



**SARChI: Human Capabilities, Social Cohesion through the Family, Centre for Interdisciplinary Studies of Children, Families and Society and the Centre for Family Studies Presents:**

**“LIFE SAVING LULLABIES THROUGH A CAPABILITIES LENS: REFLECTIONS ON REDUCING ADOLESCENT MATERNAL AND NEONATAL DEATHS IN ZAMBIA”**

**Presenters:** Dr James Reid  
**Moderator:** Dr Gift Donga  
**Wednesday:** 20 July 2022 @ 13:00

**To join this webinar, click on the zoom registration link below:**

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**About the presenter:** Dr. James Reid qualified as a social worker and, after practice with children and their families taught social work at the University of Teesside. He joined the University of Huddersfield in September 2008 as a senior lecturer in childhood studies. He is a Senior Fellow of the Higher Education Academy, a member of the Huddersfield Centre for Research in Education and Society (HudCRES), the International Sociological Association, founding convenor of the Children and Childhoods special interest group at the British Educational Research Association (BERA), and a member of BERA conference and events committee.

Jim’s research interests have utilised institutional ethnography and an ethic of care to explore the mediation of people’s lives, especially of those who may be silenced or unheard. Social justice and seeking people’s voices are central to his research, including recently, on transdisciplinary work to develop scalable, frugal, and democratic approaches to reducing maternal and child health, using song as an educational tool. He is currently working with Professor Nicky Roman and colleagues at the Centre for Interdisciplinary Studies of Children, Families and Society to think about

and develop new understanding of family capabilities.

**Abstract:** Background: Maternal and prenatal deaths are a declared a Public Health emergency in Zambia. This project, funded by a UK Arts and Humanities Research Council urgency grant, utilised newly made lullabies - by maternal and child health (MCH) volunteers and mothers - as a zero-cost, scalable, culturally acceptable intervention to reduce adolescent maternal and infant mortality.

**Methods:** A social design led approach combined ethnographic and design methodologies to increase understanding of complex human problems and give voice to marginalised and vulnerable people. The principles of social design can be defined as; large-scale societal challenges, interdisciplinary and design for social good rather than commercial gain. The social design relation is achieved in embedding the project within the existing work of community MCH volunteers.

**Results:** The use of lullabies has added a motivating factor to both the MCH volunteers and adolescent mothers, and key MCH messages are being shared. The lullabies are adding greater value to the process of sensitizing the community to MCH care and their development is strengthened the esteem of volunteers.

**Conclusions:** Lullabies offer a zero-cost approach to MCH issues in resource constrained environments. Community and professional buy-in is achieved in collaborating with local MCH volunteers and because lullabies are affordable, accessible, culturally acceptable, context specific and scalable.