Updates from the RBM SBC WG

Co-Chairs:
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RBM SBC WG Core Objectives

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

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

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

Engagement in English, French, and Portuguese

60+ countries joining calls over the last 2 years
“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
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%

Global Map Of Net Access and Use Indicators from MIS, DHS, MICS: www.itnuse.org
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.
55% of women who attended ANC received IPTp 1, only 35% received IPTp 3

Use SBC to increase IPTp uptake

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**
72% of women attended ANC at least once

Use SBC to increase ANC attendance

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.

**Community-based promotional campaign to improve uptake of intermittent preventive antimalarial treatment in pregnancy in Burkina Faso**
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

Join our Breakout Session on Day 4 to learn more!

Completed in Last 3 Years:

- Malaria Vaccine SBC Guidance (next slide)
- 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
Malaria Vaccine Demand & SBC Guidance

- **Status**: New guidance for malaria vaccine SBC has been **jointly developed by immunization and malaria partners** under the Malaria Vaccine Uptake Task Team (led by WHO and PATH)
  - The package of practical tools is available on TechNet-21
  - **RBM SBC Working Group** contributed to its content and several members provided feedback
Staying in Touch with the SBC WG

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