Updates from the RBM SBC WG

Co-Chairs: Mariam Nabukenya Wamala & Gabrielle Hunter
RBM SBC WG Core Objectives

Making the Case
Be a voice to call for financial resources to SBC and as a core component of malaria control that cuts across all technical areas

Coordination and Networking
Forum for exchange of SBC best practices and experiences among NMCPs and other SBC professionals

Technical Guidance
Promote theory-informed, evidence-based programming focused on behavior change at the country level

60+ countries joining calls over the last 2 years
SBC WG Steering Committee

Suse Emiliano
Angola

Lulu Msangi
Tanzania

Andy Tompsett
United States

Shelby Cash
United States

Ibrahima Sanoh
Guinea

Gabrielle
Hunter, Co-Chair United States

Mike Toso
United States

Elizabeth Chiyende
Zambia

Mariam Wamala
Nabukwasa, Co-Chair Uganda

RBM Partnership to End Malnutrition | Social and Behavior Change Working Group
Lusophone Ambassadors

Francophone Ambassadors
"Although clear social and behaviour change communication (SBCC) strategies exist, these critical interventions remain under-resourced and greater investment is required."

- World Malaria Report 2022

World malaria report 2022

RBM Partnership to End Malaria | Social and Behavior Change Working Group
47% of the population used their net*

Use SBC to improve the use of nets

Authors of a meta-analysis of 11 health education interventions to improve ITN usage found that respondents in the intervention groups were **5.3 times more likely to use ITNs when the health education program used behavioural theory** compared to only 1.86 times when a theory was not used.

*Effectiveness of health education interventions to improve malaria knowledge and insecticide-treated nets usage among populations of sub-Saharan Africa: systematic review and meta-analysis*

*does not account for access to a net*
With Access to Enough Nets, Net Use is >80%
In Nigeria, exposure to multiple channels of an SBC intervention was associated with a better attitude toward caring for and repairing ITNs. In households with a positive attitude compared to a negative attitude toward ITN care and repair, the estimated median lifespan of ITNs was approximately one full year longer.

Impact of a behaviour change intervention on long-lasting insecticidal net care and repair behaviour and net condition in Nasarawa State, Nigeria
In Burkina Faso, uptake of more than two doses of IPTp-SP was 22% higher for those exposed to the community-based campaign (nearly 72% for those exposed to the community-based campaign compared to only approximately 50% who were unexposed).

Community-based promotional campaign to improve uptake of intermittent preventive antimalarial treatment in pregnancy in Burkina Faso
In Burkina Faso, a community-based campaign to improve the
uptake of IPTp found 65% of women exposed completed
three or more ANC visits compared to nearly 45% who were
unexposed.
In Ghana, caregivers of children under five years of age with a fever exposed to a communication intervention were **four times more likely to use CHW services** than unexposed caregivers.

*Treating fever in children under five years of age: caregiver perceptions of community health worker services in Dangme West district, Ghana*
Recent SBC WG Activities

Current:
- CHW Toolkit
- Updating M&E Resources
- SBC for Malaria Vaccines (next slide)

Completed in Last 3 Years:
- Making a Case for Malaria SBC
- COVID-19 Guidance
- COVID-19 Case Studies
- SBC Guidance for Zero Malaria Starts with Me
- SBCC Module for MIS/DHS
  - Questionnaire, tables templates, interviewer training, guidance for interpretation of results
- Low transmission considerations added to SBC Strategy Template

Join our Breakout Session on Day 4 to learn more!
Malaria vaccine uptake: Guidance to come…

- A package of practical tools and guidance will be published and disseminated in October 2023
- Guidance was developed jointly by immunization and malaria partners
- Guidance is informed by behavioural and social sciences evidence and experience
- French and Portuguese versions available
- Stay tuned for more information, a web page, and orientation webinars!

What is included?

- Demand planning guide
  - Coordination and planning
  - Gathering and use of data
  - Behavioural interventions
  - Adaptable content and templates

- Risk communications guide
  - Preparedness and response for vaccine-related events
  - Key messages

- Health worker training modules
  - Multiple topics
Staying in Touch with the SBC WG

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