditions requiring referral and referral and transport

Sources:

- 1. Operation Guidelines for Maternal and Newborn Health. National Rural Health Mission. Available at: http://nhsrcindia.org/index.php?option=com_content&view=article&id=150&Itemid=700#
- 2. Maternal and Newborn Health Toolkit. Department of Family Welfare Ministry of Health and Family Welfare, Government of India, 2013. Available at:
 - http://nhsrcindia.org/index.php?option=com_content&view=article&id=150&Itemid=700#
- 3. Guidelines for Pregnancy Care and Management of Common Obstetric Complications by Medical Officers. Department of Family Welfare Ministry of Health and Family Welfare, Government of India, 2005.
- 4. Guidelines for Antenatal care and Skilled attendance at birth by ANMs/LHV/SNs. Department of Family Welfare Ministry of Health and Family Welfare, Government of India, 2010.
- 5. Infection Management And Environment Plan Guidelines For Healthcare Workers For Waste Management And Infection Control In Primary Health Centres. Ministry of Health and Family Welfare, Government of India, 2007. Available at: http://nhsrcindia.org/index.php?option=com_content&view=article&id=171&Itemid=647.
- 6. WHO Guidelines on Hand Hygiene in Health Care. 2009. Available at: http://apps.who.int/iris/bitstream/10665/44102/1/9789241597906_eng.pdf
- 7. WHO Pregnancy, childbirth, postpartum and newborn care: A guide for essential practice (3rd edition). Available at: http://www.who.int/maternal_child_adolescent/topics/maternal/impac/en/
- 8. WHO Integrated Management of Pregnancy and Childbirth (IMPAC). Available at: http://www.who.int/maternal_child_adolescent/topics/maternal/impac/en/
- 9. Indian Public Health Standards (IPHS) Guidelines for Primary Health Centres Revised 2012. Available at: http://health.bih.nic.in/Docs/Guidelines/Guidelines-PHC-2012.pdf
- 2. Job aids to assist the staff at PHC in quality assured service delivery:
 - a. Mother postnatal observation chart
 - b. Newborn postnatal observation chart guidelines
- 3. Learning resource materials for skills improvement on:
 - a) Videos on: process of labour & delivery, positioning of the baby, use of partograph, per-vaginal examination during labour, three stages of labour, active management of 3rd stage of labour, examining the placenta, post-natal care, immediate care after birth, newborn physical examination, danger signs in newborn, hand washing

Sources: Global Health Media Project. https://globalhealthmedia.org/; WHO collaboration centre for Training and Research in Newborn AIIMS, New Delhi. https://newbornwhocc.org/

b) Weekly digest (one pager pamphlet on a topic from SoP): hand hygiene, assessment of temperature, assessment of pulse, measuring blood pressure, assessment of respiration rate, measuring newborn weight, examination for clinical anaemia, monitoring of bleeding, breastfeeding practices, kangaroo mother care (KMC), postnatal care of mother and newborn, use and assessment of partograph, PPH management, clinical shock assessment and care, eclampsia management, resuscitation of newborn

4. Training workshop to build obstetric skills of the nurses

Practice of key obstetric skills including partograph, control of postpartum bleeding, life-saving newborn care using MamaNatalie Birthing Simulator and Neonatalie Simulator (Laerdal Medical)

Study tools

- 1. Standard operating procedures for
 - a. Internal Quality Review Process
 - b. External Quality Review Process
- 2. Quality Audit Tools for external review:
 - 1. Tools for assessing the skills of PHC staff
 - 2. Clinical Case Sheet Review
 - 3. Direct case observation
 - 4. Checklist for the assessment of facility including human resource
 - 5. Dashboard review checklist
 - 6. Patient satisfaction checklist
 - 7. Report Card for PHC

Table S3 Primary outcomes and sample size assumptions						
Primary Outcomes	Prevalen ce before the intervent ion (p1)	Expected prevalen ce after intervent ion (p2)	Assum ed ICC	Measure ments per cluster per 3- month period	Power	
Proportion of all births (estimate per PHC area= 600 per year) that occur in the PHC	20%	30%	0.1	150	>95%	
 Hand washing before per-vaginal examination, delivery and handling newborn. Use of sterile gloves 	35%	50%	0.1	12	85%	
Foetal heart sound (FHS) recordingUse of partogram	15%	30%	0.1	12	>95%	
Oxytocin/misoprostol or other agents for augmentation of delivery (harmful practice)	75%	60%	0.1	12	91%	
Oxytocin/ misoprostol tablet (uterotonic) after delivery	55%	70%	0.1	12	82%	
Skin to skin contact within one hour of birth	10%	20%	0.1	12	89%	
Initiation of breastfeeding within 1 hour of birth	35%	50%	0.1	12	85%	
Drying of the baby thoroughly within 1 minute of birth	45%	60%	0.1	12	82%	
Measurement of birth weight within 2 hours of birth	45%	60%	0.1	12	82%	
• Discharge from PHC at least after 24 hours of birth	10%	20%	0.1	12	89%	
Correct assessment of preparedness at discharge (at least breastfeeding and danger signs in the mother including excessive vaginal bleeding and the baby assessed)	10%	20%	0.1	12	89%	

Table S4 Details of quality improvement activities: coverage, participation and activities undertaken					
	Quality improvement meetings				
	Weekly	Monthly	Quarterly		
Quality improvement meetings Meeting scheduled Meeting conducted (n, % of the meeting scheduled)	600 371 (62%)	165 131 (79%)	60 44 (73%)		
Participants in meetings PHC Medical officers Posted at the time of meeting Proportion attended (%) PHC Nurses Posted at the time of meeting Proportion attended (%) Quality coach (SWACH team member) NHM officials DH officials External experts Subject expert (Obstetrics, Paediatrics or Nursing) Health management expert At least 2 experts	2 (1 to 2) 50 (0 to 100) 4 (3 to 5) 80 (60 to 100) NA NA NA NA	1 (0 to 1) 50 (0 to 50) 4 (3 to 4) 75 (60 to 100) 131 (100%) 2 (1.2%) 1 (0.8%) NA NA	2 (1 to 2) 100 (50 to 100) 4 (3 to 4) 100 (100 to 100) 44 (100%) 19 (43.2%) 4 (9.1%) 44 (100%) 27 (61.4%) 44 (100%)		
Activities undertaken Case audit Discussion of a topic from SOPs Practice of a skill Review of actionable information system Review of selected dashboard indicators Administration of facility checklist to ascertain gaps in physical resources Skill assessment of nurses Assessment of families' experience of care Actual observation of clinical care Review of activities undertaken during WMs & MMs	82 (22%) 350 (94%) 203 (55%) 357 (96%) 325 (88%) NA NA NA NA	94 (72%) 122 (93%) 117 (89%) 127 (97%) 120 (92%) 85 (65%) NA NA NA NA	NA NA NA 44 (100%) 44 (100%) 44 (100%) 44 (100%) 24 (55%) 44 (100%)		

Values expressed as median (IQR) or n (%)

DH=district health; MMs=monthly quality review meeting; NA=not applicable; NHM= National Health Mission; PHC=primary health centre; SOPs=standard operating procedures; SWACH=Survival for Women and Children Foundation; WMs=weekly quality review meetings

Mee ting	Purpose	Participants	Decisions taken/action points	Follow up/gap closure
Jan 2015	To discuss problems and gaps existing for the quality improvement	Officials of NHM, District immunization and program officers, investigators from SWACH, medical officers and nurses of 9 PHCs	Strengthen referral transport	Partly done emphasis of pre- referral care and during transport
			2. Supply staff and equipment shortage (4 GNMs per PHC), generator for power back up	Circular issued to districts; partially successful
			3. Review of adverse outcome of cases	Sample tool for root cause analysis developed and rolled out
			4. Uniformity of records in all the PHCs and add postnatal monitoring forms	Postnatal monitoring forms for mothers and newborn infants finalized
Jan 2015	To review the progress of QI and support	MD and staff from NHM, external quality team, SWACH	NHM would visit 4 PHCs for oversight of QI process	Could not visit
	PHCs to overcome the problems identified		2. Identify a nodal person from NHM to coordinate QI activities	Identified
			3. Supplementary budget allocation for each PHC based on needs identification	Could not be done (PHCs submitted demands)
			4. Improve cleanliness through improved supplies and outsourcing of services	Could not be done
			5. To provide 24*7 electricity by establishing hotline by the state electricity board and/or use of solar energy	Could not be done
			6. Post 4 GNMs per PHC. District CMO to ensure the stability of the GNMs to be posted	Partially done could not be sustained

			7. Engage district training unit to enhance the skills of GNMs	Could not be done
			8. Supply of warm food for mothers during the postnatal period	Partially done; implemented in 3 PHCs
			9. Ensure the uniformity of record keeping (Case sheet, labour room referral register and postnatal monitoring forms)	Implemented
			10. Discontinue key harmful practices e.g. uterotonic prior to childbirth, antibiotic and analgesic after childbirth, frequent per-vaginal examination, routine early cord clamping and routine episiotomy through NHM directive	Partially done
			11. Explore the application of cross learning through inter PHC meetings.	Could not be done
			12. Promote the audit of adverse outcomes and near misses by PHC staff for quality improvement.	Partially done
Febr uary 2015	Overview of QI project progress	NHM Additional commissioner and all staff from NHM SWACH and other knowledge partners of NHM Haryana	 Briefing of NHM officials about the progress in QI project Lessons learned for action, gap identification and closure 	
April 2015	To discuss and resolve the quality gaps existing for improving	Focal person NHM, Haryana, other NHM official, investigators and external experts	Participation of NHM staff in upcoming EQR	Could not be done due to staff shortage
	QoC in the PHCs		2. Roll out uniform records	Records printed and rolled out
			3. Organize district level review meetings one in each district	Could not be done due to staff shortage

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Characteristics	Intervention period (n=1623)	Control period (n=1720)
Demographic		
Age (years)	24·4±3·2	24·5±3·2
Formal education less than ten years	1151 (70.9)	1177 (68-4)
Homemaker	1565 (96·4)	1650 (95.9)
Husband being a daily wager	959 (59·1)	1254 (72.9)
Underprivileged social classes (scheduled caste or scheduled tribe)	630 (38·8)	834 (48.5)
Below poverty line	758 (46·7)	729 (42-4)
At-admission		
First pregnancy	514 (31·7)	538 (31.3)
Grand multipara (had four or more prior pregnancies)	57 (3.5)	66 (3.8)
History of previous stillbirth or neonatal death	91 (5.6)	141 (8.2)
Twin gestation	5 (0.3)	6 (0.4)
Hypertension	57 (3.5)	165 (9.6)
Pre-eclampsia	17 (1.0)	37 (2.2)
At least three antenatal visits	1141 (70·3)	1283 (74-6)
Received any TT injection	1594 (98·2)	1664 (96.7)
Had consumed at least 90 IFA tablets	341 (21.0)	452 (26·3)
Haemoglobin measured anytime during pregnancy	1561 (96·2)	1607 (93.4)
Urine examination done anytime during pregnancy	1388 (85·5)	994 (57·8)
Reached PHC by a government ambulance	1029 (63.4)	1260 (73·3)

Table S7 Secondary outcomes								
	Intervention period	Control period	Adjusted OR (95% CI)*					
For all women approaching PHCs for childbirth								
Stillbirths, per 1000 deliveries (In women with alive foetus at admission to PHC)	32/3489 (9·2)	26/3810 (6·8)	2.07 (0.99 to 4.35)					
Early neonatal deaths up to 7 days	44/3257 (13·5)	47/3564 (13·2)	0.77 (0.44 to 1.34)					
Neonatal deaths (up to 28 days)	52/3257 (16·0)	54/3564 (15·2)	0.79 (0.46 to 1.36)					
Maternal deaths (up to 42 days after delivery)	3	2	-					
Referral to higher health facilities, n per PHC-month Women Newborns	8·4 (1127/135) 1·2 (157/135)	7·3 (1306/180) 0·8 (151/180)	1·15 (1·06 to 1·25) 1·39 (1·10 to 1·74)					
For women delivered at PHCs								
Client satisfaction score	7·1±2·0	6·1±3·0	0·3 (0·1 to 0·5)					
Women recommending PHC to their relatives and friends for childbirth	1231/1233 (99·8%)	1280/1291 (99·2%)	-					
*adjusted for secular trend and cluster Data expressed as no (%) or mean SD. PHC= primary health centres		·						