Social and Behavior Change Communication Makes an Impact on Malaria Case Management

Exposure to social and behavior change communication leads to improved malaria case management behaviors

In Ethiopia, education about signs and symptoms of malaria, coupled with appropriate guidance and drugs for home medication, resulted in a 40% reduction in malaria-related mortality among children under five in intervention localities.5

In Tanzania, women exposed to multiple messages (from billboard, radio or TV) were 23% more likely to receive two or more doses of SP, when controlling for all other variables.3

In Mozambique, care groups hosted by trained volunteers were associated with improving the proportion of children <2 years-old who were treated for fever within 24 hours by a trained provider from 28% to 90%.1

In Burkina Faso that supplemented service provider training with community sensitization for female leaders led to 72% of pregnant women completing more than two doses of SP, compared to the 49% of unexposed pregnant women who completed more than two doses.4

A program in Uganda that trained community members to distribute first-line antimalarial drugs and provide referrals led to febrile children being 3x more likely to receive appropriate treatment for their fever.2

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40%

References: