HEALTH COMMUNICATION CAPACITY COLLABORATIVE

Interpreting household surveys to inform malaria prevention and treatment interventions in Madagascar, 2014

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Presentation Objectives

1. Discuss evidence from Madagascar on the ideational variables and behaviors associated with malaria prevention and treatment;
2. Provide recommendations for future programming.

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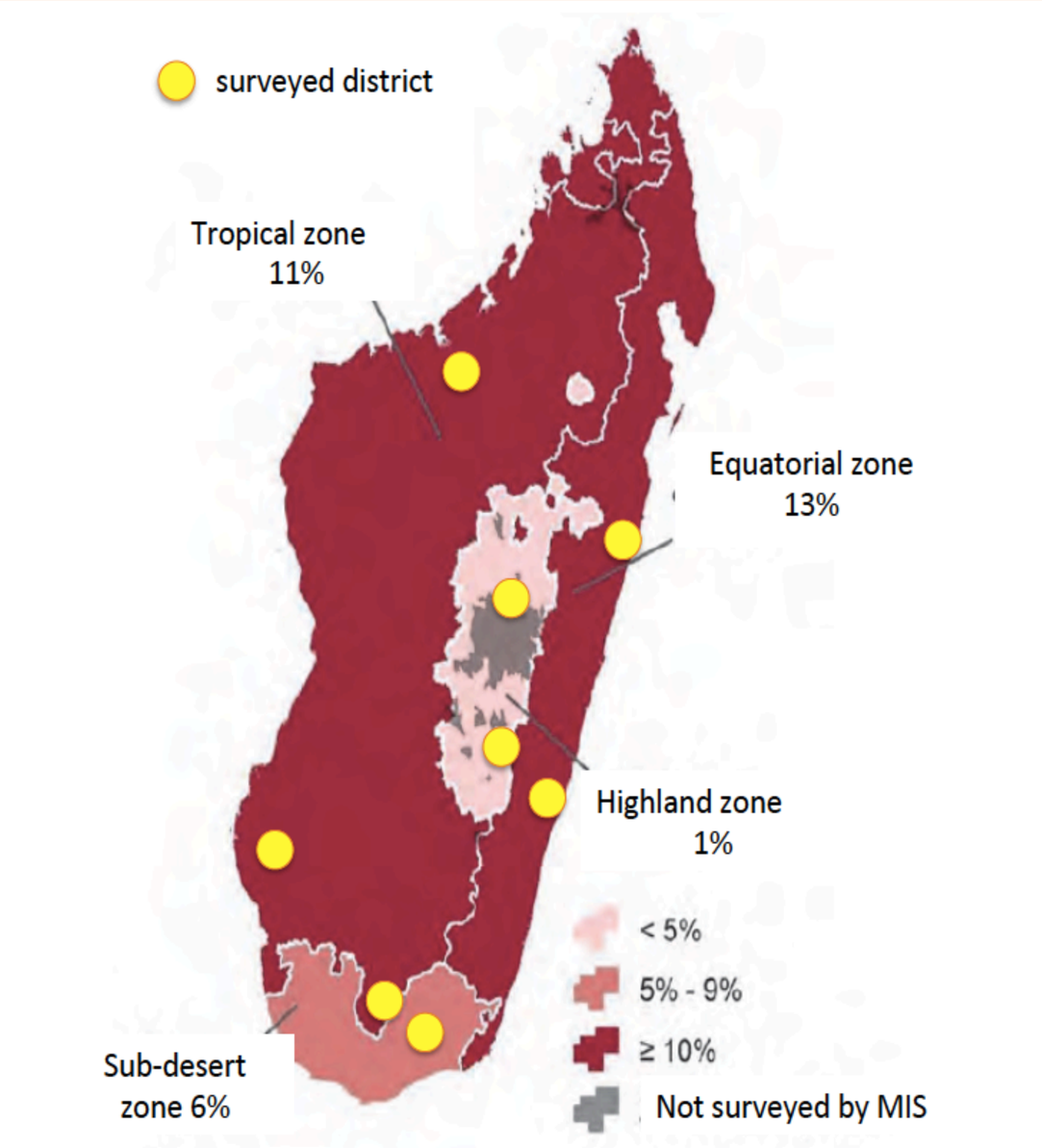
Background

- Data collected September and October 2014,
- Cross-sectional survey of 2390 households in four transmission zones,
- Household questionnaire and individual questionnaire
- Provides detailed information on ways people are thinking about malaria behaviors across transmission zones



Epidemiologic transmission zones in 2013, MIS

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Quick Overview

- 23% of households at least one net for every two persons
- 10% IPTp2 uptake
- 12% of children sick with fever received ACTs same or next day as fever onset

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Malaria-related Ideation and Behaviors

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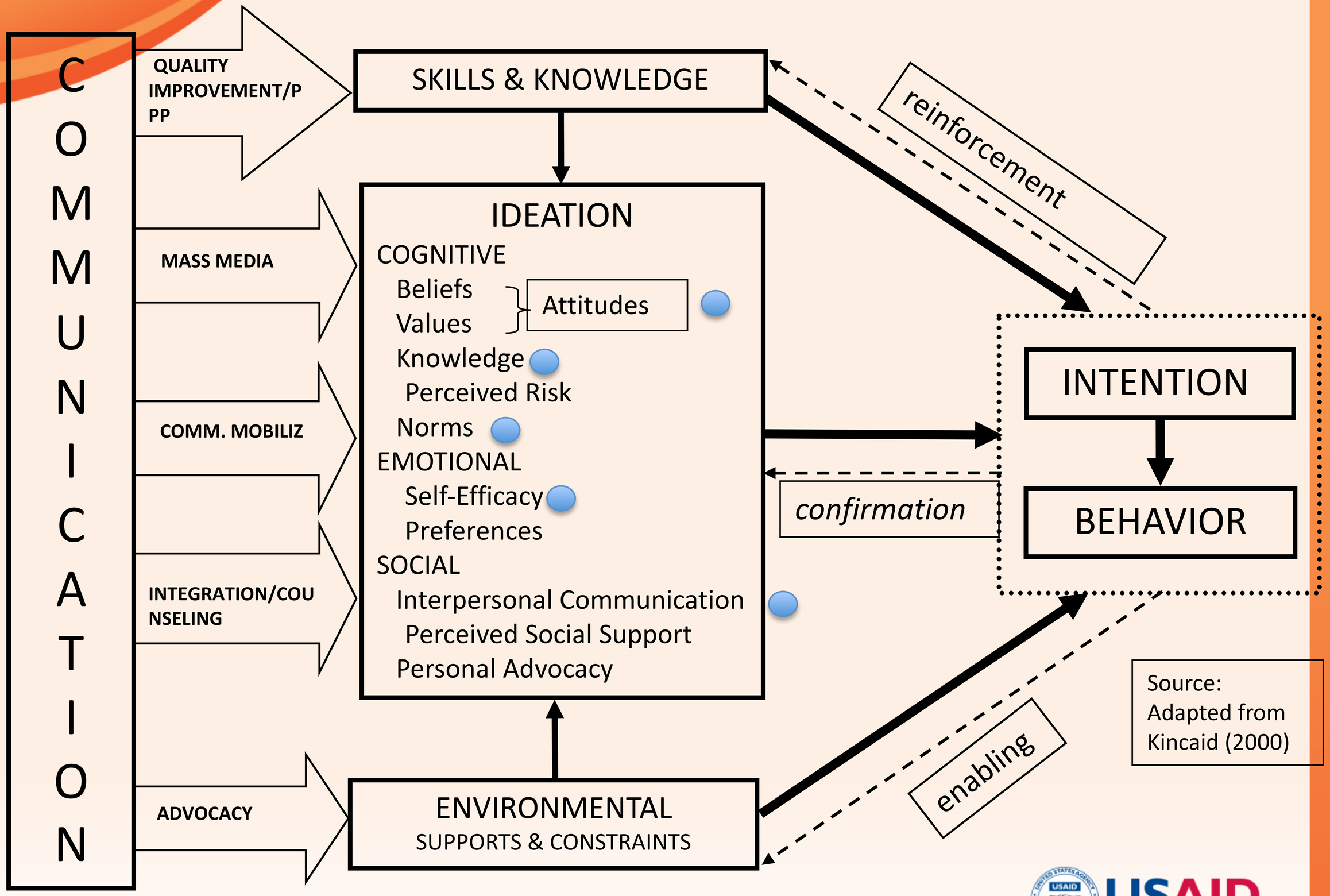
SBCC Ideation model



Source: Adapted from Kincaid (2000)

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Bed net Ideation and behavior

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Bed Net Ideation

- Most caregivers are willing to pay up to $1.50 for a net
- Women are more likely to participate in net allocation within household than men
- Positive attitudes, response efficacy, self-efficacy are prevalent
- Lower ideation in zones of unstable transmission (Highland and Sub-desert)

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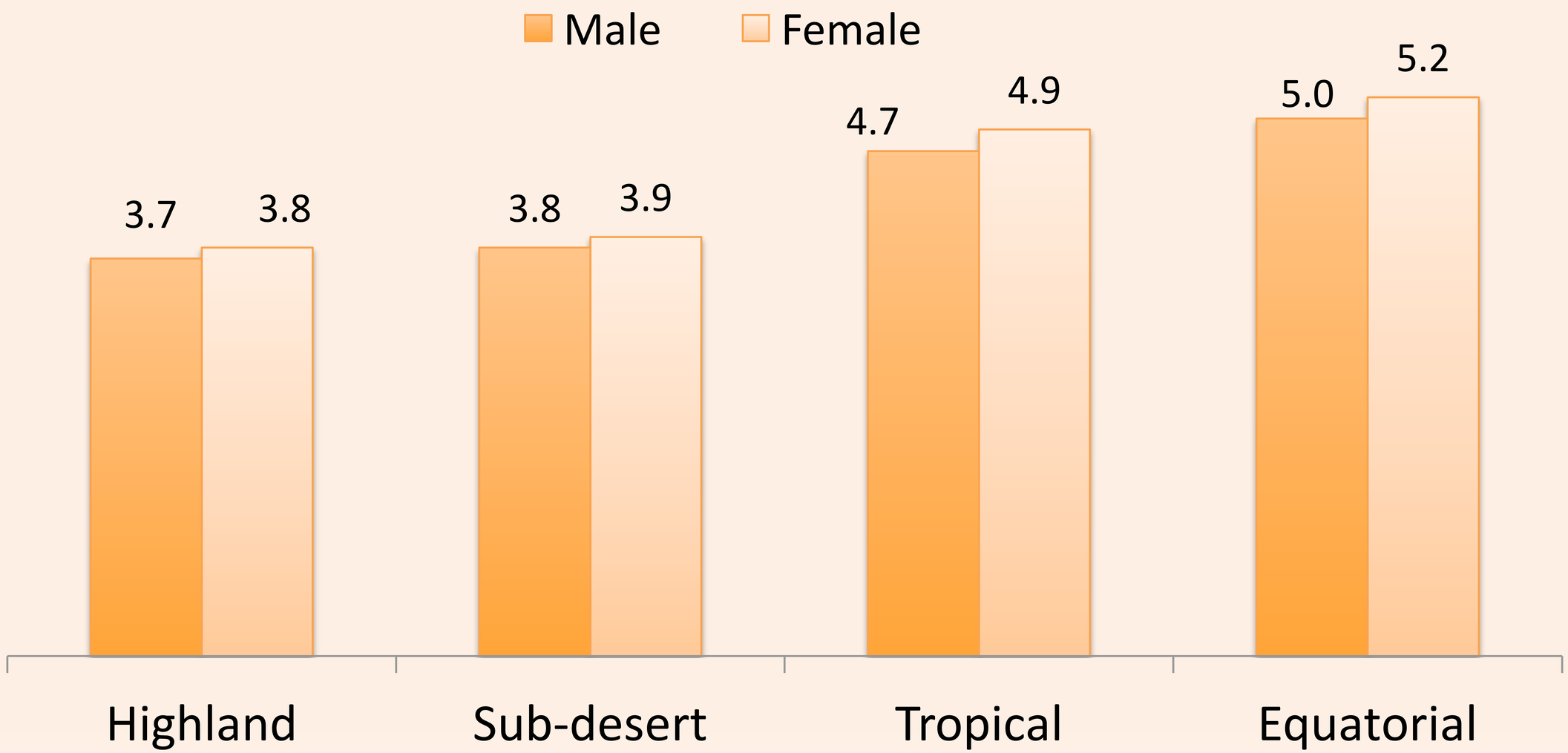
Bed Net Ideation

Caregiver mean bed net ideation score by sex and zone



Mean bed net ideation score=4.7, min = 0, max = 7

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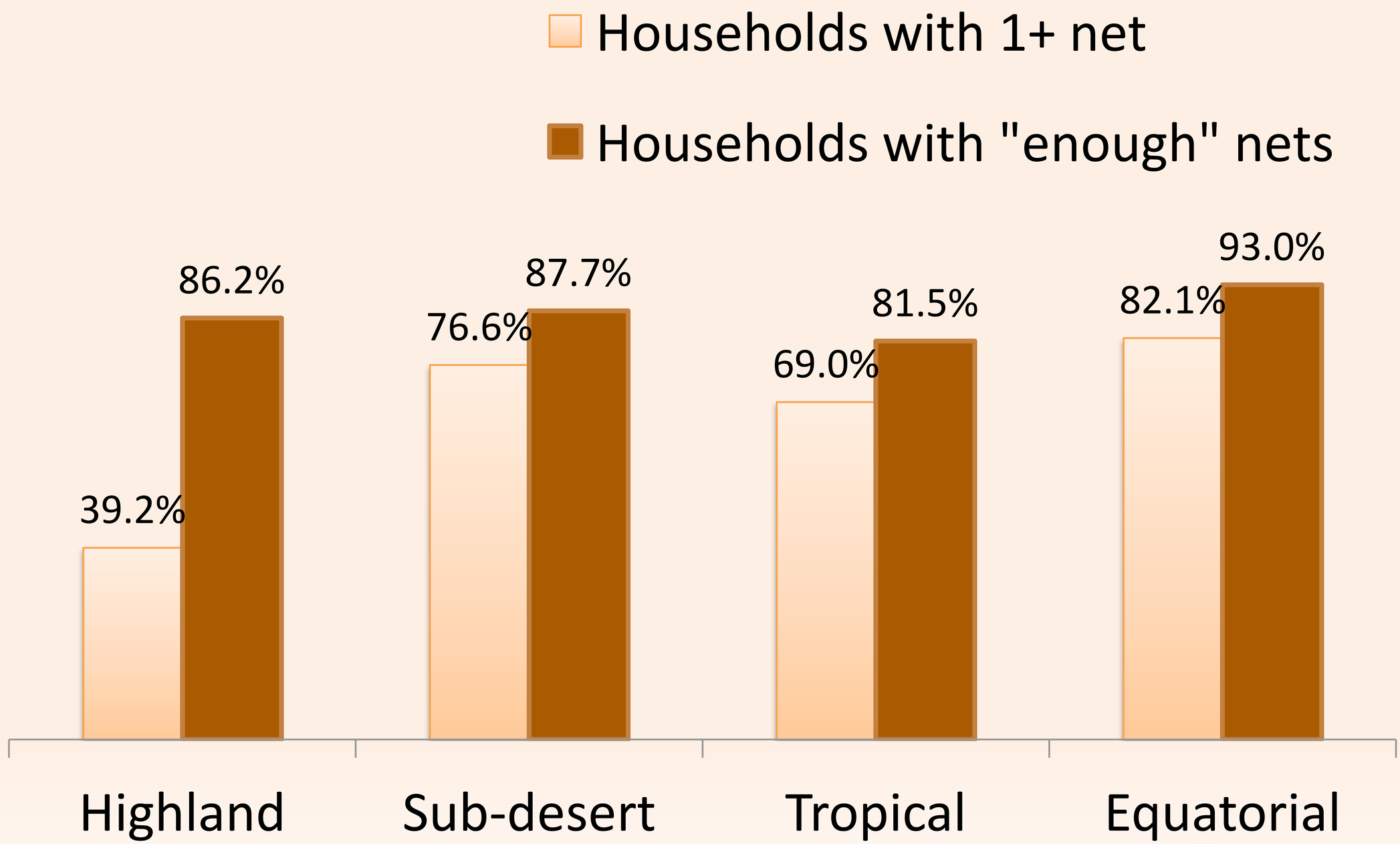
Household net ownership and caretaker use



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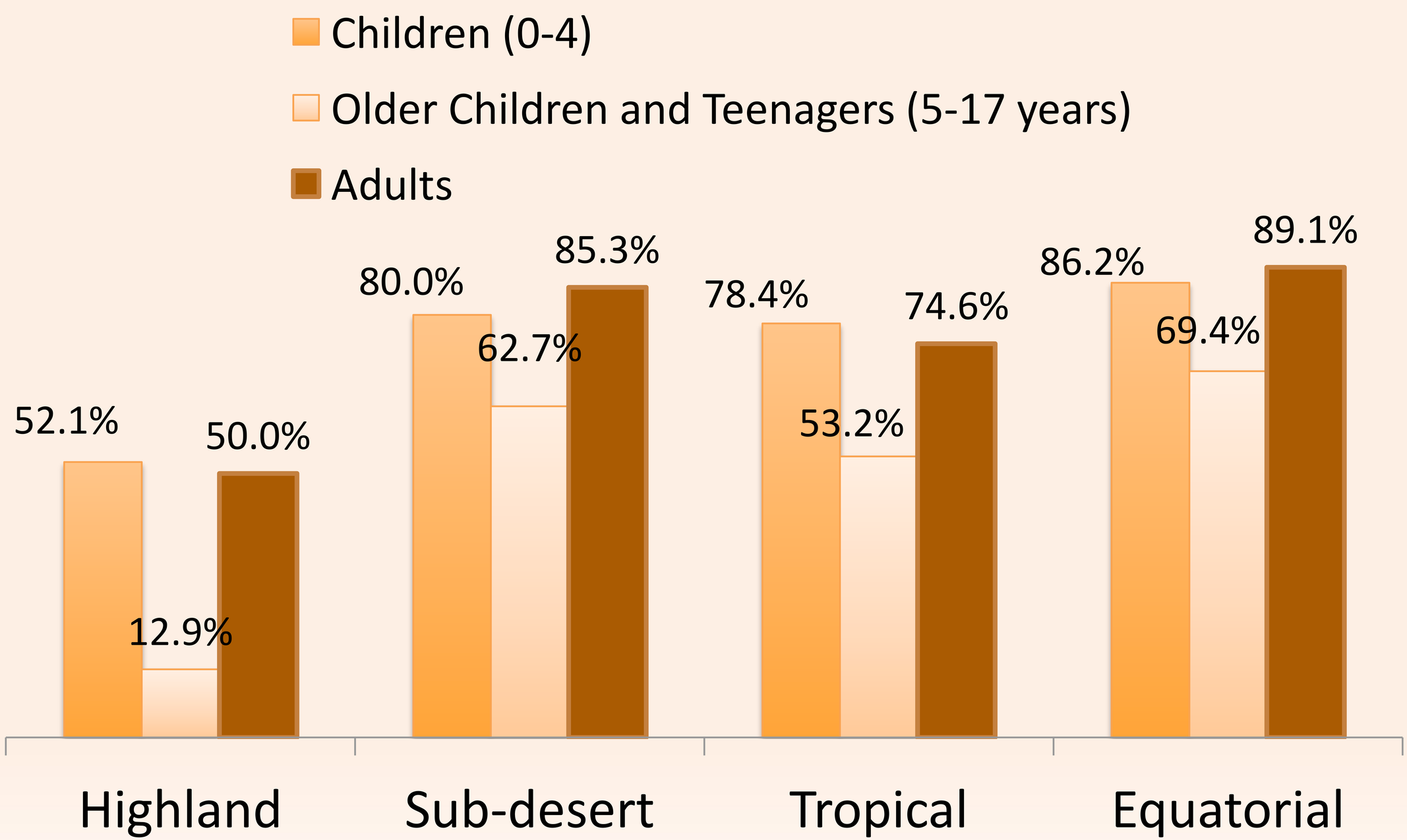
Net use across age groups in households with at least one net



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Recommendations – Bed nets

- Consider alternate net distribution mechanisms that include charging nominal fee;
- Boost net ownership to boost net use;
- Consider that women are making decisions in the household when developing messages
- Improve the bed net ideation among men
- Lower transmission zones may need tailored messages to increase ideation related to bed net acquisition and use

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IPTp2 ideation and behavior

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IPTp2 Ideation

- Many women (41%) didn't heard about IPTp during their last pregnancy
- Few (5%) respondents mentioned SP as a drug used to prevent malaria during pregnancy
- Few (11%) respondents knew when to start IPTp during pregnancy
- Low prevalence (28%) of positive attitudes
- Many (57%) do not believe IPTp is effective

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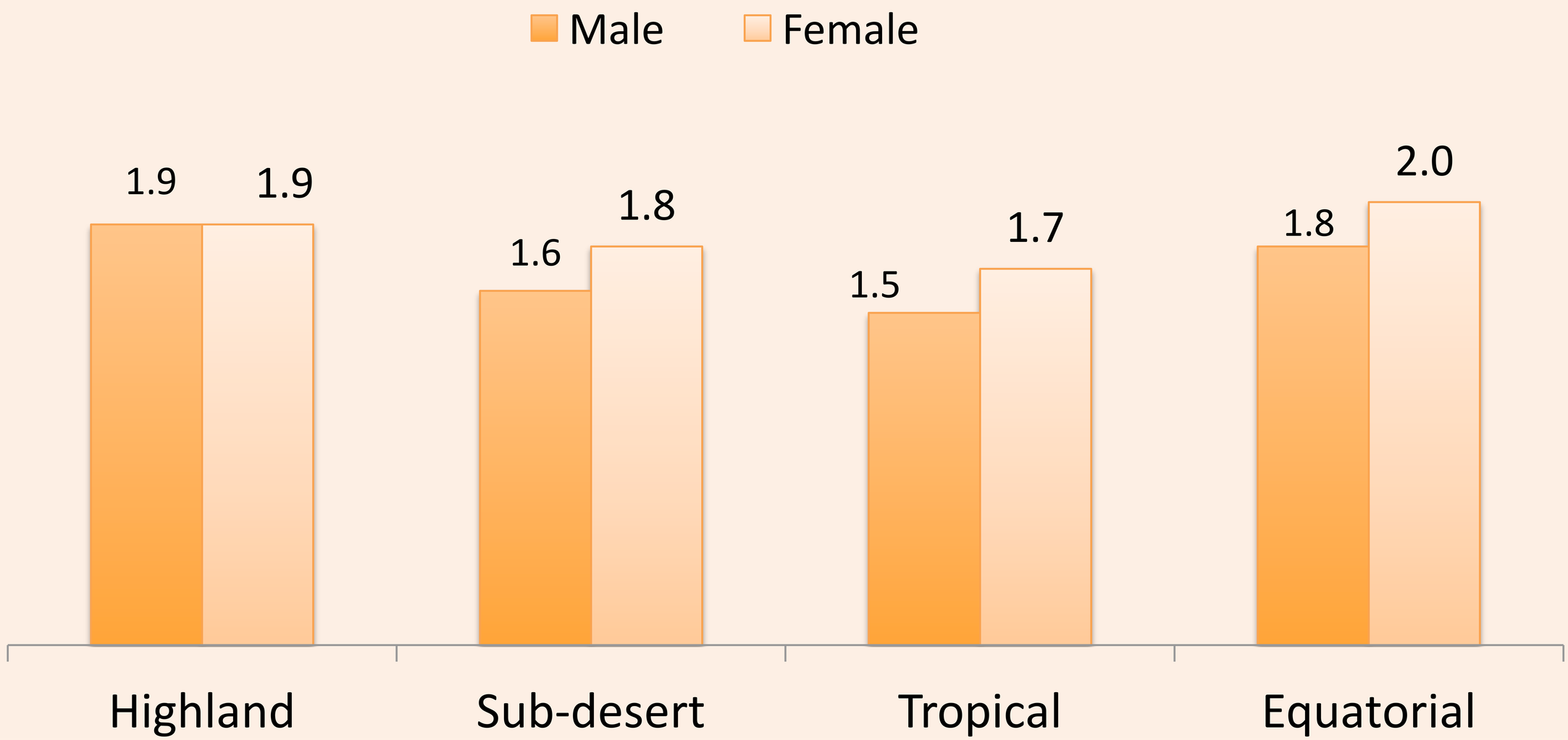
IPTp2 Ideation

Caregiver mean IPTp2 ideation score by sex and zone



Mean bed net ideation score= 1.8, min = 0, max = 5

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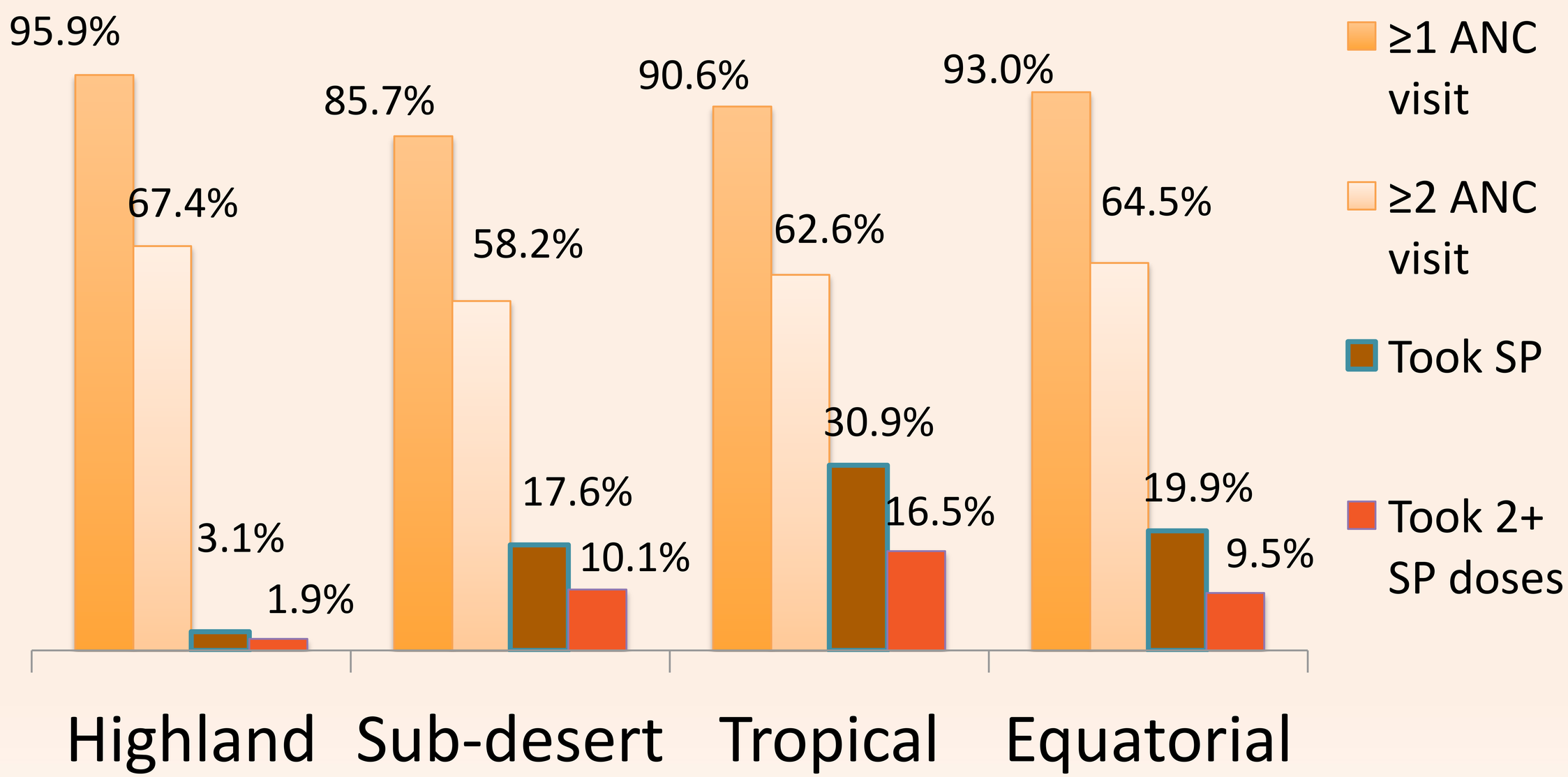
ANC/ IPTp2 Uptake



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Recommendations - IPTp

- Increase knowledge of IPTp (timing, drug choice)
- Promote understanding of the response-efficacy of IPTp
- Promote positive attitudes towards IPTp
- Improve the IPTp ideation among men
- Identify and address supply side factors (cost, distance, provider-preferences) hindering the uptake of IPTp

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Case management ideation and practices

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Case management of child fever

- Almost all caregivers (98%) agreed that one should talk to a health provider when you think your child has malaria
- Confidence in test (18%) less frequent than self-efficacy in their ability to detect malaria (49%)
- 24% of respondents know ACT is used to treat malaria
- 82% of respondents have overall positive attitudes towards treatment

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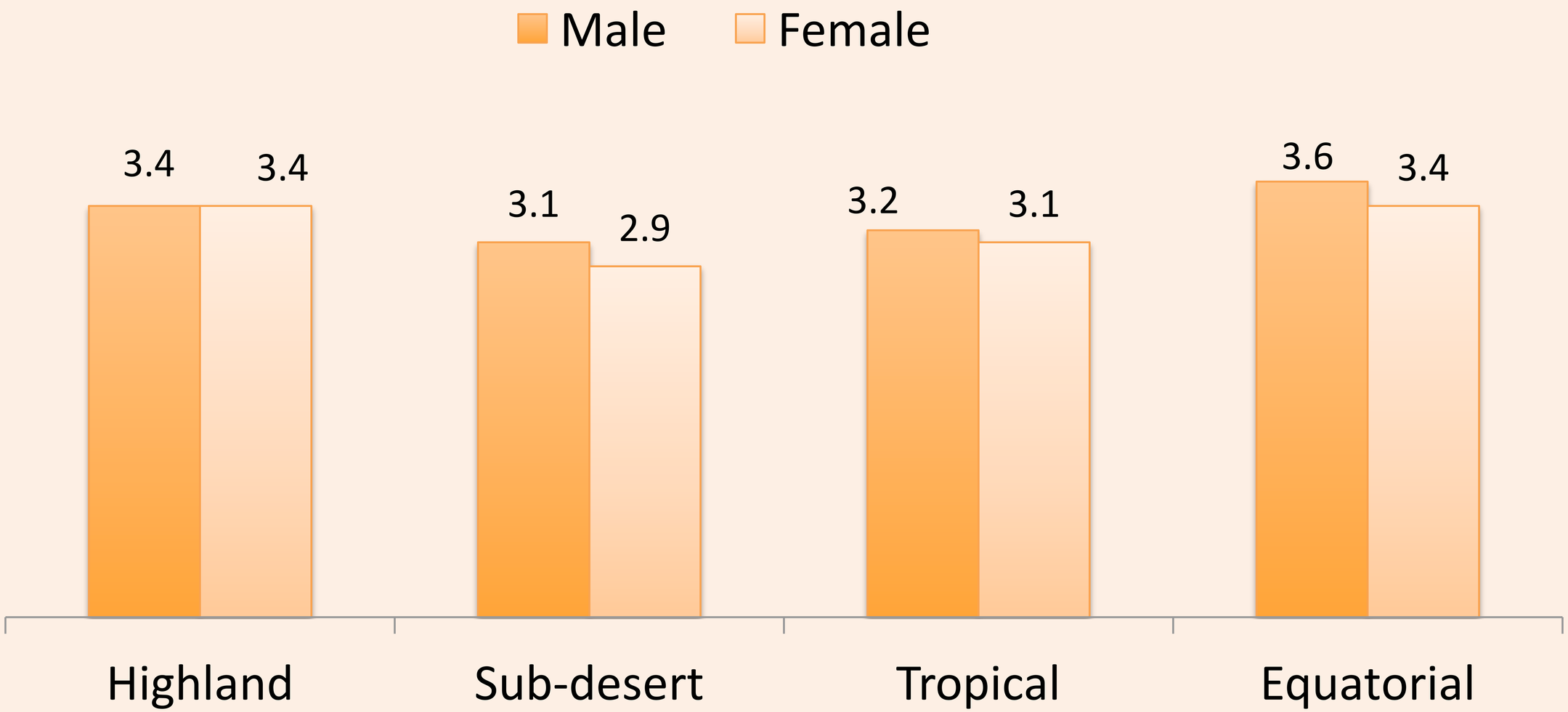
Case management of child fever

Caregiver mean treatment ideation score by sex and zone



Mean bed net ideation score= 3.2, min = 0, max = 7

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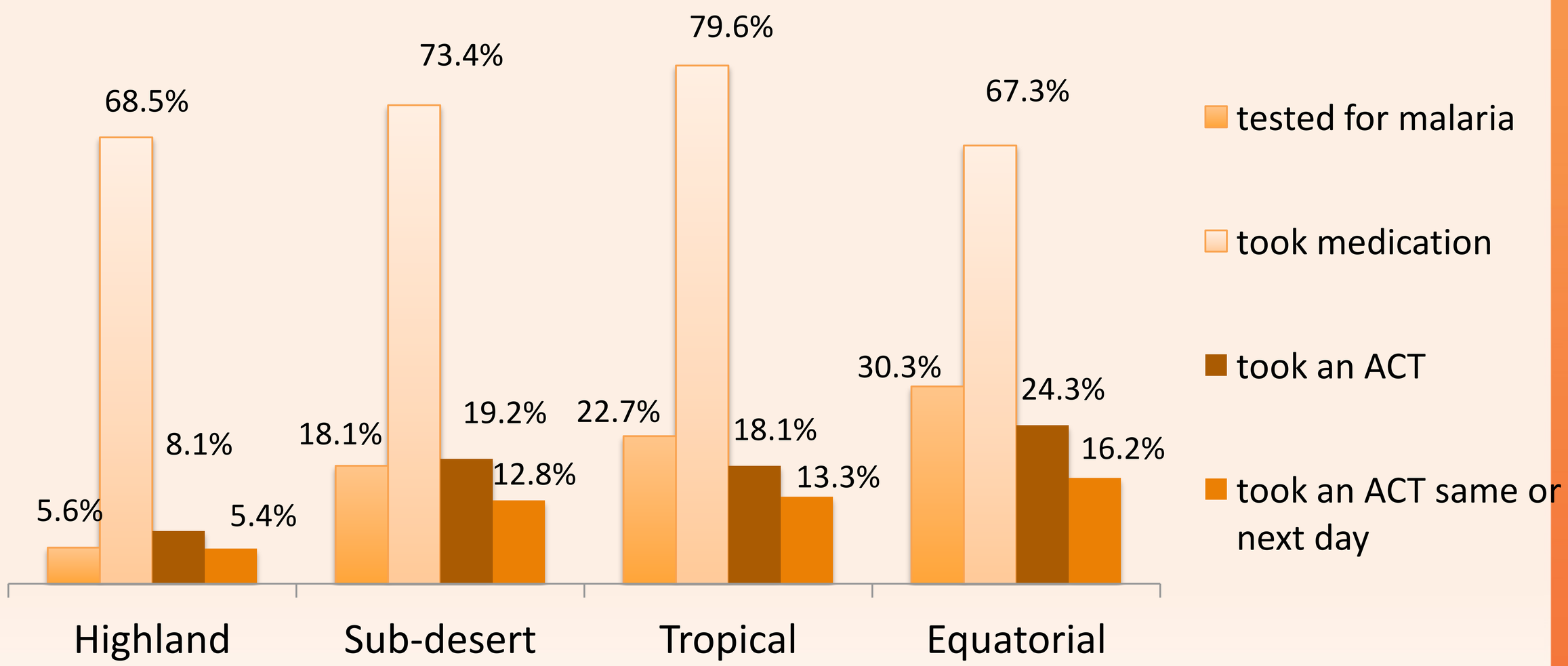
Case Management of Child Fever

Prevalence of Case Management behaviors among female caregivers, Madagascar 2014



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Case Management of Child Fever

- Most (69%) children took a drug for fever in last two weeks
- A fifth (21%) had blood drawn for a test; slightly fewer (19%) took an ACT.
- Of those who tested positive for malaria, only 61% received an ACT, 32% received acetaminophen and smaller proportions received injections, antibiotics and vitamins
- 12% of the children with fever in last two weeks with a negative malaria test took ACTs

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Recommendations – Case Management

- Reinforce confidence in malaria diagnostics;
- Promote ACTs as preferred drug for confirmed malaria
- Improve the case management ideation among women
- Identify and address supply side factors (cost, distance, provider-preferences) hindering the uptake of ACTs

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