



Partnership
To End Malaria

**Social and Behavior
Change Communication
Working Group**

Updates from the RBM SBCC WG

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SBCC WG at a Glance

- **Technical working group**
- **Social and behavior change - science and art**
- **Cross-cutting**
- **Core functions**
 1. Coordination: Forum for exchange of malaria SBCC best practices and experiences
 2. Making the case for SBCC: Mobilise political, social, and financial resources to position SBCC as a core component of malaria control
 3. Technical assistance: Promote theory-informed, evidence based SBCC programming at the country level
- **Active and diverse membership**

Annual Meeting: Sept 2018, Lusaka

Approximately 125 participants, 22 countries

- 49% NMCP/MOH
- 41% International partners
- 10% USAID/PMI

Join us in 2019!



Collaboration with VCWG & AMP



Consensus Statement on Repurposing ITNs: Applications for BCC Messaging and Actions at the Country Level

RBM Partnership to End Malaria Social Behavior Change Communication Working Group
Alliance for Malaria Prevention Emerging Issues Working Group
RBM Partnership to End Malaria Vector Control Working Group LLIN Priorities Work Stream
October 2018

Introduction

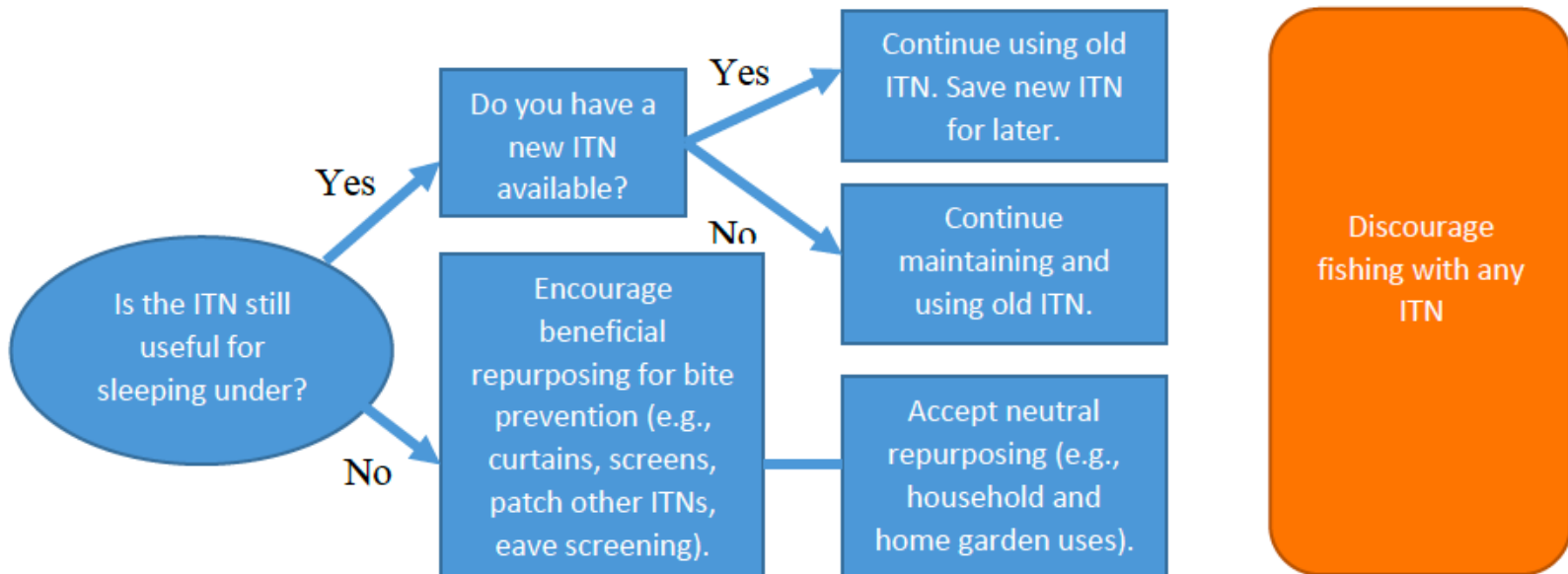
In 2014, the World Health Organization (WHO) Global Malaria Programme issued recommendations on the sound management of old long-lasting insecticide-treated nets (ITNs).¹ The policy memo provides succinct guidance on ITN misuse but does not provide recommendations for the safe repurposing of old ITNs. There is a growing demand for guidance on what to do with old or worn-out ITNs throughout their life cycle. This consensus statement provides National Malaria Control/Elimination Programs (NMCPs) and implementing partners with clear recommendations and key messages on three categories of repurposing: beneficial repurposing, neutral repurposing, and misuse.

Recommendations & BCC Messaging

Assuming that households have enough ITNs to sleep under, both beneficial and neutral repurposing of inactive nets is acceptable. Households' main priority should be protecting themselves from mosquito bites by sleeping under an ITN.

Since households have autonomy over their ITNs and how they are used, they ultimately make the decision about whether an ITN is still useful for sleeping under. Figure 1 is a flowchart that makes it easy for decision makers to understand when ITNs can and cannot be repurposed and for what beneficial uses.

Figure 1: Flowchart of recommendations for ITN use and repurposing



The following recommendations can be translated into key messages for NMCPs and implementing partners to reinforce the ideas behind beneficial and neutral repurposing and ITN misuse.

Strategic Framework for Malaria SBCC 2018-2030

- Making the case for SBCC as a critical component of malaria programs, with evidence and how it contributes to program effectiveness
- Standardized and strategic process for SBCC program planning and implementation
- Standard elements for malaria communication strategies that align with global technical guidance
- ITN care behavior guidance

**The Strategic Framework for Malaria
Social and Behaviour Change
Communication 2018-2030**

Malaria SBCC Indicator Reference Guide, Second Edition

- Updated list of standard malaria SBCC indicators
- How to select indicators depending on data source or stage of the M&E cycle
- How to adapt the indicators to different interventions, audiences, contexts
- Adaptable survey questions for monitoring and evaluation of malaria SBCC



**Malaria Social and Behavior Change
Communication
Indicator Reference Guide:
Second Edition**

September 2017

Future Activities

1. Develop a standardized SBCC survey module
 - Request of DHS program: Optional module for countries to include on MIS
 - Standard survey questions related to malaria behaviors (factors that influence ITN use, ITN care, care-seeking...)
 - Include a tabulation plan and guidance on data use
2. Community Health Worker toolkit for integrated SBCC interventions to support case management, vector control, and malaria in pregnancy
3. Help facilitate SBCC TA upon request through CRSPC, SRN meetings
4. Collaboration with other working groups