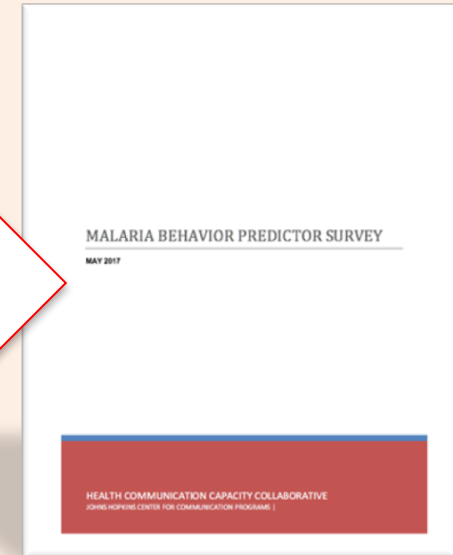




Evidence Base to
Identify Best Practices



Implementation Kits to
Replicate Best Practices



Behavioral Assessment Tool
To Build Future Evidence

Malaria Behavioral Assessment Toolkit

Designed to help practitioners working in the field of malaria-related social and behavior change (SBC)

- Understand the potential uses of quantitative and qualitative research in the development, refinement, and implementation of malaria strategic communication plans
- Use this toolkit for guidance in conducting malaria-related quantitative and qualitative research

Malaria Behavioral Assessment Toolkit

This toolkit can be used to:

- Determine and understand the demographic, social, and contextual antecedents associated with
 - net use;
 - the uptake of Intermittent Preventive Treatment of malaria in pregnancy (IPTp);
 - Indoor Residual spraying (IRS); and
 - prompt and appropriate treatment of malaria in children
- Estimate the effects of program activities on malaria-related antecedents and behavioral outcomes; and
- Propose focus areas for future programs designed to promote appropriate malaria prevention and treatment behaviors

Malaria Behavioral Assessment Toolkit

Three components:

- I. Brief Overview of Quantitative and Qualitative Research
 - a. Decision table
 - b. Illustrative questions by social ecological levels and intervention type.
- II. Quantitative Survey
 - a. Illustrative research plan
 - b. Survey questionnaire
- III. Qualitative Approaches
 - a. Qualitative data collection methods
 - b. Qualitative data analysis
 - c. Select summaries of qualitative studies by intervention type
 - d. Sample interview guides for focus-group discussions (FGDs) and in-depth interviews (IDIs)

Malaria Behavioral Assessment Toolkit

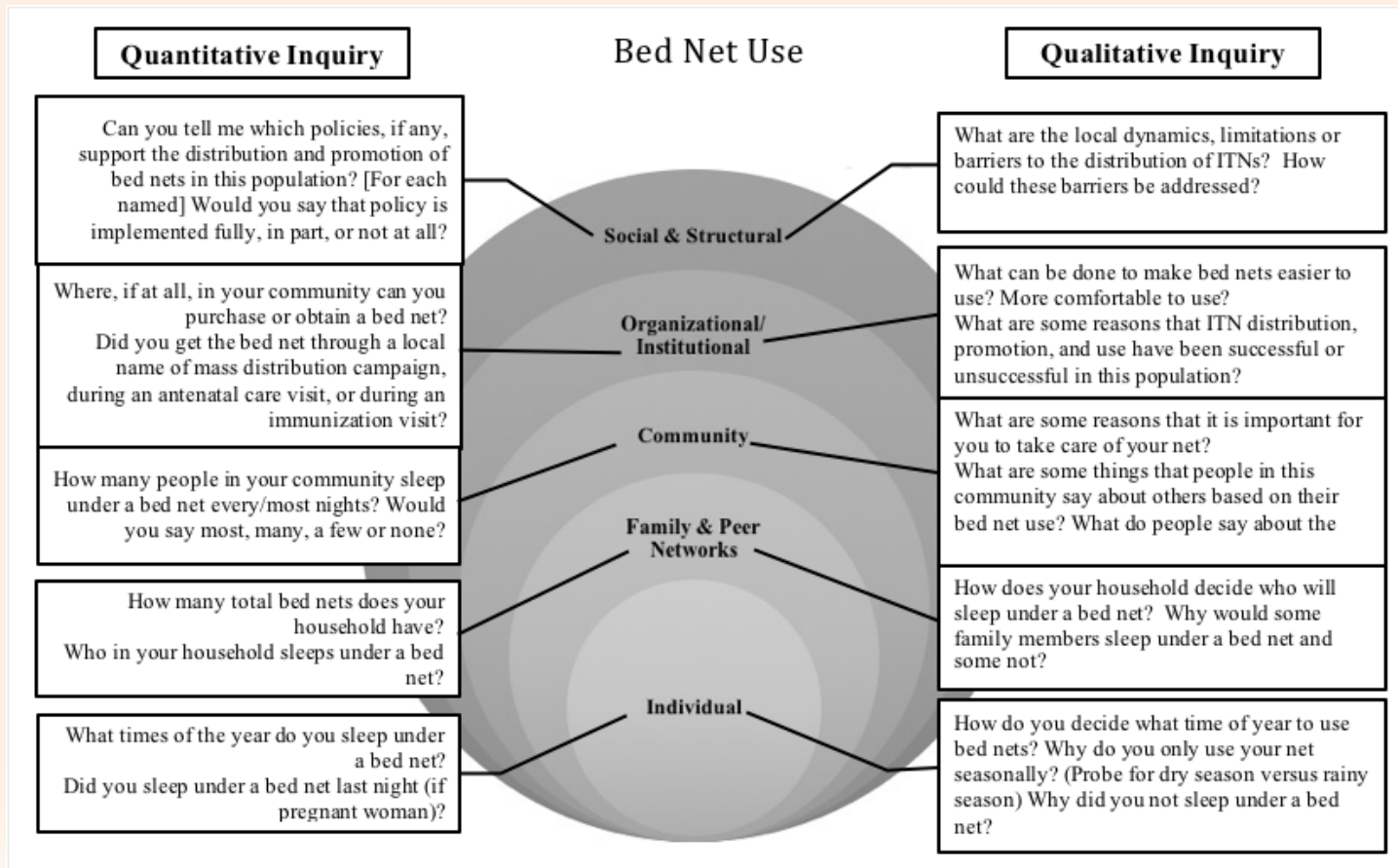
I. Brief Overview of Quantitative and Qualitative Research

Decision Table – Key Differences between Qualitative and Quantitative Approaches

Criteria	Qualitative Research	Quantitative Research
Perspective	Emic: from the perspective of the subject.	Etic: from the perspective of the observer.
Key assumption and goal	<ul style="list-style-type: none"> • Idiographic: everyone, every situation is unique. • Attempts a comprehensive, deep understanding. 	<ul style="list-style-type: none"> • Nomothetic: the social world has laws and regularities (as is in the natural world). • Attempts to establish laws, find regularities, generalize, predict.
Purpose	<ul style="list-style-type: none"> • To understand and interpret the social world and social interactions. • To seek a richer, more personal picture of individual motives, decisions, or practices. 	<ul style="list-style-type: none"> • To test hypotheses, look at cause and effect, and make predictions. • To calculate numerical indicators/parameter estimates of populations.
Research Question Types	Investigates the “what”, “why”, and “how”.	Investigates the “how many” and “how often”.

Malaria Behavioral Assessment Toolkit

I. Brief Overview of Quantitative and Qualitative Research



Malaria Behavioral Assessment Toolkit

II. Quantitative Survey

- A. Two Comprehensive Questionnaires
- women's
 - men's

Five Modules:

1. Demographic characteristics & general malaria-related knowledge and practices
2. Bed net use
3. Intermittent preventive treatment in pregnancy (IPTp)
4. Indoor residual spraying (IRS)
5. Care-seeking, testing and treatment.

- B. Illustrative Research Plan

Malaria Behavioral Assessment Toolkit

II. Quantitative Survey

MALARIA BEHAVIOUR PREDICTORS SURVEY

BACKGROUND INFORMATION

SECTION 1: BACKGROUND INFORMATION

Household member listing

BACKGROUND INFORMATION: LIST OF HOUSEHOLD MEMBERS								
Line #	Usual residents and visitors	Relationship with head of Household	Sex	Residence		Age	Eligibility	
1	2	3	4	5	6	7	8	9
	<p>Please give me the names of the persons who usually live in your household and guests of the household who stayed here last night, starting with the head of the household.</p> <p>AFTER LISTING THE NAMES AND RECORDING THE RELATIONSHIP AND SEX FOR EACH PERSON, ASK QUESTIONS 2A-2C TO BE SURE THAT THE LISTING IS COMPLETE.</p> <p>THEN ASK APPROPRIATE QUESTIONS IN COLUMN 5-13 FOR EACH PERSON</p>	<p>What is the relationship of [NAME] to the head of household?</p> <p>USE CODES BELOW</p>	<p>Is [NAME] male or female?</p>	<p>Does [NAME] usually live here</p>	<p>Did [NAME] stay here last night</p>	<p>How old is [NAME]</p> <p>IF 95 OR MORE, RECORD '95'</p>	<p>CIRCLE LINE # OF ALL WOMEN AGED 15-49</p>	<p>CIRCLE LINE NUMBER OF ALL CHILDREN AGED 0-5</p>
01		<input type="text"/>	M F 1 2	Y N 1 2	Y N 1 2	<input type="text"/>	01	01

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II. Quantitative Survey

SECTION 2: Insecticide treated nets (ITN)

ITN ownership

ITN: OWNERSHIP			
1.	Does your household have any bed nets?	YES1 NO2	Q3
2.	How many bed nets does your household have?	NUMBER OF NETS ____	Q4
3.	Why doesn't your household have any bed nets	NO MOSQUITOES A NOT AVAILABLE B DON'T LIKE TO USE NETS..... C TOO EXPENSIVE D OTHER (<i>specify</i>)X	ALL SKIP TO Q5

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II. Quantitative Survey

SECTION 3: Indoor Residual Spraying (IRS)

Knowledge and Access

IRS: ACCESS AND USE			
NO.	QUESTION	CODING CATEGORIES	SKIP TO
1.	Are you aware of programs that spray the walls inside of a house to kill the mosquitoes that cause malaria?	YES1 NO2 DON'T KNOW9	NEXT SECTION
2.	Has anyone ever visited your community to spray the inside walls of the houses to kill the mosquitoes that cause malaria?	YES1 NO2 DON'T KNOW9	NEXT SECTION
3.	At any time in the past 12 months, has anyone come to your dwelling to spray the interior walls against mosquitoes?	YES 1 NO 2 DON'T KNOW8	Q4 Q6

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II. Quantitative Survey

SECTION 4: Intermittent Preventive Treatment in Pregnancy (IPTp)

Knowledge

IPTp: KNOWLEDGE			
NO.	QUESTION	CODING CATEGORIES	SKIP TO
1.	<p>What is the name of the medicine that is given to pregnant women to keep them from getting malaria?</p> <p>MULTIPLE RESPONSES POSSIBLE CIRCLE ALL RESPONSES</p> <p>PROBE ONCE: Anything else?</p>	<p>SP/FANSIDAR..... A</p> <p>CHLOROQUINE B</p> <p>QUININE C</p> <p>ARTEMISININ COMBINATION THERAPY (ACT) D</p> <p>ASPIRIN, PANADOL, PARACETOMOL E</p> <p>OTHER (SPECIFY) X</p> <p>DON'T KNOW Z</p>	
2.	<p>When should a pregnant woman start to take medicine to keep from getting malaria?</p>	<p>AS SOON AS SHE KNOWS SHE IS PREGNANT 1</p> <p>WHEN THE BABY FIRST MOVES 2</p> <p>AT HER FIRST ANTENATAL CARE VISIT 3</p> <p>START OF 4TH MONTH OR 2ND TRIMESTER... 4</p> <p>ANY TIME DURING PREGNANCY..... 5</p> <p>OTHER (SPECIFY) 8</p> <p>DON'T KNOW 98</p>	

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II. Quantitative Survey

CARE SEEKING AND TREATMENT: PERCIEVED RISK						
I am going to read a series of statements about malaria to you and I would like you to tell me how much you agree with them. For each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it. INTERVIEWER: DO NOT READ DON'T KNOW OR UNCERTAIN RESPONSE AND ONLY USE OF RESPONDENT IS NOT ABLE TO PROVIDE ANOTHER ANSWER						
		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNCERTAIN
26.	I can easily get treatment if my child gets malaria	1	2	3	4	9
27.	My family rarely gets malaria	1	2	3	4	9
28.	People in my community only get malaria when there are lots of mosquitos	1	2	3	4	9

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II. Quantitative Survey

EXPOSURE TO MALARIA MESSAGES			
NO.	QUESTION	CODING CATEGORIES	SKIP TO
13.	In the past 6 months, have you seen or heard any messages about malaria?	YES 1 NO 0	Q16
14.	Where did you see or hear the messages or information? Revise options per local context	Government clinic/hospital A Community health worker B Friends/family C Workplace D Drama groups E Peer educators F Posters/billboards G Television H Radio I Newspaper J Other (specify) X	

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III. Qualitative Approaches

Qualitative Data Collection Methods

Qualitative data are collected with unstructured techniques or semi-structured guidelines. Some common methods are focus group discussions, group interviews, individual interviews, ethnography and participation/observations. The sample size is relatively small, the interviews or other techniques elicit detailed responses and, ideally, yield “rich” descriptions of lived experiences or the processes that lead to particular action or inaction, and respondents are purposively chosen to fit predetermined categories. There is no assumption of randomness or generalizability. The three qualitative approaches used most frequently – ethnography, observation, focus group discussions, and semi-structured interviews – are described below.

Ethnography

Ethnography is a qualitative approach to research that seeks to understand how groups of people interact in their own settings and over time. The focus is often to learn about the socio-

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III. Qualitative Approaches

Loll, D. K., Berthe, S., Faye, S. L., Wone, I., Koenker, H., Arnold, B., & Weber, R. (2013). User-determined end of net life in Senegal: a qualitative assessment of decision-making related to the retirement of expired nets. *Malaria Journal*, 12(1), 337.

Background

Procurement and distribution of long-lasting insecticidal nets (LLINs) in the African region has decreased from 145 million in 2010 to 66 million nets in 2012. As resources for LLIN distribution appear to stagnate, it is important to understand the users' perception of the life span of a net and at what point and why they stop using it. In order to get the most value out of distributed nets and to ensure that they are used for as long as possible, programs must communicate to users about how to assess useful net life and how to extend it.

Key Research Question(s)

- What are the users' perceptions on the life span of a net?
- At what point and why do users stop using nets?

Methods

Data were collected from 114 respondents who participated in 56 *in-depth interviews* (IDIs) and eight *focus group discussions* (FGDs) in August 2012 in eight regions in Senegal. Households were eligible for the study if they owned at least one net and had an available household member over the age of 18. A team of four coders coded the data in ATLAS.ti using a primarily deductive approach.

Rationale for method choice: In trying to understand net users' perceptions on the lifespan of nets, the use of IDIs helps identify individual perceptions and preferences independent of group/social influence, and the use of FGDs helps elicit social normative responses that exist within the population of interest as a group. By using both IDIs and FGDs, the researchers tried to gain a full understanding of the individual as well as the interactive group dynamics around the lifespan and use of a net within the target population. Qualitative inquiry allowed for more flexibility and increased depth in understanding net users' perceptions on the lifespan of nets, rather than limiting it to a quantitative inquiry within the researcher's understanding. The qualitative approach was thus able to identify contextual and situational factors associated with the net users' perceptions.

Results

Respondents reported assessing useful net life using the following criteria: the age of net, the number and size of holes and the presence of mosquitoes in the net at night. If they had the means to do so, many respondents preferred the acquisition of a new net rather than the continued use of a very torn net. However, respondents would preferentially use newer nets, saving older, but useable nets for the future or sharing them with family or friends. Participants reported observing alternative uses of nets, primarily for nets that were considered expired.

Recommendations

In the context of uncertain resources, it is important that households continue to use their nets for as long as possible. The lengthening of net life also maximizes the value for money of nets procured by individuals, governments, and aid donors. This research provides an initial look into the cues for retiring or repurposing one's net. Additional research is needed to further understand how households decide to stop using nets and how health communication programs can encourage communities to undertake measures to prolong useful net life and prevent damage through care and repair activities. Finally, malaria policymakers need to develop recommendations surrounding the useful life of nets and communicate these guidelines to those in malaria-endemic countries, while implementing strong continuous distribution systems to ensure access to replacement nets, as needed. This will help to ensure that people are protected by their nets for as long as possible, without putting themselves at risk by continuing to use nets that are no longer protective.

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III. Qualitative Approaches

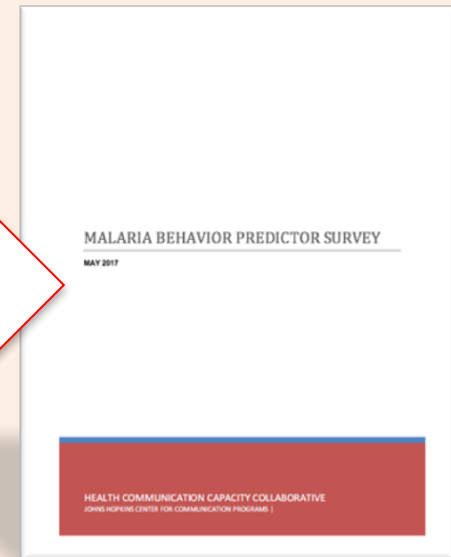
Rationale for method choice: The use of **IDIs** helps identify **individual perceptions and preferences independent of group/social influence**, and the use of **FGDs** helps elicit **social normative responses** that exist within the population of interest as a group. By using both IDIs and FGDs, the researchers tried to gain a full understanding of the individual as well as **the collective/common barriers** that the target population experiences around net use in situations where they sleep away from home. Qualitative inquiry allowed for more flexibility and **increased depth in understanding participants' perceptions** on why they may or may not use a net when sleeping away from home, rather than limiting it to a quantitative inquiry within the researcher's understanding. The qualitative approach was thus able identify **contextual and situational factors** associated with the net users.



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