



*Communication  
for Development  
Foundation  
Uganda*

**ADVOCACY AND SOCIAL  
MOBILISATION FOR MALARIA**



# Background

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- CDFU is an NGO providing Strategic Communication services since 2002
- Offices located in Kampala – works country wide through existing NGOs, FBOs, CBOs and districts
- Services offered mostly in health and other development areas

# Services Offered

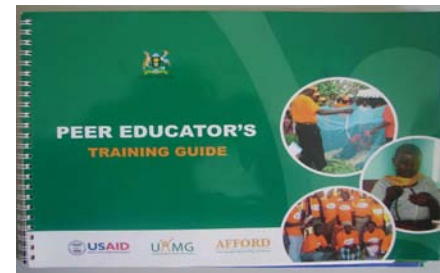
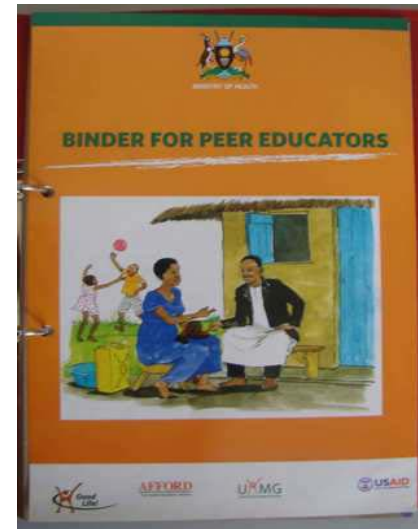
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Include:

- Communication Campaigns (Needs Assessment, lit Review, Program and Strategy Design- Management, implementation, evaluation and future Planning)
- BCC/IEC Training and Skills Development

# Services Offered Cont'd

- Development of Communication Materials
- Development and Broadcast of radio programs, radio spots and Radio Drama Series



# CDFU Role in Advocacy and Social Mobilization for Malaria

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- Partner in the AFFORD Project
- Under AFFORD/UHMG, CDFU provides strategic communication support focusing on Network – based approaches to community mobilization and strategies for health behaviour improvement
- Partner in the Uganda Malaria Partnership Project (UMPP)

# Peer Educators Intervention

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- Mobilize their communities for better health (includes malaria control)
- Mostly utilize informal discussions with group members, family and community
- Community based intervention (17 districts/36 CBOs)
- Volunteers based in particular communities
- Strong IPC approach (power of the “word of mouth”)

# Who are Peer Educators?

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- Ordinary community members
- Members of networks (e.g. PLHAs, self help groups, VHTs, CORPs)
- Known and trusted by their communities



# Selection of Peer Educators

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- Work with DHO's/DHE's to identify CSOs for partnership
- Selected by the community
- May belong to a group or network (most times)





# Roles of Peer Educators-Social Mobilisation for Malaria

Lead discussions on malaria among other issues with com'ty/network members

- Refer people to service centers
- Participate in distribution & use of materials e.g. ITNs



## Roles of Peer Educators Cont'd

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- Act as advocates for the Good Life Campaign (e.g. promote use of ITNs, IPT for pregnant women) in their communities



# Motivation of Peer Educators

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Can be done through e.g:

- Skills building/training
- Regular visits (Monthly and Quarterly meetings)
- Recognition during community events
- Identification materials (T- shirts, caps, umbrellas & bags)



# Reach of the Intervention

- 17 districts
- 737 POLs trained to discuss issues about malaria among other key health areas
- 306,080 People reached with Good Life messages by end of Sept 08





# Uganda Malaria Partnership Program

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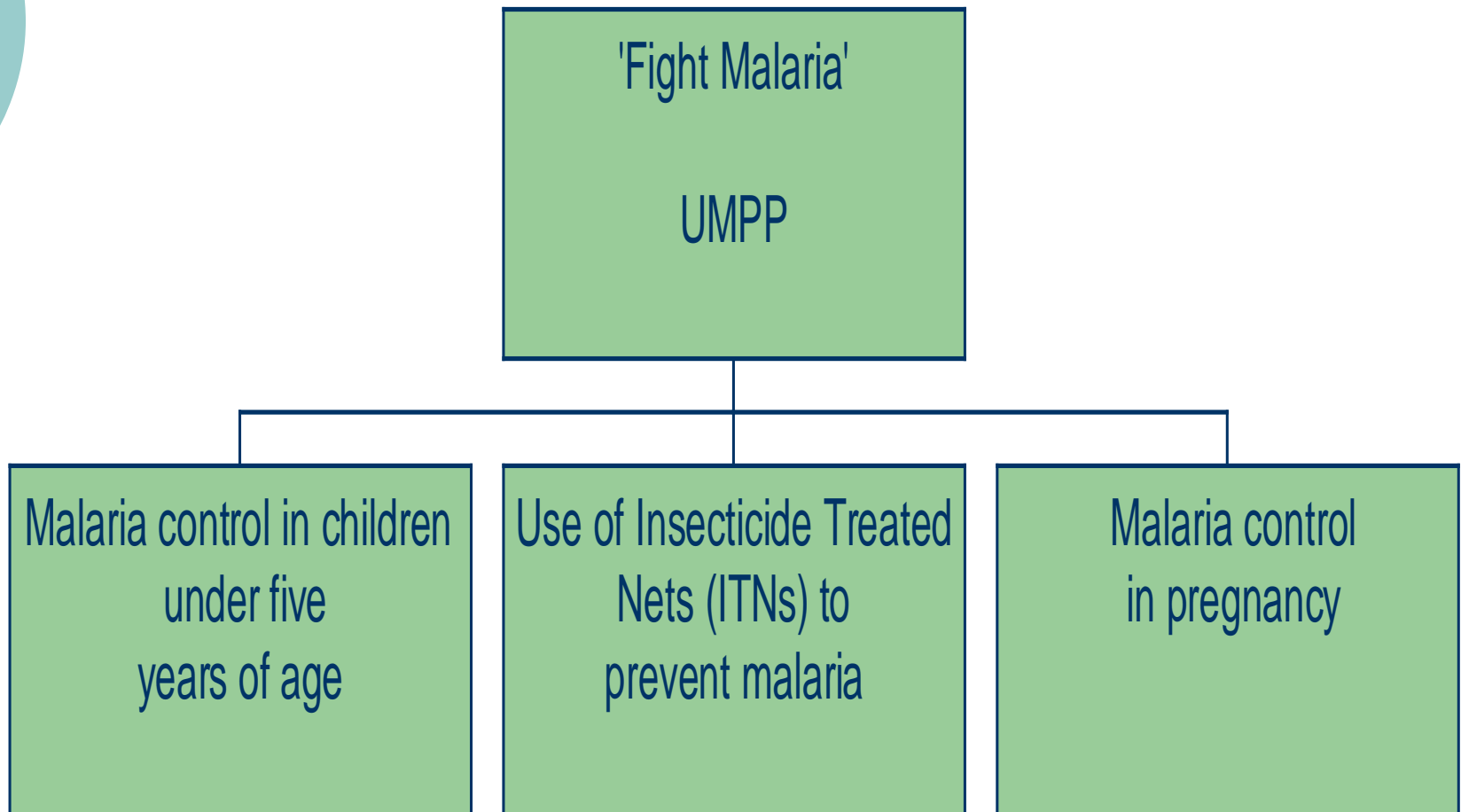
# About the Program

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- BCC program on Malaria control with partnership between MoH, AMREF, Uganda Red Cross, Africare and CDFU and 4 NGOs
- Implemented in three districts of Kanungu, Kiboga and Kumi
- Social mobilization and advocacy activities carried out in the three districts

# UMPP focus areas

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# UMPP advocacy interventions

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- Orientation of key district stake holders
- Malaria Awareness Days
- Documentation and sharing of experiences
- Newsletter



# UMPP Social Mobilization

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- Refresher training of CDDs
- Malaria awareness competitions (House hold)
- Community interventions e.g. educational songs, drama/video shows
- Mass Media e.g. Radio Programs/spots), posters

# Challenges

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- Raises demand for ITNs that may not be met by the supply
- Low numbers of pregnant women seeking IPT II
- Support of the spouses for women to go for IPT
- ITN use

# Lessons Learnt

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- Communities can take initiative e.g. self-help groups starting to save money to buy ITNs for group members
- Community based volunteers can assist in educating community members on malaria control
- Support of leaders is crucial
- Enter educate approach important for message dissemination
- Utilisation of a media mix for reach and message reinforcement

# Lessons Learnt continue.....

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- Integration of malaria control activities into district and sub-county plans is critical for sustainability
- M&E helps to determine whether the interventions are successful or not
- Scaling up of successful interventions requires more resources



# Thanks



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