IEC under Round 7
Global Fund

Wendy Prosser
PSI/Angola
Today's presentation

• Summary of IEC activities of Global Fund

• The process of developing PSI communication campaigns

• Specific examples of campaigns

• Activities planned for next year
IEC Activities, Global Fund

Why? - To facilitate change in behavior for malaria control

How? - Based on evidence
- Creates consistency of implementation of the Strategic Plan of NMCP
- Ensure consistency of IEC messages
- Via mass media and IPC (interpersonal communication)

Objectives: - 80% of people who care for children know:
• the causes and symptoms of malaria
• at least one method of prevention
• What is the effective treatment of malaria
• Where to obtain health services for malaria
## IEC Activities/BCC, Global Fund

<table>
<thead>
<tr>
<th></th>
<th>Ano 1</th>
<th>Ano 2</th>
<th>SR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>$1.091.488</td>
<td>$972.012</td>
<td></td>
</tr>
<tr>
<td><strong>Indicators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV, Prevention and Treatment</td>
<td>120 spots</td>
<td>120 spots</td>
<td>PSI</td>
</tr>
<tr>
<td>Radio, Prevention and Treatment</td>
<td>9.720 spots</td>
<td>9.720 spots</td>
<td>PSI</td>
</tr>
<tr>
<td>Marketing social (ITNs), radio</td>
<td>3.780 spots</td>
<td>7.920 spots</td>
<td>PSI</td>
</tr>
<tr>
<td>Marketing social (ITNs), outdoors</td>
<td>17 outdoors</td>
<td>17 outdoors</td>
<td>PSI</td>
</tr>
<tr>
<td>Search for evidence to</td>
<td>Quant. (changed</td>
<td>Quant.</td>
<td>PSI</td>
</tr>
<tr>
<td>communication activities</td>
<td>for qualitative)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training of activists for</td>
<td>200</td>
<td>-</td>
<td>PSI</td>
</tr>
<tr>
<td>distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manuals for ITNs distribution</td>
<td>108.600</td>
<td>45.030</td>
<td>Unicef</td>
</tr>
<tr>
<td>Communication Campaigns for</td>
<td>Materials</td>
<td></td>
<td>Unicef</td>
</tr>
<tr>
<td>distribution</td>
<td>produced</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Planned Activities, Global Fund

Mass Media
- Promoting the use of Insecticidal treated mosquito net specifically for pregnant women and children under 5 years
- Promotion of ITP in pregnant women
- Promotion of access and adherence to ACTs/Coartem

Inter-Personal Communication
- Training and mobilizing activists for health prevention and treatment of malaria
- Communications for community-based prevention and treatment integrated with IMCI
The Process of Development of Campaigns, PSI

- Analysis of Base of Evidence
- Review and contribution of NMMP and partners
- Brief Creative
- Production and Release
- Evaluation
- Target Group and Behavior
Analysis of Base of Evidence:

- Search results (TRaC 2007) identified determinants of behavior for malaria control:
  
  - Knowledge about transmission and prevention of malaria (myths specifically in the provinces)
  - Know where you can buy the mosquito nets
  - Social standards (if the neighbors seek early treatment; people that realize ITN usage as a norm in your community, have increased usage)
  - Locus of control: people who report greater confidence in their ability to protect the health of your family have increased usage of ITN
Key Messages Based on the Evidence: Brief Creative

• Malaria is transmitted by mosquitoes and usually only overnight

• Always uses the mosquito net

• As soon as the initial symptoms of malaria are observed, will immediately visit the nearest health centre

• ACTs/Coartem is the treatment recommended by MOH
Production and Release: PSI
Activities for this year

• 3 Radio Spots for promoting use of mosquito net always

• Spot 1 television and 1 radio on ACT/Coartem
  - Information on the Coartem in the public sector
Evaluation of the Activities

- **Evaluation of PSI’s Communication Activities (TRaC-M)** to measure the range and understanding message

- **MIS/ MICS National** to assess the objectives of the programs on the activities of BCC to measure the extent of messages
Activities Planned during the next 12 months

- Qualitative study (FoQus) to better understand the determinants of ITN usage behavior
  - Involves in-depth interviews with people and pregnant women
  - Results will be applied in promotions of ITNs and serve as a resource in IEC national partners

- New ITP promotion campaign

- New campaign to promote general mosquito net usage (radio)

- New promotional campaigns for insurance and saved (radio, billboards, print) and promotional/educational events
Thank You
This is diagram which illustrates PSI’s Perform behavior change framework
This is part of the previous diagram which illustrates PSI’s Perform behavior change framework

(translated into Portuguese)