### **SBCC Malaria Resources**

# Knowledge Management Task Force

Communication Community of Practice, September 29-30, 2015 Kampala, Uganda



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Achieving the Majaria MDG Target

Description to the Incidence of Majaria 2000-2015

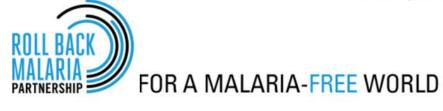
WHO/UNICEF report: Malaria MDG target achieved amid sharp drop in cases and mortality, but 3 billion people remain at risk Read More:

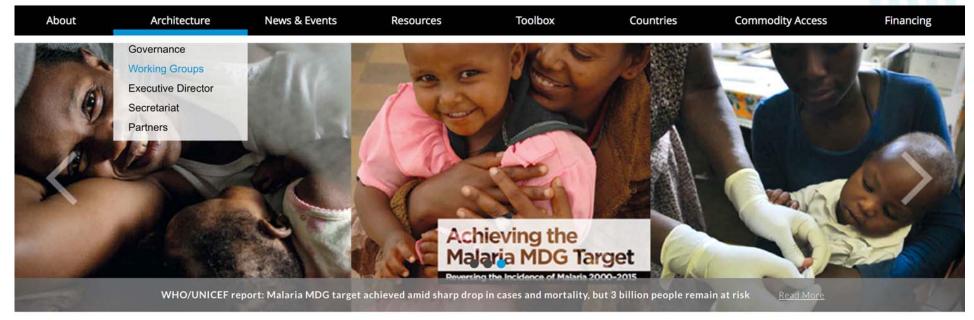
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#### ARCHITECTURE

Governance

#### **Working Groups**

**Executive Director** 

Secretariat

**Partners** 

#### **WORKING GROUPS**

CCOP CMWG HWG MAWG MERG MIP PSMWG VCWG

#### COMMUNICATION COMMUNITY OF PRACTICE (CCOP)

- > Overview
  > Meetings
- > Reference documents

#### **Working Groups**

**Executive Director** 

Secretariat

**Partners** 

#### COMMUNICATION COMMUNITY OF PRACTICE (CCOP)

✓ Overview

Co-Chairs : Fara Ndiaye ☑ , Speak Up Africa
Rob Ainslie ☑ , JHUCCP Indonesia

CCoP Secretariat : Nan Lewicky → HC3

RBM Secretariat Focal point : Pru Smith ☑

Tel.: +41 22 791 4586

Next meeting: TBD

**Description:** 

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 of treatment and prevention.

View Terms of Reference of CCoP

#### Accomplishments to Date



- Development of the Strategic Framework for Malaria Communication at the Country Level [in English] [in French] [in Portuguese]
- Compendium of best practices and tools
- Monitoring & Evaluation Task Force BCC Indicators Reference Guide [in English] [in French] [in Portuguese]
- Bi-Monthly meetings (conference callsmembership is open and voluntary)

For more info read CCoP Brief

#### Historic update:

In 2011 a group of communication-oriented partners, national malaria control managers, and members of the Roll Back

Meetings

Reference documents



Malaria Behavior Change Communication Indicator Reference Guide [in French] [in Portuguese]

Guide for measuring and evaluating determinants of behaviors related to malaria control and prevention, including sample question construction and guidance on analysis.

Questions and feedback on this document can be directed to malariaBCCindicators@gmail.com



The Strategic Framework for Malaria Communication at the Country Level [in English] [in French] [in Portuguese]

CCoP Terms of Reference PDF [274K]

CWG Terms of Reference PDF [180K]

## HealthComSpringBoard.org

**Translate** 

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Springboard for Health Communication professionals is for sharing health communication knowledge, experiences and resources. Springboard supports and nurtures regional communities of health communication practitioners, scholars and policymakers. Members can share and tap into existing expertise and resources, develop their own capacity, and discover or contribute innovative solutions.



## **Knowledge Management Group**





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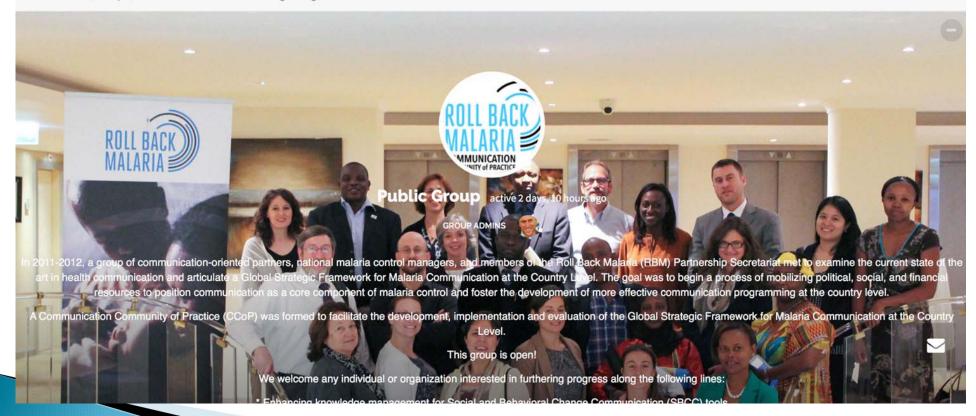


## **Knowledge Management Group**





Home / Groups / Roll Back Malaria Task Force: Knowledge Management



## Documents, Forum, Events

































Mike Toso posted an update in the group Roll Back Malaria Task Force: Knowledge Management

2 days, 10 hours ago

The Roll Back Malaria Communication Community of Practice will convene for its 2015 meeting in Uganda next week. Take a look at the draft agenda – photos, presentations, minutes, and the full meeting report will be featured on this group page.



RBM CCOP AGENDA DRAFT



Renée Philbeck posted an update in the group Roll Back Malaria Task Force: Knowledge Management

1 week, 5 days ago

Hello everyone! My name is Renée Philbeck, RPCV from Senegal. I'm posting here a French version of Mike's introduction above/ Bonjour tout le monde, je m'appele Renée Philbeck, ancien voluntaire du Corps de la Paix au Sénégal. Le texte ci-dessous est une traduction française de l'introduction au groupe.

En 2011 – 2012, un groupe de partenaires, des directeurs nationaux de lutte contre le paludisme, et des membres du Secrétariat du Partenariat de Roll Back Malaria (RBM) ont réuni pour évaluer l'état actuel de la communication sur la santé, et pour élaborer un Cadre Stratégique Mondial pour la Communication sur le Paludisme au niveau national. Leur but était de démarrer un processus pour mobiliser des ressources politiques, sociales, et financières afin d'élever l'importance de la communication dans la lutte contre le paludisme et de favoriser le développement d'une planification de communication plus efficace au niveau national. Le Communauté de Pratique sur la Communication (CCoP) a été crée pour faciliter le développement, la mise en œuvre, et l'évaluation de la Cadre Stratégique Mondial pour la Communicati Paludisme au niveau national.

Ce groupe est ouvert!

Nous accueillons tout individu ou organisme intéressé à faire avancer le progrès selon les lignes suivantes

## HealthCOMpass





How the Health COMpass Helps Strengthen

Ask a question

## **Trending Topics**

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Home > Collections > Trending Topics > Using Household Surveys to Inform Malaria SBCC



April 25 marks World Malaria Day 2015, a time for people around the globe to mobilize around the theme "Invest in the Future: Defeat Malaria."

Increased investment in malaria prevention and treatment has helped drop the global burden from malaria disease – contributing to a 30 percent reduction in malaria incidence and a 47 percent reduction in malaria mortality since 2000. Investment in malaria social and behavior change communication (SBCC) has also contributed to this success, as malaria SBCC activities are shown to improve the awareness, attitudes, and behaviors of its target audiences.

SBCC works best when it is targeted, theory-driven and designed with the local culture and context in mind. Formative research, often in the form of household surveys, is key to providing health communication practitioners and decision-makers with the information

Ask a question

## **SBCC Spotlights**

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Home > Collections > SBCC Spotlights > Wazazi Nipendeni - Love Me, Parents







Wazazi Nipendeni (Love me, Parents) is a national safe motherhood social and behavior change communication (SBCC) campaign that aims to encourage Tanzanian women and their partners to take steps for a healthy pregnancy and safe delivery.

The ultimate goal of the campaign is to improve maternal and child health outcomes.

Originally conceived as a prevention of malaria in pregnancy campaign, the initiative was expanded to include several key safe motherhood behaviors, including early and complete

#### **Topic Area**

Family Planning and Reproductive Health

HIV and AIDS

Malaria

Maternal, Neonatal and Child Health

Highlights

Ask a question

### **How-To Guides**

#### How-to Guides



What is an indicator?



A monitoring and evaluation (M&E) plan is a document that helps to guide monitoring and evaluation efforts throughout the life of a program. It is a living document that should be referred to and updated on a regular basis.



A program analysis is the process of looking at an organization's intended social and behavior change communication (SBCC) program and then identifying enabling and limiting factors to implementing it successfully.

# Campaigns, Kits & Packages

Aha ye de Malaria Campaign



#### Aha ye de - Explosion

Ghana

Let's come together and drive malaria away for the GoodLife. In June 2011 BCS and ProMPT, in partnership with the National Malaria Control Programme and the Ghana Health Service, launched the new "Aha ye de" malaria campaign. "Aha ye de" means "It's Good Here" in Twi, one of Ghana's national languages.





#### Aha ye de Banner

Ghana

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🚣 View Resource



Aha ye de - Always Sleep Under a Treated Net

Ghana

#### Flash Drive Resources

#### Name

- 2015 CCoP Presentations
- Knowledge Management
- Malaria Communication Strategies
- Monitoring & Evaluation
  - RBM CCoP Meeting Press Release
- SBCC Evidence
- SBCC Modules

## **Knowledge Management**

#### Name



CCSC Cadre Strategique.pdf



CSMC O Quadro Estrategico.pdf



SBCC Strategic Framework.pdf



Springboard Forum



The Health COMpass



TOR CCoP.pdf



WHO RBM CCoP Site

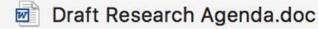
# Malaria Communication Strategies

#### Name

- Benin 2012-2016.pdf
- DRC 2013-2015.pdf
- Equatorial Guinea 2008-2010.pdf
- Kenya 2010-2014.pdf
- Liberia 2005.pdf
- Malawi 2009-2014.pdf
- Mali 2014-2018.pdf
- Mozambique 2013-2017.pdf
- Nigeria 2014.pdf
- Tanzania 2008-2013.pdf
- Zambia 2011-2014.pdf
- Zanzibar 2008-2012.pdf

# **Monitoring & Evaluation**

#### Name



- Formation Suivi-Evaluation pour la CCSC Paludisme | NetWorks
- Guia de Ferencia dos Indicadores de Comun...o para a Mudinca CSMC sobre a Malaria.pdf
- Guide de Reference des Indicateurs de la CC Relative au Paludisme.pdf
- Guide to Developing M&E Plans for Malaria SBCC Programs
- Malaria SBCC Indicators Reference Guide.pdf
- Online Training Series on Evidence-Based M...ia Social & Behavior Change Communication
- RBM CCoP Reporting Guide for Malaria Communication Evaluations.doc