

Evidence Base to Identify Best Practices Implementation Kits to Replicate Best Practices Behavioral Assessment Tool To Build Future Evidence





MALARIA SBCC EVIDENCE PACKAGE

High Medium

CITATION ~	YEAR -	INTERVENTION DESCRIPTION	RESULTS SUMMARY .		Insecticide-Treated	Ne	ts
Ndyomugyenyi, R., & Kabali, A. T. (2010). Community-directed	2010	A community-directed health intervention, implemented in	The program used a pre-post study with a control group and			Article	Strategi SBCC
nterventions for integrated delivery of a health package against major health problems in ural Uganda: perceptions on the strategy and its effectiveness. nternational Health, 2(3), 197-205.		Uganda, aimed to improve the effectiveness of the integrated delivery of health interventions (direct observation treatment of TB, home management of malaria, ITNs and vitamin A supplements),	randomly-selected household surveys to assess the influence of the interventions. Findings showed that in the four intervention districts, 82% of households had at least one TNJ, compared to 38% in	Nigeria	A per-port tudy used regeted froms excitional household surveys to assess the impact. do a mith channel's Carangajon in Nazana State. Ngeria, Sakareli, midine and excitine surveys carried out at one-year intervals measured the proportion of nets with observed regains, and the proportion of nets inscrivable conditions. Exposure to the campaign was strongly correlated with increased positive attudues toward end care and regain increases in positive attudues we providely constraided with the regain and thereare the strongly constrained with increased positive attudues toward end care and more tailer to be in an increase condition at coefficient and constrained trutles to increased in effections by one full year when compared to those with trutles to markin ends the	High	High
		compared to conventional delivery channels. Health workers in the experimental districts were sensitized on the community-	the control district (p<0.001), ITN usage among children under five was 65% compared with 16% in the control (p<0.001). Among pregnant	Tanzania	A household survey used stratified random sampling to assess whether exposure to the COMMIT project's multi-channel SBCC campaign influenced attitudes and ownership of TINs in Tanzania. Mediation analysis found change gents, mass media and community messaging were significantly associated with increased attitudes about nets, and positive	High	Medium
		directed strategy and asked to introduce the strategy to community members. Health workers in the control district were	women, ITN usage was 89% in the four intervention districts and 20% in the control (p<0.001). For those reporting children under five with	Benin	A post assessment study of the Benin ABM3 campaign, which involved radia and 1Y gosts, music, community mobilization activities and ECT intertisial, revealed that exposure was linked to more women sleeping under an LLIN the previous night (87%), compared to the rate of those uneposed (76%). The campaign was also associated with higher rates of net use among women with at least one child under five, compared to be unepopote (94% versus 82.1%).	High	Medium
		sensitized on the conventional intervention channels, such as ITNs through ANC services and on the need for high coverage.	fever in the last two weeks, 58% received the first-line drug for malaria treatment in the four intervention districts, while 29% did in the comparison (p=0.037).	Ghana	Findings from a post assessment study in Ghana showed the positive influence of malaria message: – delivered via TV and radio spot, newspapers, posters, leaflets, health workers and volumeters – on child net use. Respondent who head messages from any of these sources were three times more likely to have at least one child who slept under a net the previous inghil. Messages from health workers and radio spots were associated to the the second signal message in the same second	High	Medium
oshi, T., Banda, P. M., Pemba, D. , Sunahara, T., & Minakawa, N. (013). Beyond buzzing: mosquito atching stimulates malaria ednet use—a household-based uster-randomized controlled seesor blind educational trial.	2013	An SBCC activity using IPC was conducted in Malawi to compare the effectiveness of traditional visual tools against the presentation of freshly-collected mosquitoes as an innovative tool on post-intervention ITN use. This	The program used a blind post- intervention to evaluate the influence of the three arms of the intervention (control, traditional and innovative) on TTN use. People shown live, buzzing mosquitoes were 13 times more likely to use	Nigeria	A point-amaging nump was conducted in the states in Nigera to assess the influence of SECC message on outbarring and use. The turb from al dose-some relationship between the number of nets received and the number of RCC messages recalled. Compaign net coveresting how as 32 times more take where the celled campaign messages compared to those who did a compaign message at each facility. The most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxie eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted information was media, with 36.8% most frequently cited source of malaxies eduted and and and and and and and and and an	High	Medium
nerging Microbes & Infections, 10), e67.		project had three arms: 1) one innovative arm received a CDC miniature light trap, which was placed in the main bedroom of the house, as well as leaflets; 2) a traditional arm received only	ITNs, compared with the control (p=0.004).		Strength of Article/Strategic Communication Score		





CITATION 🔺	YEAR 🔺	INTERVENTION DESCRIPTION	RESULTS SUMMARY 🔺
Ndyomugyenyi, R., & Kabali, A. T. (2010). Community-directed interventions for integrated delivery of a health package against major health problems in rural Uganda: perceptions on the strategy and its effectiveness. International Health, 2(3), 197-205.	2010	A community-directed health intervention, implemented in Uganda, aimed to improve the effectiveness of the integrated delivery of health interventions (direct observation treatment of TB, home management of malaria, ITNs and vitamin A supplements), compared to conventional delivery channels. Health workers in the experimental districts were sensitized on the community- directed strategy and asked to introduce the strategy to community members. Health workers in the control district were sensitized on the conventional intervention channels, such as ITNs through ANC services and on the need for high coverage.	The program used a pre-post study with a control group and randomly-selected household surveys to assess the influence of the interventions. Findings showed that in the four intervention districts, 82% of households had at least one ITN, compared to 38% in the control district (p<0.001), ITN usage among children under five was 65% compared with 16% in the control (p<0.001). Among pregnant women, ITN usage was 89% in the four intervention districts and 20% in the control (p<0.001). For those reporting children under five with fever in the last two weeks, 58% received the first-line drug for malaria treatment in the four intervention districts, while 29% did in the comparison (p=0.037).
Hoshi, T., Banda, P. M., Pemba, D. F., Sunahara, T., & Minakawa, N. (2013). Beyond buzzing: mosquito watching stimulates malaria bednet use—a household-based cluster-randomized controlled assessor blind educational trial. Emerging Microbes & Infections, 2(10), e67.	2013	An SBCC activity using IPC was conducted in Malawi to compare the effectiveness of traditional visual tools against the presentation of freshly-collected mosquitoes as an innovative tool on post-intervention ITN use. This project had three arms: 1) one innovative arm received a CDC miniature light trap, which was placed in the main bedroom of the house, as well as leaflets; 2) a	The program used a blind post- intervention to evaluate the influence of the three arms of the intervention (control, traditional and innovative) on ITN use. People shown live, buzzing mosquitoes were 13 times more likely to use ITNs, compared with the control (p=0.004).



Impact of Social and Behavior Change Communica

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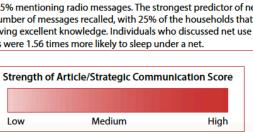


Impact of Social and Behavior Change Communication on

LLIN and ITN Use

	Mix of Mass Media and Interpersonal Communication	Article Strength
Nigeria	A pre-post study used repeated cross-sectional household surveys to assess the impact of a multi-channel SBCC campaign in Nasarawa State, Nigeria. Baseline, midline and endline surveys carried out at one-year intervals measured the proportion of nets with observed repairs, and the proportion of nets in serviceable condition. Exposure to the campaign was strongly correlated with increased positive attitudes toward net care and repair. Increases in positive attitudes were positively correlated with net repairs and the proportion of nets in serviceable condition. Nets that were tied up were 2.7 times more likely to be in serviceable condition at endline, and positive attitudes towards nets increased net lifespan by one full year when compared to those with negative attitudes.	High
Tanzania	A household survey used stratified random sampling to assess whether exposure to the COMMIT project's multi-channel SBCC campaign influenced attitudes and ownership of ITNs in Tanzania. Mediation analysis found change agents, mass media and community messaging were significantly associated with increased attitudes about nets, and positive attitudes about nets significantly increased the odds of universal coverage.	High
Benin	A post assessment study of the Benin ARM3 campaign, which involved radio and TV spots, music, community mobilization activities and IEC materials, revealed that exposure was linked to more women sleeping under an LLIN the previous night (87%), compared to the rates of those unexposed (76%). The campaign was also associated with higher rates of net use among women with at least one child under five, compared to unexposed (94% versus 82.1%).	High
Ghana	Findings from a post assessment study in Ghana showed the positive influence of malaria messages – delivered via TV and radio spots, newspapers, posters, leaflets, health workers and volunteers – on child net use. Respondents who heard messages from any of these sources were three times more likely to have at least one child who slept under a net the previous night. Messages from health workers and radio spots were associated with the highest likelihood of a child sleeping under a bed net the night before the survey (OR=1.65 and 1.26, respectively).	High
Nigeria	A post-campaign survey was conducted in ten states in Nigeria to assess the influence of SBCC messages on net hanging and use. The study found a dose-response relationship between the number of nets received and the number of BCC messages recalled. Campaign net ownership was 32 times more likely among those who recalled campaign messages compared to those who did not recall. Campaign net ownership was also 6.2 times higher among those who heard a campaign message at a health facility. The most frequently cited source of malaria-related information was media, with 36.8% mentioning songs and 21.5% mentioning radio messages. The strongest predictor of net use knowledge was the number of messages recalled, with 25% of the households that recalled four messages having excellent knowledge. Individuals who discussed net use with their family members were 1.56 times more likely to sleep under a net.	High

Low





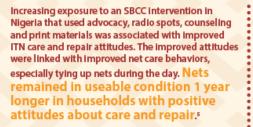
LITATION -	YEAR -	INTERVENTION D	DESCRIPTION	RESULTS SUMMARY -
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Hosh, T., Banda, P. M., Pemba, D. F., Sumhana, T., & Minakawa, N. 2013, Boyond buzzing: mocquito auching stimulates malaria bacinet use—a household-based cluster-andornized controlled assessor bind educational trial. Imerging Microbes & Infections, 2(18), e67.	2013	An SBCC activity usi conducted in Malav the effectiveness of visual tools against presentation of free moscultoes as an in on post-interventio project had three at innovative arm reco miniature light trap	vi to compare fitraditional the shiy-collected movative tool n ITN use. This mis: 1) one sived a CDC , which was	The program used a blind post- intervention to evaluate the influence of the three arms of the influence of the three arms of the intervention (correct), traditional and insolvative) on ITN use. Peop shown live, buzzing mospuloses where 13 times more likely to use ITNs, compared with the control (p=0.004).
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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





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

References:



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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

In Zambia, 88% of

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

1 Boulay, M., Lynch, M., & Koenker, H. (2014). Comparing two approaches for estimating the causal effect of behaviour-change communication messages promoting insecticide-treated bednets: an analysis of the 2010 Zambia malaria indicator survey. Malaria Journal, 13(1), 342.

² Bowen, H. L. (2013). Impact of a mass-media campaign on bednet use in Cameroon. Malaria Journal, 12(1), 36

² Hoshi, T., Banda, P. M., Pemba, D. F., Sunahara, T., & Minakawa, N. (2013). Beyond buzzing: mosquito watching stimulates malaria bednet use—a household-based cluster-randomized controlled assessor blind educational trial. Emerging Microbes & Infections, 2(10), e67.

⁴ Kilian, A., Lawford, H., Ujuju, C. N., Abeku, T. A., Nwokolo, E., Okoh, F., & Baba, E. (2016). The impact of behaviour change communication on the use of insecticide treated nets: a secondary analysis of ten post-campaign surveys from Nigeria. Malaria Journal, 15(1), 422.

⁶ Koenker, H., Killan, A., Hunter, G., Acosta, A., Scandurra, L., Fagberni, B., ... & Lynch, M. (2015). Impact of a behaviour change intervention on long-lasting insecticidal net care and repair behaviour and net condition in Nasarawa State, Nigeria. Malaria Journal, 14(1), 18,



generation 101 Antennative Material Antennative Material			YEAR -	INTERVENTION DESCRIPTION	RESULTS SUMMARY -	
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YEAR 🔺	INTERVENTION DESCRIPTION	RESULTS SUMMARY A
2010	A community-directed health intervention, implemented in Uganda, aimed to improve the effectiveness of the integrated delivery of health interventions (direct observation treatment of TB, home management of malaria, ITNs and vitamin A supplements), compared to conventional delivery channels. Health workers in the experimental districts were sensitized on the community-directed strategy and asked to introduce the strategy to community members. Health workers in the control district were sensitized on the conventional intervention channels, such as ITNs through ANC services and on the need for high coverage.	The program used a pre-post study with a control group and randomly- selected household surveys to assess the influence of the interventions. Findings showed that in the four intervention districts, 82% of households had at least one ITN, compared to 38% in the control district (p<0.001), ITN usage among children under five was 65% compared with 16% in the control (p<0.001). Among pregnant women, ITN usage was 89% in the four intervention districts and 20% in the control (p<0.001). For those reporting children under five with fever in the last two weeks, 58% received the first- line drug for malaria treatment in the four intervention districts, while 29% did in the comparison (p=0.037).
2013	An SBCC activity using IPC was conducted in Malawi to compare the effectiveness of traditional visual tools against the presentation of freshly- collected mosquitoes as an innovative tool on post-intervention ITN use. This project had three arms: 1) one innovative arm received a CDC miniature light trap, which was placed in the main bedroom of the house, as well as leaflets; 2) a traditional arm received only leaflets; and 3) a third arm served as the control arm.	The program used a blind post-intervention to evaluate the influence of the three arms of the intervention (control, traditional and innovative) on ITN use. People shown live, buzzing mosquitoes were 13 times more likely to use ITNs, compared with the control (p=0.004).
2015	An evidence-based SBCC study was implemented in Tanzania to increase the use of RDTs and adherence to the test results. The program involved three-arms: 1) a standard training (control), 2) the health worker intervention and 3) the health worker plus patient-oriented intervention. The last arm consisted of small group workshops that were designed to sensitize providers to TACT trial, increase their confidence in RDTs and sustain the change from the RDT practice sessions. The study also used feedback and motivational SMS messages to reinforce workshop messages, and patient leaflets and clinical posters for health worker plus facilities.	The study used a stratified cluster-randomized trial, as well as interviewer- administered surveys and observations of prescriber performance to assess the influence of the interventions on RDT use and adherence. Findings showed that, of non-malarial cases, 8% in the control, 2% in the health worker arm and 2% in the health worker plus arm were incorrectly prescribed an antimalarial. The adjusted risk difference (aRD) showed an absolute 4% (95% Cl 1% to 6%; p=0.008) reduction for the health workers and a 4% reduction (95% Cl 1% to 6%; p=0.005) for the health worker plus. There was no evidence of a difference in the prescribing of antibiotics between control and health worker, but there was evidence that health worker plus significantly reduced the proportion of patients with non- malarial illness receiving an antibiotic (aRD 0.14; 95% Cl -0.01 to 0.29; P= 0.06).
2009	This study in Nigeria used a drug vendor training program to improve community-based malaria treatment and referrals. Drug vendors were trained during two three-day workshops that emphasized improving their age-specific dispensing practices for CQ, asking relevant patient history questions and improving their communication skills to give advice to caretakers. Participants were also given job aids to hang in their shops at the end of the trainings.	The program was evaluated by conducting three rounds of exit interviews on all trained drug vendors. The team also reviewed the vendors' referral records. Findings showed there was a steady increase in correct practices over time (p< 0.05). The number of vendors who took a history rose from 43.7% in the first month to 75% by the fourth month and to 92% after eight months. The percentage of antimalarial drug sales where an adequate amount of CQ was sold rose from 42.1% one month after training to 69% after four months and to 90.9% after eight months. A total of 132 cases were referred during the study period by drug vendors, out of which 80% compiled
	2010 2013 2015	2010A community-directed health intervention, implemented in Uganda, aimed to improve the effectiveness of the integrated delivery of health interventions (direct observation treatment of TB, home management of malaria, ITNs and vitamin A supplements), compared to conventional delivery channels. Health workers in the experimental districts were sensitized on the community-directed strategy and asked to introduce the strategy to community members. Health workers in the control district were sensitized on the conventional intervention channels, such as ITNs through ANC services and on the need for high coverage.2013An SBCC activity using IPC was conducted in Malawi to compare the effectiveness of traditional visual tools against the presentation of freshly- collected mosquitoes as an innovative tool on post-intervention ITN use. This project had three arms: 1) one innovative arm received a CDC miniature light trap, which was placed in the main bedroom of the house, a swell as leaflets; 2) a traditional arm received only leaflets; and 3) a third arm served as the control arm.2015An evidence-based SBCC study was implemented in Tanzania to increase the use of RDTs and adherence to the test results. The program involved three-arms: 1) a standard training (control), 2) the health worker intervention. The last arm consisted of small group workshops that were designed to sensitize providers to TACT trial, increase their confidence in RDTs and sustain the change from the RDT practice sessions. The study also used feedback and motivational SMS messages to reinforce workshop messages, and patient leaflets and clinical posters for health worker plus facilities.2009This study in Nigeria used a drug workshops that emphasized intervoing their age-specific dispensing practices for CQ, asking relevant patient history questions







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Impact of Social and Bellavior Change

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Impact of Social and Behavior Change Communication on **Service Providers**

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Nigeria

Zambia

Mix of mHealth, Interpersonal Communication and Trainings A three-arm stratified cluster RCT was used to assess a program in Tanzania that trained health workers in RDT use and interpretation by providing RDT trainings to control arms, and facilitating small interactive peer-group training sessions and sending feedback and motivational SMS messages to additional arms. The evaluation found that the SBC activities in the intervention arms were associated with significant improvements in y activities in the intervention arms were associated with significant improvements in prescription of recommended antimalarials – from 8% among those in the standard training arm to 2% in the intervention arms. There was also significant improvement

Tanzania the prescribing practices for RDT-negative cases.

Trainings and Supportive Supervision

Six cross-sectional health facility surveys were used to assess a series of acr roll out Kenya's "test and treat" policy, including the development and dis management guidelines and job aids, three rounds of in-service training supervision. The assessment found that SBCC activities contributed to increases in the administration of the first AL dose at the facility bety endline (32.1% versus 51.5% respectively) and provision of advice/ Uganda be completed (80.3% versus 90.4%). A post assessment study was conducted to assess the effective

packages to improve RDT use and interpretation among CHW intervention included RDT package instructions, job aids any training. Findings revealed that the more comprehensive 5 Zambia higher rates of correct RDT use (92%, compared to 57% f

and RDT interpretation (93%, compared to 54% for grov A two-stage, random cluster study of health educatic and Nicaragua, which trained local community head prevention community workshops. The interventy

in knowledge of the recommended doses of ch/ Multi-Country in Colombia) and proper use of chloroquine (2/ A two-stage, randomized control trial study

drug distributers to educate mothers aboy as provide free chloroquine and SP tablet uganda (12%) and drug choice (26%). This prog

the proportion of febrile children com A program in Cambodia that trainer national guidelines and refer sever

quality (mean index score: +0.80 responded that they always tre

There was also an improved y test results and an improver Stren

Low

Impact of Social and Behavior Change Communicat

Article

Mediu

Strategi

SBCC

Medium

Strength

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Case Management

A post assessment study of the malaria-related components of the "Wazasi Nipenden" A post assessment study of the malaria-telated components of the "Wazazi Nipenden" (Love Me, Parents) safe motherhood campaign in Tanzania, which used masa in the "Wazazi Nipenden" interpersonal communication and community engagement, found women were 200

Love Me, Parents) safe motherhood campaign in Tanzania, which used mass media, more likely to deliver at a health facility for every message to which they were exposed

interpersonal communication and community engagement, found women were 20% showing a linear dose-response relationship to exposure of multiple sources.

more likely to deliver at a health facility for every message to which they were relationship to exposure of multiple sources.

In a cluser-RCT that assessed a community-based campaign to improve the uppart of those exposed completed three or more antenatal visits. Interpersonal Communication and Community Engagement

In a cluser RCT that assessed a community-based campaign to improve the uptake of ompared to 44, 7% of those unexposed. Uptake of I/IP_S (more than two doses) was up Tp in Burkina Faso, 64% of those exposed completed three or more antenatal visite also significantly higher among those exposed (71.8%), compared to those unexposed with the or more antenatal visite of 1.8%), compared to those unexposed visite unexposed visite of the or more than two doses) was

compared to 44.7% of those unexposed. Uptake of IPTp-SP (more than two doses) was dose exposed (71.8%), compared to those unexposed with the unexposed of the those unexposed to those u

A post-test evaluation of the Belize Vector Control Program, which used volunteer collaborators/personnel and education materials (e.g., pamphlet, poster and signpo

A post-test evaluation of the Belize Vector Control Program, which used volume and education materials (e.g., pamphiet poster and signpost) to improve treatment-seeking practices showed a positive impact on fever and signpost of the poster and signpost of the poster and signpost of the poster and malaria

High

collaborators/personnel and education materials (e.g., pamphilet, poster and signpost beliefs, attitudes and behaviors. Of the mothers who reported a case of fever, 35% of

to improve treatment-seeking practices, showed a positive impact on fever and behaviors. Of the mothers who reported a case of fever and malaris from the intervention villages met the criteria for positive treatment-seeking of the mothers who reported a case of fever, 75% of the content of the criteria for positive treatment-seeking of the criteria for

beliefs, attitudes and behaviors. Of the mothers who reported a case of fever, 75% of the criteria for positive treatment-seeking of mothers who

mothers from the intervention villages met the criteria for positive treatment-seeking reported a malaria case met the criteria for performing positive treatment-seeking

behaviors, compared to 23% from control villages. Additionally, 84% of mothers who behaviors for malaria, as opposed to 37% in control villages. There was a statistically

reported a malaria behaviors for malaria, as opposed to 37% in control villages. There was a statistically significant difference between positive treatment-seeking behaviors for fever and

behaviors for malaria, as opposed to 37% in control villages. There was a statistically exposure to a signpost and poster.

A coposure to a signpost and poster. The results of a pre-post assessment study looking at the impact of health education on malaria knowledge among caregivers of children under five in North Central Nigeri

The results of a pre-post assessment study looking at the impact of health education found that the intervention had an effect on perception. knowledge, prevention logeration practice

on malaria knowledge among caregivers of children under five in North Central Nigeria first-line treatment option and the type of treatment given to children with fever.

found that the intervention had an effect on perception, knowledge, prevention had an effect or perception, knowledge, prevention positively impacted caregivers' knowledge of malaria, as well as t first-line treatment option and the type of treatment given to children with fever.

Health education positively impacted Caregivers' knowledge of malaria as a sufficient when their children had fever as a secret in a size and a half-day secre willingness to access antimalarial treatment when their children had fever A post-test assessing job aids and a half-day training for CHWs on RDT interpretation and use in Southern Province Jambia, found that critical steps were followed 88%

A post-test assessing Job aids and a half day training for CHWs on RDT interpretation of the time at three months and 100% at six and 12 months. Findings demonstrated

Strength of Article/Strategic Communication Score

and use in Southern Province, Zambia, found that critical steps were followed 88% that appropriately trained and supervised CHWs used RDTs safely and accurately in

of the time at three months and 100% at six and 12 months. Findings demonstrated community practice at least 12 months post-training.

that appropriately trained and supervised CHWs used is nonthis post-training.

Low





Impact of Social and Behavior Change Communication on

Case Management

	Tanzania	Mix of Mass Media and Interpersonal Communication A post assessment study of the malaria-related components of the "Wazazi Ni (Love Me, Parents) safe motherhood campaign in Tanzania, which used mass interpersonal communication and community engagement, found women w more likely to deliver at a health facility for every message to which they were showing a linear dose-response relationship to exposure of multiple sources.	media, vere 20%	Article Strength	Strategic SBCC
Interpersonal Communication	on a	nd Community Engagement	Arti Stren		Strategic SBCC
In a cluser-RCT that assessed a community IPTp in Burkina Faso, 64% of those exposed compared to 44.7% of those unexposed. U also significantly higher among those expo (49.1%).	l con ptak	npleted three or more antenatal visits, e of IPTp-SP (more than two doses) was	Hig	Jh	Medium
		Denaviors for malaria, as opposed to 3/% in control villages. I nere was a statil significant difference between positive treatment-seeking behaviors for fever exposure to a signpost and poster.			
		The results of a pre-post assessment study looking at the impact of health ed			
	Nigeria	on malaria knowledge among caregivers of children under five in North Centr found that the intervention had an effect on perception, knowledge, prevent first-line treatment option and the type of treatment given to children with fe Health education positively impacted caregivers' knowledge of malaria, as we willingness to access antimalarial treatment when their children had fever.	ion practice, ever.	High	Low



Burkina Faso

Uganda	A pre-post assessment study of a Uganda program that provided teams of health providers with a six-day interactive training and supportive supervision revealed improvements in correct diagnosis (51% to 98%), treatment (42% to 85%) and patient counseling (17% to 83%) at six months.	Medium	Medium
Nigeria	A post-test study was conducted in Nigeria of a three-day training for drug vendors paired with an 18-month SBCC campaign. The study found that SBCC activities increased the proportion of drug vendors who asked the correct history questions, referred to dose guidelines, gave the correct treatment, gave the correct verbal advice and provided a stamped envelope indicating the correct dosage by age for the caregiver.	Medium	Low

Score Key

Strength of Article Score assesses the study's evaluation method and significance of the results. The final score considers study design type, sampling representativeness, measured outcomes, data reported and assessed, program effects and whether the article was peer-reviewed.

Strategic SBCC Score assesses the extent to which the program was developed using SBCC best practices. The final score considers whether the program was designed to influence behavioral outcomes, recognized intermediate outcomes, used SMART objectives and indicators, used theory and/or a strategic process, segmented its audience, used a mix of communication channels and tracked duration, reach, exposure, dose-response and quality.

Acronyms

Artemether/Lumefantrine
Community Health Worker
Randomized Control Trial
Rapid Diagnostic Test
Social and Behavior Change
Communication
Specific, Measurable, Attainable,
Relevant and Timely
Short Message Service
Sulfadoxine-Pyrimethamine



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

> were 23% more likely to receive two or more doses of SP, when controlling for all other variables.³



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

3x more likely to receive treatment



of children <2 vears-ol who were treated for fever within 24 hours by a trained provider from 28% to 90%.

40%

A program 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

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Social and Behavior Change Communication Makes an I Malaria Case Manager Exposure to social and behavior change cor leads to improved malaria case manageme

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children under five in intervention localities In Tanzania, women exposed to multiple messages from billboard, radio or TV) were 23

of SP, when controlling for all other variables.

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A program in Uganda that trained community 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 3x more likely to receive treatment

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Social and Behavior Change Communication Makes an Impact on **Service Provider Behaviors**

Incorporating social and behavior change communication into provider training and support programs positively improves malaria testing and treatment practices.



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Providing patent proprietary medicine vendors with trainings and job aids led to Improved counseling and vending practices. The program increased the proportion of vendors who asked the correct history questions, referred to dose guidelines and gave the correct treatment – from about 40% at baseline to 90% at end-

Group training sessions and motivational SMS messages resulted in improvement in Tanzanian health worker adherence to **RDT** results and reduced antimalarial over prescription. Incorrect prescription was reduced to 2%.2

98% CORRECT PRESCRIPTIO

A program in Cambodia that trained village malaria workers to adhere to national guidelines and to refer severe cases to hospitals was associated with improved service quality. At the end of the program, 100% of workers reported always treating positive RDT cases with artesunate and mefloguine.5

An Intervention in Zambia that gave community health workers Job aids and training resulted in 95% correct RDT use and 93% correct

interpretation, compared to the 57% and 54% respectively seen among the control group that was Just given the Instructions on the package.¹

14% improvement in completing all treatment steps *this intervention was implemented before the scale-up of ACTs

A program in Uganda that trained drug distributors

treatment and provide free choloroquine plus SP

tablets helped improve appropriate dosage by 12%

and drug choice by 25.8%. This work was ultimately

associated with a 14% improvement in the

to educate mothers about malarla care and

proportion of febrile children

completing all treatment

References:

steps.³

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95% correct use







CONTRIBUTE TO THE GROWING EVIDENCE BASE

- Publish and share
- When publishing, make sure to include details :
 - Theory
 - Audience Segmentation
 - Channels
 - Strategic approaches
 - Formative research
 - Ways program was adapted based on monitoring data
- Measure and share campaign exposure data





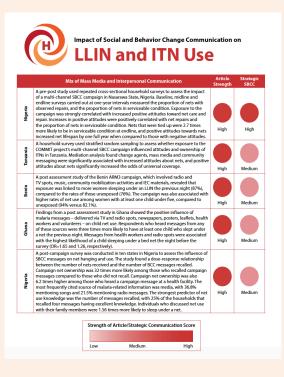
https://healthcommcapacity.org/ malaria-evidence-database

Showing 1 to 10 of 80 entries

Show 10 - entries

CITATION 🔺	YEAR 🔺	INTERVENTION DESCRIPTION	RESULTS SUMMARY 🔺
Ndyomugyenyl, R., & Kaball, A. T. (2010), Community-directed interventions for integrated delivery of a health problems in rural Uganda; perceptions on the strategy and its effectiveness. International Health, 2(3), 197-205.	2010	A community-directed health intervention, implemented in Uganda, aimed to improve the effectiveness of the integrated delivery of health interventions (direct observation treatment of TB, home management of malaria, ITNs and vitamin A supplements), compared to conventional delivery channels. Health workers in the experimental districts were sensitized on the community- directed strategy and asked to introduce the strategy to community members. Health workers in the control district were sensitized on the conventional intervention channels, such as TINs through ANC services and on the need for high coverage.	The program used a pre-post study with a control group and randomly-selected household surveys to assess the influence of the interventions. Findings showed that in the four intervention districts, 82% of households had at least one TN, compared to 38% in the control district (p-0.001), TM usage among children under five was 65% compared with 16% in the four intervention districts and 20% in the control (p-0.001). Among pregnant women, ITN usage was 89% in the four intervention districts and 20% in the control (p-0.001). For those reporting children under five with fever in the last two weeks, 55% received the first-line drug for malaria treatment in the four intervention districts, while 20% did in the comparison (p=0.037).
Hoshi, T., Banda, P. M., Femba, D. F., Sunahara, T., & Minakawa, N. 2013). Beynod buczing: mosquito watching stimulates malaria bednet use—a household-based cluster-andomized controlled assessor bilind educational trial. Emerging Microbes & Infections, 2(10), e67.	2013	An SBCc activity using IPC was conducted in Malawi to compare the effectiveness of traditional visual tools against the presentation of freshly-collected mosquitoes as an innovative tool on post-intervention ITN use. This project had three arms: 1) one innovative arm received a CDC miniature light trap, which was placed in the main bedroom of the house, as well as lendfes: 2) a	The program used a blind post- intervention to evaluate the influence of the three arms of the intervention (control, traditional and innovative) on ITN use. People shown live, buzing mosquitoes were 13 times more likely to use ITNs, compared with the control (p=0.004).

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