



RBM Communication Community of Practice
Geneva, Switzerland 12 & 13 May 2014

1st Annual CCoP Meeting: Setting the Path

Meeting Objectives

1. Create awareness of the CCoP within the context of RBM Working Groups and its role in enhancing implementation of malaria control activities.
2. Understand the state of the art SBCC and its impact on malaria prevention, treatment and control through exchanging experiences and lessons learned from the field.
3. Advocate for appropriate levels of funding for the CCoP and SBCC malaria activities globally.
4. Identify and develop the activities for the CCoP workplan for 2014/2015.

Monday 12 May 2014 Day 1	
8:00-8:30	Registration / coffee and tea
8:30-8:35	Announcements
8:35 – 8:55	Official Welcome from RBM EXD – Dr Fatoumata Nafo Traoré
8:55-9:10	Participant self-introductions
9:10 – 9:25	Global Malaria Program (WHO) – Where are we in malaria
9:25 – 9:45	CCoP -what it is it, where did it come from and how does it work Responding to the RBM External Evaluation. Implications of Global Fund New Funding Model.
Session 1 9:45 – 11:00	<p><i>Showing the Proof - How SBCC is impacting Malaria</i> To understand how SBCC is playing a roll in Malaria control and highlighting the best of the best.</p> <ol style="list-style-type: none"> 1. Malaria in Pregnancy within a Safe Motherhood campaign - Tanzania – Naomi Kaspar 2. Malaria Safe – Covering the Private Sector Anna McCartney-Melsted 3. Positive Deviance malaria prevention and treatment practices among mobile and migrant workers in Cambodia – Sandrine Martin 4. FHI -360
	Discussion
	Coffee Break

<p>Session 2 11:00 – 12:45</p>	<p>Thematic Updates – How SBCC can move malaria agenda forward</p>
	<ol style="list-style-type: none"> 1. Barriers to expanded malaria diagnosis and treatment – Scott Wittet – Malaria care 2. Messaging in low transmission settings - Zanzibar Mwinyi Khamis 3. Net Care and repair – Uganda – Nigeria 4. ACT watch (TBD) <p>Looking at emerging issues in SBCC for malaria (outdoor biting, low transmission and keeping people under nets, traveler malaria vs. locally acquired, Hotpops). Focus on what SBCC can do to significantly move net use, IPTp, treatment, etc, forward – such as how can SBCC get involved in private clinic treatment/self-treatment behaviors? Looking at IPC and provider differently to move forward?, issues as in Swaziland where it's mostly traveler malaria.</p>
<p>12:45 -2:00</p>	<p>Lunch</p>
<p>Session 3 2:00 -3:30</p>	<p><i>What we are doing</i></p>
	<p>SBCC in National Communication Strategies and The Strategic Framework for Malaria Communication at the Country Level NMCP - Senegal or Ghana</p>
	<p>Indicators for Success – how do we measure what we are doing M&E Task Force BCC Reference Guide and Net Use Ratio</p>
	<p>Financing for SBCC – who and where 1. Overview – Martin Alilio 2. Leveraging for SBCC - UAM Example – Yacine Djibo</p>
	<p>Discussion –</p>
<p>Session 4 3:30 – 5:30</p>	<p>Building Communication Capacity/ Links to new Funding Model and Community Systems Strengthening 1. Civil Society Organization and Malaria – Pru Smith 2. Blended learning and mentoring - Two approaches to Capacity Building – Robert Ainslie</p> <p>Community Systems strengthening is coming out of the New Funding Model with CSO engagement. While many of our programs work through community systems, it seems that this is being looked at from GF as a need for getting funds. Do we have a role to play? What have we done and how do we expand, priority areas. This could be done in 2 presentations as in examples.</p>

**Tuesday 13 May 2014
Day 2**

	Arrival of participants / coffee and tea
8:30 – 10:00	Joint Session with HWG – Some members of the CCoP meeting will go and present at the HWG meeting to provide an overview of who we are and what we are doing.
	Need to do Plenary – small discussion on what we want to do
Session 1 10:00 – 1:00	Task Force plan – What do we have now and how do we want to go forward
	Small sessions with Task Forces to map out realistic workplans with budgets
	Plenary discussions with 5 minute presentations per task force
1:00 – 2:00	Lunch
2:00-2:30	CCoP within the wider RBM Partnership – how do we work
2:30 -3:30	Finalization of materials to be presented at the RBM Board Meeting Market Place
3:30 – 5:00	Going forward – how we communicate, develop and implement
5:00 – 5:30	Closing