

# KANGAROO MOTHER CARE: AN EXPERIENCE DESIGN FOR PRETERM CARE

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## Background:

Differences in social, religious, economic and cultural backgrounds amongst patients is a major obstacle in implementation of kangaroo mother care (KMC) in India.

## Design Research methodology:

To understand the behavioural pattern and reaction from patients while doing KMC, we selected design thinking approach by conducting interviews and focused group discussion with 30 patients from diverse socio-economic background. Also using design research methodologies(Zaltmans' analysis technique), we endeavoured to understand their psychological patterns for behaviours. The data generated was used to identify pain points of KMC to synthesize systemic design intervention.

## Results:

Some patients follow KMC religiously and some cannot because of various factors like cultural practices, work, taboo factor, not being comfortable to the idea of exposing themselves in public, the belief that the treatment and attention given by the doctor is better than KMC. They had more faith in the expert or a machine than their own bodies having a role to play in healing and expect instant results with KMC.

## Intervention:

In the proposed system level intervention design, patient would get constant sign of improvement as a feedback which would reinforce the belief in KMC, resulting in easy and effective implementation. The larger aim is to create products, strategic processes and system for KMC.

## Conclusions:

This behavioural study of patients and their family gave a clue that 'only therapy and awareness' will not help in implementation of KMC because of various factors. There is a need of system level understanding and intervention.