

Planning for collaboration across working groups



RBM SBCC WG



Social and Behavior
Change Communication
Working Group

U.S. President's Malaria Initiative

SCPC SWOT analysis

Strengths

- Ex: RBM Partner Committees (SCPC, CRSPC, ARMPC)
- Zero Malaria coordination group
- SBCC WG-SCPC link

Weaknesses

- Ex: Community and civil society networks, particularly in francophone Africa and South-East Asia regions

Opportunities

- Ex: Zero Malaria Starts with Me campaign extending beyond Africa
- World Malaria Day and other key advocacy events

Threats

- Ex: coordination among ongoing SBCC-focused campaigns
- Efficient use of resources for implementation



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CRSPC SWOT analysis

Strengths

- CRSPC Steering Committee
- Programme managers and partners technical committees and meetings
- Health Ministers Committees and Sub-committees meetings

Weaknesses

- Lack of strong SBCC component in GF proposals, strategic plans, business plans, MPRs, malaria reports

Opportunities

- Avail a strong pool of SBCC experts/consultants
- Integration of SBCC into GF proposals, strategic plans, business plans, MPRs, malaria reports
- Visible SBCC materials e.g. Bill boards, Posters, T-shirts and flyers - Branding

Threats

- Failure to support countries on SBCC
- Inter PCs/WGs collaboration remains weak



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MIPWG SWOT analysis

Strengths

- Engagement/funding from a variety of MiP partners including researchers, donors, implementers
- Strong commitment to the prioritization of MiP

Weaknesses

- WG focus is primarily focused on sub-Saharan Africa, although there have been efforts to focus on other regions of the world.

Opportunities

- Assist countries with the adoption of the WHO ANC recommendations and adaptation to the country context
- Community based interventions that have the potential to successfully expand coverage and reach the hardest to reach populations
- Linkages with GFATM, Every Woman Every Child Initiative to help promote MiP

Threats

- WG has no funding and minimal administrative support so there is reliance on partner support



DHS SWOT analysis

Strengths

- Conducting household surveys for 30+ years
- Leader in providing household level indicators on ITN ownership/use, IPTp, treatment of malaria, and malaria parasitemia

Weaknesses

- Being removed from program implementation and programmatic decision making

Opportunities

- Standardizing household level SBCC questions in Malaria Indicator Surveys (MIS)
- Helping countries use their survey data to its fullest potential

Threats

- As countries shift from relying on household surveys to routine health data the role of household surveys will change
- Non-standard questions included in surveys which get replicated over time



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SBCC for Malaria Case Management (opportunities...)

- Case management encompasses diagnosis, treatment, and monitoring (Test: Treat: Track)
- Also includes use of chemotherapeutic agents for parasite control
- SBCC is critical for ensuring:
 - Universal access to effective case management
 - Prompt treatment seeking and compliance with interventions provided
 - Acceptance and adherence to malaria chemoprevention interventions
 - Successful conduct of parasite control/elimination using MDA



Potential deliverables

1. **Community Health Workers (CHW) package of integrated SBCC interventions in MiP, Case Management and Vector Control**
2. **SBCC module for MIS including guidance on tabulation plan and data use**
3. Develop key contact lists
 - Consultant directory of SBCC experts guided by feedback from WGs to be shared on Springboard
 - Listing NMCP SBCC focal point by country
4. Roadmap for strengthening malaria behavior change for health professionals
5. Strategic dissemination plan for the Second Editions of the Strategic Framework and Indicator Reference Guide, including webinars to discuss documents and how to use them, infographics for each document, and method for tracking use.
6. Case studies/2-pager products linking malaria SBCC evidence to program decision making so that planners know how to synthesize formative research and monitoring data to inform malaria control strategies and programs and share experiences.
7. Adapt SBCC QA checklist to malaria and brand as RBM.
8. Case studies/2-pager products of successful engagement with private sector/non-traditional donors and how to increase interaction/engagement with malaria SBC sector

