

**The Communication Team of the
Presidential Malaria Initiative Supports
Behavior Change**

**Beatrice Divine, MA, MBA
Centers for Disease Control and Prevention
The United States of America
PMI Communications Team**

Summary of the PMI

- **Meta**
 - **Reduce mortality from malaria by half in the 15 focus countries**
- **Objectives**
 - **85% sleep under mosquito nets treated with long-lasting insecticides**
 - **85% receive Artemisinin Combination therapy (ACTs) within 24 of symptoms**
 - **85% of households receive targeted Indoor Residual Spraying activity**
 - **85% of pregnant women receive ≥ 2 doses of intermittent preventive treatment against malaria**

Behavior Change Communication (BCC) and Information, Education & Communication (IEC): Importance

- **Fundamental to achieve and maintain the objectives of the PMI**
- **PMI formed a communication team to provide evidence based strategies about communication and activities and guidelines to assist those involved in the communication activities**

Development of Guidelines

- **Literature review of studies and reports of published and unpublished data to help us to maintain good practices**
- **Limited information on the evaluation of communication programs in the areas of intervention of the PMI**

Important issues for review of Literature

- **Community education campaigns**
- **Healthcare professionals and sellers trained**
- **Interpersonal communication**
- **Local and mass campaigns**
- **Preliminary research (formative research) is key**

Community involvement and participation

Purpose of the Guidelines

- **Focus on strategies to change selected behavior, not in the usual IEC**
- **Offer a strategic plan and tools for behavior change process**
- **Provide information that can be used by the whole team of PMI and partners**

Content

- **Planning and strategic development**
 - **Message key, key actions, key audiences**
 - **Rapid assessment (research information)**
- **Selection of communication activities**
 - **List of activities for each intervention of PMI**
- **Program implementation**
- **Monitoring and evaluation**
 - **Suggested indicators – process, outcome, behavior change**

Key Messages, Actions, Audiences

Examples

■ Key messages

- There is an effective treatment for malaria**
- It is important to take drugs for prevention of malaria while pregnant**

■ Actions

- Sleep on treated mosquito net every night**
- Get treatment from qualified health personnel within 24 hours of the beginning of fevers in children**

■ Target audiences

- Health policy makers, decision makers, heads of families, mothers, health technicians, distributors (sellers), community leaders, and organizations**

Life cycle of Stages and Activities of Communication

**Step 1: Preparation: Creating an environment favorable
to the development of health policies and infrastructure
Advocacy, consensus development**

Step 2: Large-scale implementation

**Continuous communication in mass media and
interpersonal communication, marketing, community
mobilization**

Step 3: Sustainability

**Repeated messages, interpersonal communication,
mass campaigns, community mobilization**

Tools

- ***Planning tools:*** strategy development, rapid assessment, key messages, intervention lists
- ***Implementation tools:*** Plan and lists of Conference implementation activities; short draft; budget and functions of Program, list of detailed costs; generic task description
- ***Monitoring & evaluation tools:*** M&E patterns, Conference list; how/where to collect data for the indicators; examples of process and outcome indicators

Examples of Outcome Indicators (Output Indicators) for Mosquito nets (Possibility of adaptation by each country)

■ Received

- Proportion of target groups who heard radio spots related to ITNs**
- Proportion of targets groups visited by technicians and community health and who were shown how to hang the mosquito net**

■ Memory

- Proportion of target groups that you know who are the most important users of insecticidal treated mosquito nets**
- Proportion of target groups who can explain or hang the mosquito net properly**

Examples of Outcome Indicators (Output Indicators) for Mosquito nets (Possibility of adaptation by each country)

■ Belief

- Proportion of target groups who believe that the treated mosquito nets are safe for children under 5 years and/or pregnant woman**
- Proportion of those who believe that the mosquito nets should be used every night**

■ Intention

- Proportion of people who wish to acquire a mosquito nets at a given time interval**
- Proportion of people who wish to use your mosquito net every night (use by target population of the strategy)**

Importance of the Use of Indicators Results (Output Indicators) in the Assessment

- **PMI emphasizes performance indicators, not just process indicators (it's more than just the number of persons trained!)**
- **Performance Indicators : Received, Souvenir, Belief and intention, action taken**

Examples of Indicators of Behavior Change (Outcome Indicators) Results for ITNs, IRS and ACTs

- **Insecticides treated Mosquito nets: changes reported/
Observed in using mosquito nets for different audiences**
- **PIDOM: Changes in the population's refusal rates**
- **ACTs: Behavior change of drug dispensers, customer demand, adherence to treatment regime**

Other Areas Covered in the Guideline

- **Development of institutional capacity in the area of communication**
- **Integration of communication activities of the PMI with other activities of the Ministry of health and child survival, maternal health, AIDS and other infectious diseases**

Sharing experiences: Walking Evidence-based efforts

- **Gather evidence about what works well and lessons learned during the review of the progress of each country in BCC area**
- **Develop a repository of information communication (library) to highlight the communication materials in the context of the communication strategy**
- **Encourage our partners working on communication to share their successes**

Sources of Information

- **Where to find the orientation of the PMI in communication and social mobilization?**
- **Is there anything translated into Portuguese?**
 - **Yes. Questions and answers for program managers Of BCC/IEC of PMI**
- **Visit <http://www.pmi.gov/> and select Sources – Publications – Communication and Social Mobilization**

Thank you for your patience

- **Please contact me if you have questions or information to share**
- **Beatrice Divine, Health Communications Specialist:**
bdivine@cdc.gov