

Harmonizing Multi-Sectoral Messaging: A Comprehensive Approach for Effective Communication and Collaboration

Fighting Malaria through Collaboration

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Multi-Sectoral Messaging

Harmonizing Multisectoral messaging for Malaria involves coordinating communication efforts across various sectors, such as Healthcare, education and community outreach, To ensure consistent and effective messaging about malaria prevention, treatment and control.

Its about aligning messages and strategies to reach a broader audience and maximize impact in combating malaria.

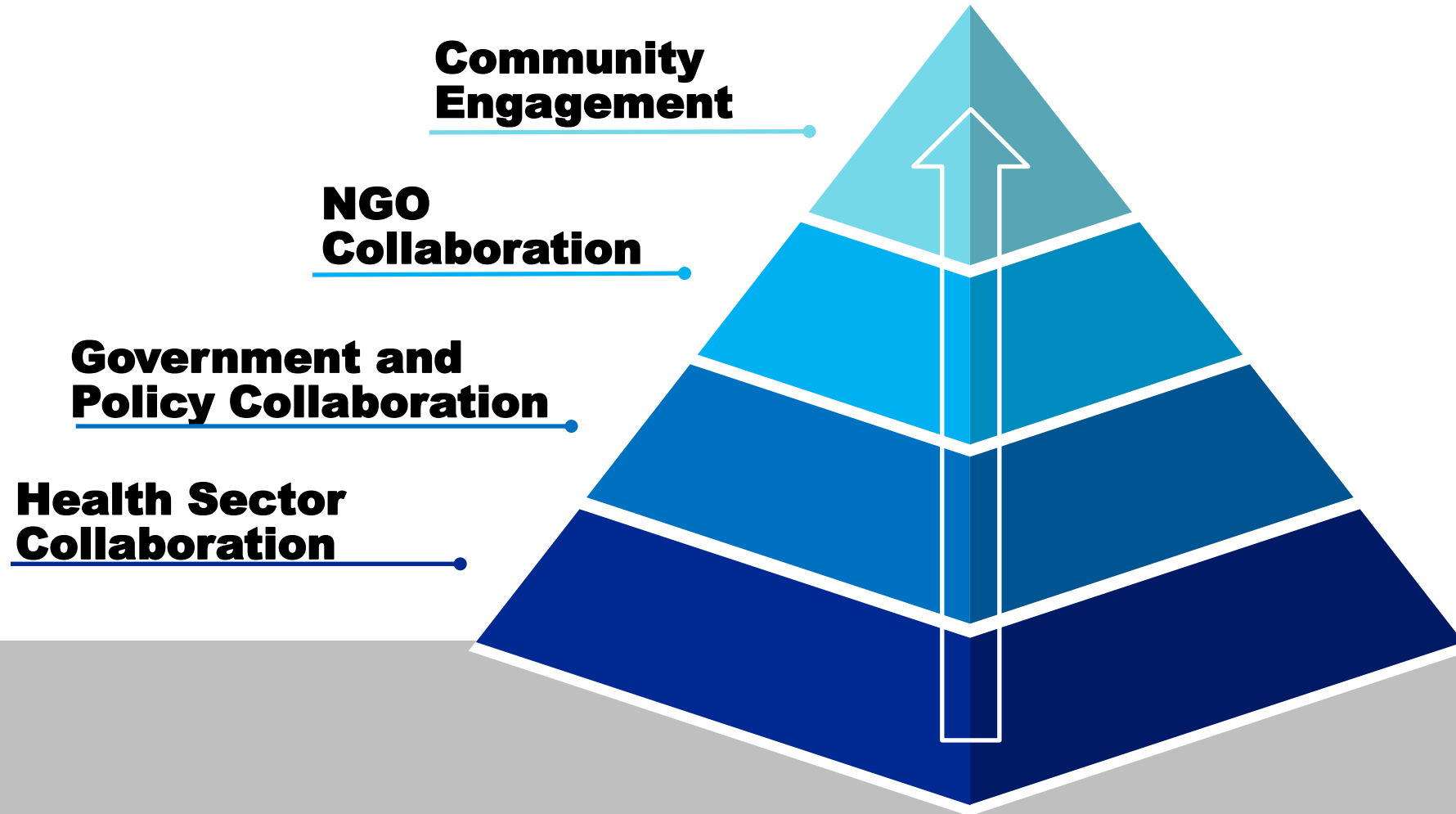
Objective

To advocate for a harmonised multisectoral messaging for comprehensive and effective communication and collaboration.

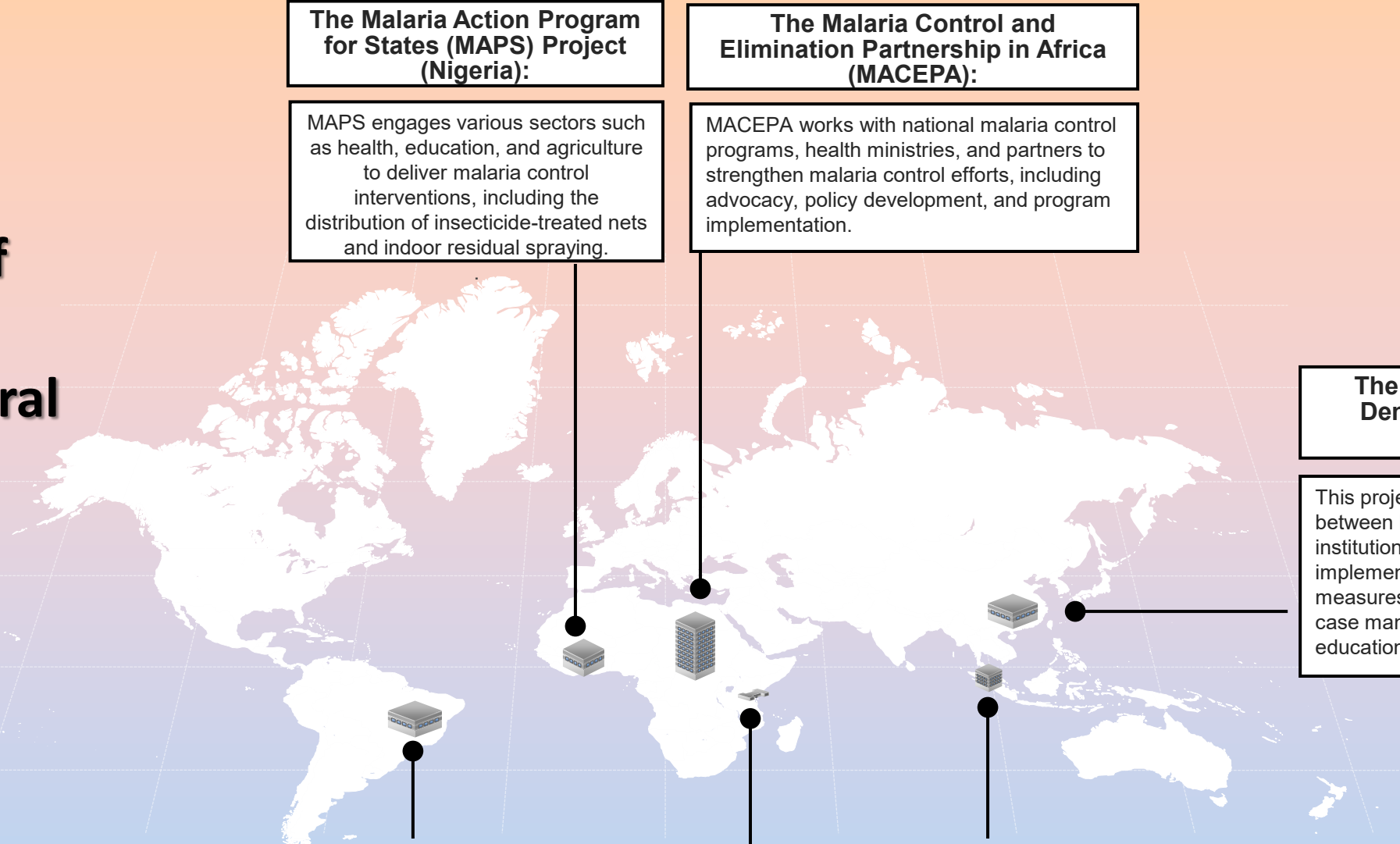
The Concept of Multi-Sectoral Messaging

- Coordinated communication efforts involving multiple sectors, such as health, education, and community development, to address complex health issues like malaria.
- It involves aligning messages and strategies across sectors to maximize impact.
- Recognizes that health issues like malaria are influenced by factors beyond the health sector, such as education, infrastructure, and social norms.
- It promotes collaboration and partnership between sectors, leading to more effective and sustainable health interventions.
- It helps avoid conflicting or contradictory messages that can confuse the public and undermine the effectiveness of health campaigns.
- By involving multiple sectors in messaging efforts, there is a greater diversity of voices and perspectives, which can help make messages more relevant to different audiences.

Collaboration between different sectors combating malaria



Examples of Successful Multi-Sectoral Messaging Models



The Malaria Action Program for States (MAPS) Project (Nigeria):

MAPS engages various sectors such as health, education, and agriculture to deliver malaria control interventions, including the distribution of insecticide-treated nets and indoor residual spraying.

The Malaria Control and Elimination Partnership in Africa (MACEPA):

MACEPA works with national malaria control programs, health ministries, and partners to strengthen malaria control efforts, including advocacy, policy development, and program implementation.

The Malaria Elimination Demonstration Project (China):

This project involves collaboration between health departments, research institutions, and local communities to implement integrated malaria control measures, including vector control, case management, and health education.

The Malaria Control Program (Brazil):

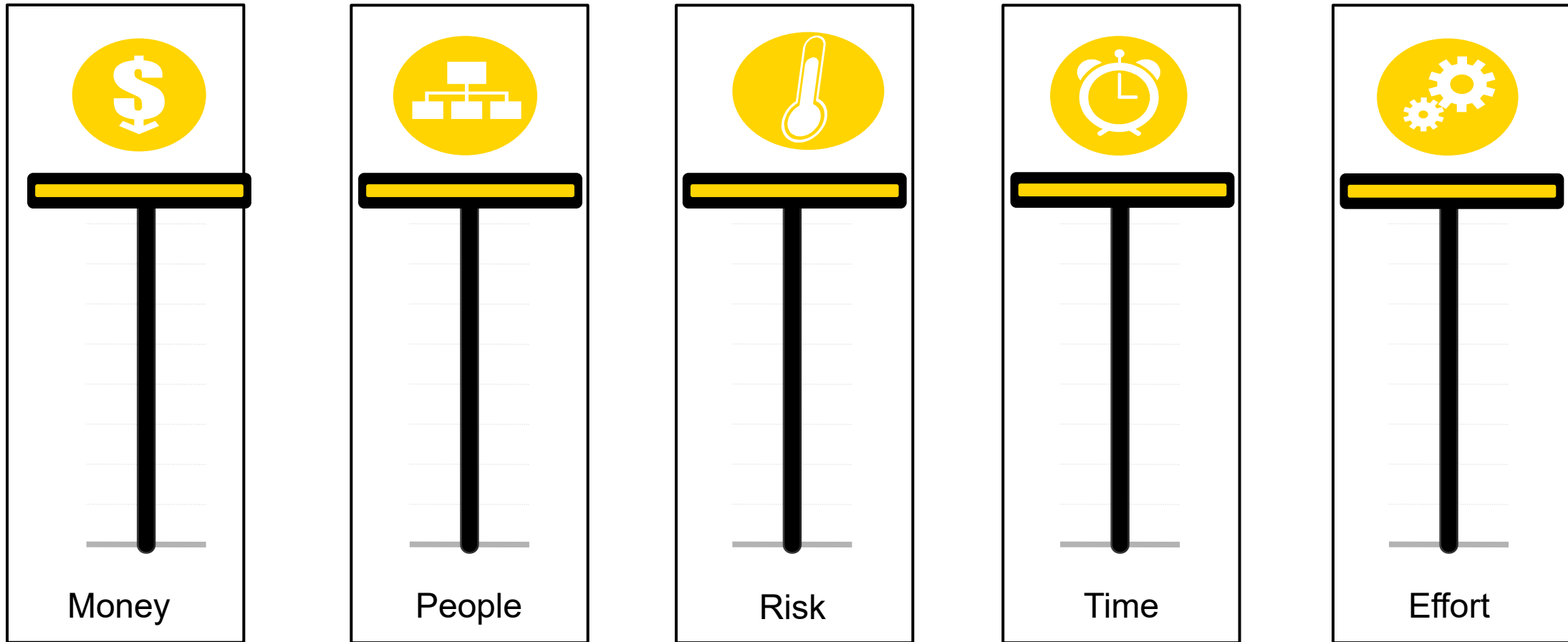
Brazil's program involves collaboration between the health sector, environmental agencies, and local communities to control malaria transmission through vector control measures and community engagement.

The Malaria Consortium's TUMIKIA Project (Kenya):

This project integrates community health workers, health facilities, and community-based organizations to deliver malaria prevention and treatment services, utilizing a mobile health platform for data collection and communication.

The Malaria Zero Program (Thailand):

This program combines active case detection, targeted malaria interventions, and community engagement to eliminate malaria in high-risk areas.



Current challenges in malaria control

- Insufficient funds
- High burden on population
- Moderate to High Risk
- Malaria Prevention and Control is time intensive
- Insufficient effort from different parties affected (Communities, Governments, etc)

The Proposed Approach

- **Integration of Efforts:** Combine efforts from public health, education, technology, and community engagement sectors
- **Holistic Strategy:** Advocate for a holistic strategy that considers not only the biological aspects of malaria but also the socio-economic and behavioural factors influencing its prevalence.
- **Fostering Collaboration:** Foster collaboration and integration of diverse sectors to ensure a synchronized approach to malaria control.
- **Behavioural Change:** Emphasize behavioural change communication to promote practices that prevent malaria transmission.
- **Utilizing Technology:** Use innovative technologies for information dissemination, surveillance, and monitoring of malaria cases.
- **Community Engagement:** Engage communities in malaria control efforts to ensure interventions are culturally appropriate and sustainable and how to interpret the messages.
- **Sustainability:** Aim for a sustained impact on malaria control efforts by integrating interventions into existing health systems and community structures.

The Innovative Technologies in Enhancing Malaria Communication Strategies

- **Data Collection and Analysis**(Innovative technologies can be used to collect and analyze data on malaria cases)
- **Remote Sensing Technologies**(satellite imagery, can be used to map malaria risk areas and guide intervention strategies).
- **Mobile Health** (Use of Mobile Phones and applications to disseminate information on Malaria prevention or consultations)
- **Telemedicine**(healthcare workers to provide remote diagnosis and treatment recommendations on malaria cases)
- **Electronic Health Records**(systems can help track malaria cases and treatment outcomes, improving surveillance and monitoring)

Conclusion

Multi-sectoral messaging and synchronized messaging are key strategies in public health communication which help to ensure that messages are clear, consistent, and impactful in addressing complex health issues especially malaria.

But overall, harmonizing multi-sectoral messaging has the potential to significantly improve communication, collaboration, and ultimately the effectiveness of malaria control efforts.

THANK YOU