

COMMUNICATION COMMUNITY OF PRACTICE (CCoP)



+200 members

68 organizations

28 countries

MALARIA
INTERVENTIONS

MONITORING &
EVALUATION

COMMUNICATION
& OUTREACH

KNOWLEDGE MANAGEMENT &
TECHNICAL ASSISTANCE

Evidence-based SBCC

The Roll Back Malaria Communication Community of Practice brings social and behavior change (SBCC) implementing partners, national malaria control programs, donors, USAID and Presidents Malaria Initiative (PMI) staff, research institutions, and private sector organizations together to further the implementation of the Strategic Framework for Malaria Communication at the Country Level.

What We Provide

- A network of over 200 SBCC professionals and partners working in malaria policy, prevention and treatment
- Dissemination of best practices, guidance documents, and how to tools for planning, implementing, and evaluating evidence-based SBCC at the country level
- Technical assistance through the CCoP and our vast network of SBCC organizations and individuals to field based programs, donors, government agencies and RB mechanisms

Accomplishments to Date

- Development of the Strategic Framework for Malaria Communication at the Country Level
- Compendium of best practices and tools
- Monitoring & Evaluation Task Force BCC Indicators Reference Guide
- Bi-Monthly meetings (conference calls- membership is open and voluntary)

The Communication Community of Practice (CCoP) aims to empower RBM partners at the country level to develop, implement and evaluate effective malaria communication activities to ensure the proper use and of treatment and prevention.



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rollbackmalaria.org/mechanisms/cwg.html



Communication Community of Practice (CCoP) Meeting, Geneva Switzerland, May 12-14, 2014



On May 12-13, 2014 social and behavioral change communication (SBCC) implementing partners, national malaria control programs, donors, USAID and Presidents Malaria Initiative (PMI) staff, research institutions, and private sector organizations convened to review the mission, structure, and work plan of the Roll Back Malaria (RBM) Communication Community of Practice (CCoP) to discuss how to best provide countries and partners with guidance and the necessary tools for the implementation of the Global Strategic Framework. The two day meeting engaged 30 participants from 20 organizations and 13 countries. The meeting's main objectives were to:

- Increase awareness of the CCoP
- Understand the state-of-the-art SBCC and its impact on malaria prevention, treatment, and control
- Advocate for appropriate levels of funding for the CCoP and SBCC malaria activities
- Identify and develop the activities for the CCoP workplan for 2014-2015



Meeting Highlights

The RBM Executive Director convened the meeting, saying: *"Behavior is the center of what we doing.. We need to make ourselves available to the countries for SBCC support. People are so used to malaria, that they sometimes don't see the negative impact of malaria. They accept it. But, we do have a wealth of experience to improve the situation in countries."*

- Organizations presented current SBCC activities, discussed the new SBCC indicators guide, listed potential funding sources, and discussed the Global Fund's new funding model.
- Participants worked to create and update work plans for the **Conferences & Meetings, Knowledge Management & Technical Assistance, and Monitoring & Evaluation** task forces.

- Management & Technical Assistance, and Monitoring & Evaluation** task forces.
- Members of the CCoP presented *Social Behavior Change Communication: Improving Malaria Outcomes at the RBM marketplace* the day of the RBM Board meeting.



Meeting Outcomes

- CCoP meeting participants reviewed the importance of responding to the 2009-2013 RBM External Evaluation, particularly the operationalization of the Global Strategic Framework at the country.
- Concrete, actionable works plans for each of the group's task forces were detailed and assigned roles, responsibilities, and implementation timelines.
- Participants developed a cohesive, integrated strategy under which the four task forces will operate and contribute to one another's progress.
- CCoP raised RBM board members' awareness of evidence-based SBCC programming and its impact on malaria prevention, control, and elimination.

Task Force Updates

- Malaria Interventions Task Force is planning the development of a guide to Global Fund concept notes.
- Knowledge Management & Technical Assistance Task Force is continuing to collect country-level SBCC documents for future dissemination.
- Communications & Outreach Task Force has committed to attending a number of upcoming SBCC meetings.
- Monitoring & Evaluation Task Force is continuing to raise awareness about the newly developed SBCC indicator guide with a new translation, a webinar, and frequently asked questions document.