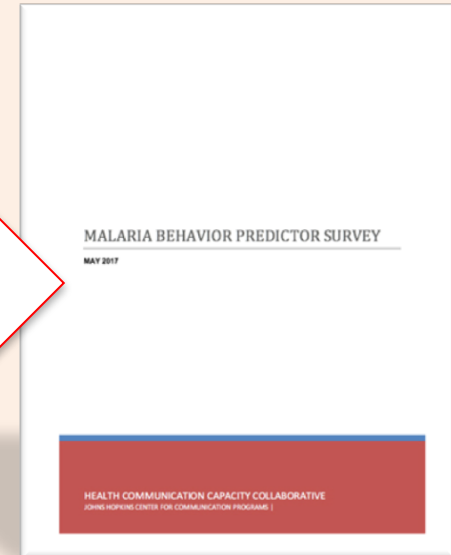




Evidence Base to
Identify Best Practices



Implementation Kits to
Replicate Best Practices



Behavioral Assessment Tool
To Build Future Evidence

MALARIA SBCC EVIDENCE PACKAGE

Showing 1 to 10 of 80 entries
 Show 10 entries

CITATION	YEAR	INTERVENTION DESCRIPTION	RESULTS SUMMARY
Ndyomugenyi, 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. <i>International Health</i> , 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 23% 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. <i>Emerging Microbes & Infections</i> , 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 traditional arm received only	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 Communication on Insecticide-Treated Nets

	Mix of Mass Media and Interpersonal Communication	Article Strength	Strategic SBCC
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 repair, 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	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	Medium
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	Medium
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	Medium
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 BC messages recalled. Campaign net ownership was 24 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 36.9% mentioning songs and 21.9% mentioning radio messages. The strongest predictor of net use knowledge was the number of messages recalled, with 21% of 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	Medium

Strength of Article/Strategic Communication Score
 Low Medium High

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!

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!

Increasing 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.

+1 year increased net usability

1.56x more likely to use a net

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.*

Exposure to a national SBCC campaign in Cameroon using SMS reminders, billboards, handout materials, TV and radio PSA, 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!

References:
 * Hoshi, T., Lynch, M., & Koolster, H. (2014). Comparing two approaches for estimating the causal effect of behavior change communication messages promoting insecticide-treated bednets: an analysis of the 2010 Zambian malaria risk-reduction survey. *Malaria Journal*, 13(1), 142.
 † Brown, N. L. (2012). Impact of a mass media campaign on bednet use in Cameroon. *Malaria Journal*, 11(1), 36.
 ‡ 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.
 § Hoshi, T., Lambert, M., Uggas, C. N., Akoko, T. A., Nwankwo, E., Chikri, J., & Bala, E. (2010). The impact of behavior change communication on the use of insecticide treated bednets: a secondary analysis of a post-campaign survey from Nigeria. *Malaria Journal*, 9(1), 422.
 ¶ Koolster, H., Kilian, A., Hamez, G., Acosta, A., Sankara, L., Ngohmi, B., & Lynch, M. (2013). Impact of behavior change communication on long-lasting insecticidal net care and repair behavior and net condition in Tanzania State, Nigeria. *Malaria Journal*, 12(1), 18.

USAID, CDC, and other partners logos.

CITATION ▲	YEAR ▲	INTERVENTION DESCRIPTION ▲	RESULTS SUMMARY ▲
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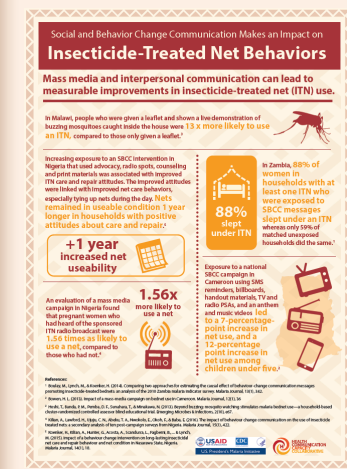
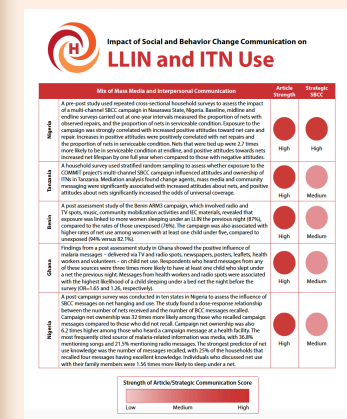
Ndyomugenyi, R., & Kabali, A. T. (2010). Community-directed interventions for integrated delivery of a health package against major health problems in rural Uganda: perceptions on the strategy and its effectiveness. *International Health*, 2(3), 197-205.

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.

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



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Impact of Social and Behavior Change Communication on

LLIN and ITN Use

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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	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	Medium
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	Medium
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	Medium
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	Medium

Strength of Article/Strategic Communication Score



Low Medium High

CITATION	YEAR	INTERVENTION DESCRIPTION	RESULTS SUMMARY
Mohammedi, R. & Kabali, A. T. (2010). Community-directed interventions for integrated delivery of a health package against major health problems in rural Uganda: innovations on the strategy and to effectiveness. <i>International Health</i> , 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 (chloroquine treatment of TB, home management of malaria, ITNs and vitamin A supplements), compared to conventional delivery channels. Health workers in the experimental districts were recruited on the community-directed strategy and asked to introduce the strategy to community members. Health workers in the control district were recruited 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 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 28% 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 29% in the control (p<0.001). For those reporting children under five with fever in the last two weeks, 83% received the first-line drug for malaria treatment in the four intervention districts, while 23% did in the comparison (p<0.001).
Hosh, T., Banda, P. M., Perisa, O. C., Sanyal, S., & Mshana, N. (2013). Beyond buzzing: mosquito watching stimulates malaria net use in household-based cluster-randomized controlled summer ITN educational trial. <i>Emerging Infectious Diseases</i> , 21(5), 467.	2013	An SBCC activity using PC 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 two arms: 1) use innovative arm received a CDC miniature light trap, which was placed in the main entrance of the house, as well as leaflets; 2) a traditional arm received only	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. Mosquito pheromone lures, buzzing pheromone lures, ITN use were 13 times more likely to use ITNs, compared with the control (p<0.004).

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 13x more likely to use an ITN, compared to those only given a leaflet.

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.

Exposure to a national SBCC campaign (TV, radio, posters, leaflets, handouts, posters, radio PSAs, and an anthem and music video) led to a 7 percentage-point increase in net use, and a 12 percentage-point increase in net use among children under five.

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

1.56x more likely to use a net

+1 year increased net useability

88% slept under ITN

USAID, CDC, and other partners are working together to address the need for effective malaria change communication strategies.

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USAID
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U.S. President's Malaria Initiative

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



Increasing 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



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



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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



References:

- Boulay, M., Lynch, M., & Koener, 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.
- Bowen, H. L. (2013). Impact of a mass-media campaign on bednet use in Cameroon. *Malaria Journal*, 12(1), 36.
- 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.
- 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.
- Koener, H., Kilian, A., Hunter, G., Acosta, A., Scandurra, L., Fagbemi, 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.



CITATION	YEAR	INTERVENTION DESCRIPTION	RESULTS SUMMARY
Mohyongenyi, K., & Galati, 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. <i>International Health</i> , 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 recruited on the community-directed strategy and asked to introduce the strategy to community members. Health workers in the control districts were recruited 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 districts post-ITN. ITN usage among children under five was 63% compared with 10% in the control districts post-ITN. ITN usage among pregnant women, ITN usage was 89% in the four intervention districts and 29% in the control districts. For those reporting children under five with fever in the last two weeks, 52% recalled the first line drug for malaria treatment in the four intervention districts, with 20% in the comparison (p<0.03).
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. <i>Emerging Microbes & Infections</i> , 2(10), e67.	2013	As SBCC activity using ICT, was conducted in order to compare the effectiveness of traditional preparation of locally collected mosquitoes as an innovative tool on post-intervention ITN use. This project had three arms: 1) one innovative arm received a CDC miniature fogger, which was placed in the main bedroom of the house, as well as buffers; 2) a traditional arm received only	The program used a blind post-intervention to evaluate the influence of the three arms of the intervention control, traditional and innovation 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 Communication on LLIN and ITN Use

Study	Article Strength	Strategy SBCC
Zambia A peer-reviewed study reported on a household survey to assess the impact of a mass media SBCC campaign in Zambia. Zambia had the lowest net use in the region. The campaign used SMS reminders, billboards, handout materials, TV and radio PSAs, and an anthem and music videos. The campaign was strongly coordinated with national government and net use and repair increased in positive attitudes were positively correlated with net repair and the proportion of nets in useable condition. Net use increased among children under five by one full year. Net use was significantly higher with positive attitudes.	High	High
Cameroon A household survey conducted in Cameroon during a pilot under exposure to the SBCC project's multi-layered SBCC campaign influenced attitudes and ownership of ITNs in the home. Media and verbal health messages, mass media and community messaging were significantly associated with increased attitudes about nets, and positive attitudes about nets significantly increased the odds of net ownership.	High	Medium
Nigeria A post-campaign study of the Benue SBCC campaign, which included radio and TV spots, music, community mobilization and door-to-door campaigns, revealed that responses were linked to more women sleeping under an LLIN the previous night (87%), compared to the odds of their 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 (84% versus 82%).	High	Medium
Kenya Findings from a post-campaign study in Kenya showed the positive influence of multiple messages (reference to ITN and safe sex, emergency services, health, health and education) on net use. Respondents who heard multiple messages were 2.2 times more likely to use a net, compared to those who did not. The most frequent messages were those that mentioned ITN use. The most frequent messages were those that mentioned ITN use. The most frequent messages were those that mentioned ITN use.	High	Medium
Nigeria A post-campaign survey was conducted in two states in Nigeria to assess the influence of SBCC messages on net usage and net condition. The SBCC campaign included radio, TV, and print materials. Campaign net ownership was 22 times more likely among those who recalled campaign messages compared to those who did not recall. Campaign net ownership was 2.2 times higher among those who heard a campaign message at the start of the day. The most frequent messages were those that mentioned ITN use. The most frequent messages were those that mentioned ITN use. The most frequent messages were those that mentioned ITN use.	High	Medium

Strength of Article/Strategy Communication Score
Low Medium High



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CITATION ^	YEAR ^	INTERVENTION DESCRIPTION ^	RESULTS SUMMARY ^
<p>Ndyomugenyi, 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. <i>International Health</i>, 2(3), 197-205.</p>	2010	<p>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.</p>	<p>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 ($p = 0.037$).</p>
<p>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. <i>Emerging Microbes & Infections</i>, 2(10), e67.</p>	2013	<p>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.</p>	<p>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 ($p = 0.004$).</p>
<p>Cundill, B., Mbakilwa, H., Chandler, C. I., Mtove, G., Mtei, F., Willetts, A., ... & Whitty, C. J. (2015). Prescriber and patient-oriented behavioural interventions to improve use of malaria rapid diagnostic tests in Tanzania: facility-based cluster randomised trial. <i>BMC Medicine</i>, 13(1), 118.</p>	2015	<p>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.</p>	<p>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% CI 1% to 6%; $p = 0.008$) reduction for the health workers and a 4% reduction (95% CI 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% CI -0.01 to 0.29; $P = 0.06$).</p>
<p>Okeke, T. A., & Uzochukwu, B. S. (2009). Improving childhood malaria treatment and referral practices by training patent medicine vendors in rural south-east Nigeria. <i>Malaria Journal</i>, 8(1), 260.</p>	2009	<p>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.</p>	<p>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% complied.</p>



Impact of Social and Behavior Change Communication on Service Providers

Mix of mHealth, Interpersonal Communication and Trainings

Tanzania
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 and motivational SMS messages were associated with significant improvements in the prescription of recommended antimalarials - from 8% among those in the standard training arm to 29% in the intervention arms. There was also significant improvement in the prescribing practices for RDT-negative cases.

Trainings and Supportive Supervision

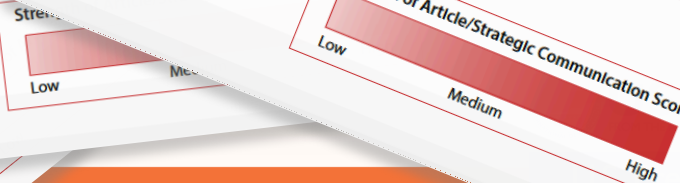
Uganda
Six cross-sectional health facility surveys were used to assess a series of activities that were implemented as part of Kenya's "test and treat" policy, including the development and dissemination of management guidelines and job aids, three rounds of in-service training and supportive supervision. The assessment found that SBC activities contributed to increases in the administration of the first AL dose at the facility between baseline (32.1% versus 51.5% respectively) and provision of advice to patients to be completed (80.3% versus 90.4%).

Zambia
A post assessment study was conducted to assess the effectiveness of a package to improve RDT use and interpretation among CHWs. The intervention included RDT package instructions, job aids and training. Findings revealed that the more comprehensive training resulted in higher rates of correct RDT use (92%, compared to 57% for the control) and RDT interpretation (93%, compared to 54% for the control).

Multi-Country
A two-stage, random cluster study of health education and behavior change communication in Nicaragua, which trained local community health workers and prevention community workshops. The intervention focused on increasing knowledge of the recommended doses of chloroquine (200mg in Colombia) and proper use of chloroquine (200mg).

Uganda
A two-stage, randomized control trial study was conducted to evaluate the impact of drug distributors to educate mothers about malaria as provide free chloroquine and SP tablets (12%) and drug choice (26%). This program resulted in a higher proportion of febrile children coming to health facilities for treatment.

Cambodia
A program in Cambodia that trained health workers on national guidelines and refer severe malaria cases to health workers and volunteers of these sources. Findings showed that health workers responded that they always treated patients with the high quality of care. There was also an improvement in test results and an improvement in patient satisfaction.



Impact of Social and Behavior Change Communication on Case Management

Mix of Mass Media and Interpersonal Communication

Tanzania
A post assessment study of the malaria-related components of the "Wazazi Nipendeni" (Love Me, Parents) safe motherhood campaign in Tanzania, which used mass media, interpersonal communication and community engagement, found women were 20% more likely to deliver at a health facility for every message to which they were exposed, showing a linear dose-response relationship to exposure of multiple sources.

Interpersonal Communication and Community Engagement

Burkina Faso
In a cluster-RCT that assessed a community-based campaign to improve the uptake of IPTp in Burkina Faso, 64% of those exposed completed three or more antenatal visits, compared to 44.7% of those unexposed. Uptake of IPTp-SP (more than two doses) was also significantly higher among those exposed (71.8%), compared to those unexposed (49.1%).

Belize
A post-test evaluation of the Belize Vector Control Program, which used volunteer collaborators/personnel and education materials (e.g., pamphlet, poster and signpost) to improve treatment-seeking practices, showed a positive impact on fever and malaria beliefs, attitudes and behaviors. Of the mothers who reported a case of fever, 75% of mothers from the intervention villages met the criteria for positive treatment-seeking behaviors, compared to 23% from control villages. Additionally, 84% of mothers who reported a malaria case met the criteria for performing positive treatment-seeking behaviors for malaria, as opposed to 37% in control villages. There was a statistically significant difference between positive treatment-seeking behaviors for fever and exposure to a signpost and poster.

Nigeria
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 Nigeria found that the intervention had an effect on perception, knowledge, prevention practice, first-line treatment option and the type of treatment given to children with fever. Health education positively impacted caregivers' knowledge of malaria, as well as their willingness to access antimalarial treatment when their children had fever.

Zambia
A post-test assessing job aids and a half-day training for CHWs on RDT interpretation and use in Southern Province, Zambia, found that critical steps were followed 88% of the time at three months and 100% at six and 12 months. Findings demonstrated that appropriately trained and supervised CHWs used RDTs safely and accurately in community practice at least 12 months post-training.





Impact of Social and Behavior Change Communication on Case Management

Mix of Mass Media and Interpersonal Communication		Article Strength	Strategic SBCC
Tanzania	A post assessment study of the malaria-related components of the "Wazazi Nipendeni" (Love Me, Parents) safe motherhood campaign in Tanzania, which used mass media, interpersonal communication and community engagement, found women were 20% more likely to deliver at a health facility for every message to which they were exposed, showing a linear dose-response relationship to exposure of multiple sources.	Medium	Medium

Interpersonal Communication and Community Engagement





		Article Strength	Strategic SBCC
Burkina Faso	In a cluster-RCT that assessed a community-based campaign to improve the uptake of IPTp in Burkina Faso, 64% of those exposed completed three or more antenatal visits, compared to 44.7% of those unexposed. Uptake of IPTp-SP (more than two doses) was also significantly higher among those exposed (71.8%), compared to those unexposed (49.1%).	High	Medium

	behaviors for malaria, as opposed to 37% in control villages. There was a statistically significant difference between positive treatment-seeking behaviors for fever and exposure to a signpost and poster.		
Nigeria	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 Nigeria found that the intervention had an effect on perception, knowledge, prevention practice, first-line treatment option and the type of treatment given to children with fever. Health education positively impacted caregivers' knowledge of malaria, as well as their willingness to access antimalarial treatment when their children had fever.	High	Low
Zambia	A post-test assessing job aids and a half-day training for CHWs on RDT interpretation and use in Southern Province, Zambia, found that critical steps were followed 88% of the time at three months and 100% at six and 12 months. Findings demonstrated that appropriately trained and supervised CHWs used RDTs safely and accurately in community practice at least 12 months post-training.	High	Medium

Strength of Article/Strategic Communication Score





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

AL	Artemether/Lumefantrine
CHW	Community Health Worker
RCT	Randomized Control Trial
RDT	Rapid Diagnostic Test
SBCC	Social and Behavior Change Communication
SMART	Specific, Measurable, Attainable, Relevant and Timely
SMS	Short Message Service
SP	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



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

23%
more
likely



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



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



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 Impact on Insecticide-Treated Net Behavior

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

In Malawi, people who were given a leaflet and shown a live demonstration of buzzing mosquitoes caught inside the house were **1.3 x more likely to use an ITN**, compared to those only given a leaflet.²

Increasing 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 especially tying up nets during the day. Nets remained in useable condition 1 year longer in households with positive attitudes about care and repair.³

+1 year increased net useability

1.56x more likely to use a net

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

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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

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.⁶

23% more likely



In Mozambique, women who were 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.⁶

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**.⁷

3x more likely to receive treatment



References:

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- ⁵ Kishor, N., & M. (2009). Improving childhood malaria treatment and referral practices by training patent medicine vendors in rural south-east Nigeria. *Malaria Journal*, 8(1), 1-10.

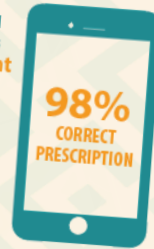
Social and Behavior Change Communication Makes an Impact on Service Provider Behaviors

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



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-line for all behaviors.⁴

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



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 mefloquine.³



A program in Uganda that trained drug distributors to educate mothers about malaria care and treatment and provide free chloroquine 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 proportion of febrile children completing all treatment steps**.³

14% improvement in completing all treatment steps



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

95% correct use



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- ² Cundill, B., Mbakikwa, H., Chander, C. L., Mtebe, F., Willetts, A., ... & Whitty, C. J. (2015). Prescriber and patient-oriented behavioural interventions to improve use of malaria rapid diagnostic tests in Tanzania: a facility-based cluster randomised trial. *BMC Medicine*, 13(1), 118.
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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

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Show 10 entries

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CITATION	YEAR	INTERVENTION DESCRIPTION	RESULTS SUMMARY
Ndyomugenyi, 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. <i>International Health</i> , 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. <i>Emerging Microbes & Infections</i> , 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 traditional arm received only	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 Communication on

LLIN and ITN Use

	Mix of Mass Media and Interpersonal Communication	Article Strength	Strategic SBCC
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	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	Medium
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 LLN the previous night (80%), 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	Medium
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	Medium
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 29% 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	Medium

Strength of Article/Strategic Communication Score

Low Medium High

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.*



Increasing 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.†

+1 year increased net useability



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.‡

1.56x more likely to use a net



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.‡

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.‡



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 †† Koelker, H., Brown, H., Afolabi, T., Uggas, C., Sanikwa, L., Highland, B., & Lynch, M. (2015). Impact of a behavior change intervention on long-lasting insecticidal net use and sleep behaviors and net condition in Nasarawa State, Nigeria. *Malaria Journal*, 14(1), 18.
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FOR MORE INFORMATION:

Cori Fordham
cfordham@jhu.edu



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