The Communication Team of the Presidential Malaria Initiative Supports Behavior Change

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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- Literature review of studies and reports of published and unpublished data to help us to maintain good practices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

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