

Social and Behavior Change Communication Makes an Impact on Insecticide-Treated Net Behaviors

Mass media and interpersonal communication can lead to measurable improvements in insecticide-treated net (ITN) use.

In Malawi, people who were given a leaflet and shown a live demonstration of buzzing mosquitoes caught inside the house were **13 x more likely to use an ITN**, compared to those only given a leaflet.³



Exposure to an SBCC intervention in Nigeria that used advocacy, radio spots, counseling and print materials was associated with improved ITN care and repair attitudes. The improved attitudes were linked with improved net care behaviors, especially tying up nets during the day. **Nets remained in useable condition 1 year longer in households with positive attitudes about care and repair.**⁵

+1 year
increased net
useability



88%
slept
under ITN

In Zambia, **88% of women in households with at least one ITN who were exposed to SBCC messages slept under an ITN** whereas only 59% of matched unexposed households did the same.¹

Exposure to a national SBCC campaign in Cameroon using SMS reminders, billboards, handout materials, TV and radio PSAs, and an anthem and music videos **led to a 7-percentage-point increase in net use, and a 12-percentage point increase in net use among children under five.**²



An evaluation of a mass media campaign in Nigeria found that pregnant women who had heard of the sponsored ITN radio broadcast were **1.56 times as likely to use a net**, compared to those who had not.⁴

1.56x
more likely to
use a net



References:

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