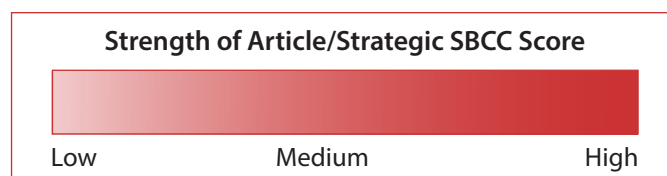
















Impact of Social and Behavior Change Communication on Case Management

| Mix of Mass Media and Interpersonal Communication | | Article Strength | Strategic SBCC |
|--|---|------------------|----------------|
| Tanzania | A post assessment study ¹ 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 exposed to more campaign messages had about a 23% greater chance of having received two or more doses of SP, after controlling for all other demographic variables. | 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 ² , 64% of those exposed completed three or more antenatal visits, compared to 45% of those unexposed. Uptake of IPTp-SP (more than two doses) was also significantly higher among those exposed (72%), compared to those unexposed (49%). | High | Medium |
| Belize | A post-test evaluation of the Belize Vector Control Program ³ , which used volunteer collaborators/personnel and education materials (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. | High | Medium |
| Zambia | A post-test ⁴ 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 |
| Nigeria | The results of a pre-post assessment study ⁵ looking at the impact of health education on malaria knowledge among caregivers of children under five in North Central Nigeria found that the intervention was associated with improvements in 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 |
| Nigeria | A Nigeria program developed treatment guidelines and IEC materials, and trained “mother trainers” on how to use the guidelines in their communities. In a pre-post assessment study ⁶ of this program, the majority (70%) of the respondents stated that they used the guidelines each time a child was treated for malaria. Findings showed a significant increase in the correct use of chloroquine among those who treated children at home, from 3% at baseline to 52% after the intervention, compared with 4% to 13% in the control arm. Mother trainers were also considered to be effective in influencing adherence to treatment guidelines. | High | Low |



| | | | |
|-------------------|--|---|---|
| Uganda | A study used a pre- and post-assessment to evaluate the influence of a home-based management program in Uganda. ⁷ Results found that the odds of receiving appropriate treatment for fever was 5 times higher within the intervention areas, compared to the non-intervention areas. Within the intervention communities, febrile children were 3 times more likely to receive appropriate treatment for their fever post-intervention compared to baseline. Also, there was a statistically significant improvement in net ownership and net use. |  High |  Low |
| Ethiopia | An RCT evaluating the impact of mother coordinators in Ethiopia, who were trained to teach local mothers how to recognize malaria signs and correctly treat their young children with chloroquine. Under-five mortality dropped 41% in intervention areas compared to control areas, with the mortality rate dropping by 21 deaths per 1,000 child-years. In 10 of the 12 intervention villages, mortality was lower among children whose mothers knew to give chloroquine. ⁸ |  High |  Low |
| Mozambique | A pre- and post-assessment was conducted to determine the influence of the Care Group Model program in Mozambique on LLIN use and proper case management. ⁹ Findings showed that proportion of children under two treated for fever within 24 hours by a trained provider at either a health post or staffed health facility increased from 28% at baseline to 90% at endline. The program noted an additional increase in the proportion of children under two who slept under an ITN the night before (1% at baseline to 85% at endline). |  Medium |  Medium |
| Ghana | A pre-post assessment study ¹⁰ of a Ghana program using community-based agents and IEC materials, including materials for counseling caregivers, a list of danger signs, a training manual and referral forms, showed strong results in improving malaria case management. Of the children aged 36 to 59 months who sought care during the intervention period, all caregivers followed the proper drug administration schedule, most children received the correct dose and 93% adhered to treatment. Delay in seeking care was also reduced by one day (from three to two days). |  Medium |  Medium |
| India | An RCT assessing community mobilization and supportive supervision activities in India led to a number of improvements in care-seeking behavior. People with fever were significantly more likely to visit a CHW (82%) and receive a timely diagnosis (67%) in the combined interventions arm than in the control arm. Almost two-thirds of fever cases were more likely to have received treatment from a skilled provider within 24 hours, compared to 51% in the control arm. Women from the combined intervention arms were more likely to have received timely treatment from a skilled provider (62% in the intervention arm versus 47% in the control arm). ¹¹ |  Medium |  Medium |
| Senegal | The ProACT program in Senegal trained home care providers to conduct household sweeps throughout transmission season, test suspected cases and treat confirmed cases. A cross-sectional study found that activities were associated with a 30-fold reduction in the odds of symptomatic malaria in the intervention villages. ¹² |  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,

Acronyms

| | |
|--------------|---|
| AL | Artemether/Lumefantrine |
| ANC | Antenatal Care |
| CHW | Community Health Worker |
| IEC | Information, Education and Communication |
| IPTp | Intermittent Preventative Treatment in Pregnancy |
| RCT | Randomized Control Trial |
| RDT | Rapid Diagnostic Test |
| SBCC | Social and Behavior Change Communication |
| SMART | Specific, Measurable, Attainable, Relevant and Timely |

segmented its audience, used a mix of communication channels and tracked duration, reach, exposure, dose-response and quality.

SMS
SP

Short Message Service
Sulfadoxine-Pyrimethamine

Citations

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