



Partnership
To End Malaria

**Social and Behaviour
Change Working Group**

Updates from the RBM SBC WG



Co-Chairs: Mariam Nabukenya Wamala & Gabrielle Hunter

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

**70 countries joining
calls over the last 2
years**



**Engagement in English,
French, and Portuguese**

SBC WG Steering Committee



Mariam Wamala
Nabukenya, Co-Chair
Uganda



Gabrielle
Hunter, Co-Chair
United States



Ibrahima Sanoh
Guinea



Lulu Msangi
Tanzania



Suse Emiliano
Angola



Elizabeth Chiyende
Zambia



Mike Toso
United States



Shelby Cash
United States



Andy Tompsett
United States

SBC and Case Management Intersections

- Health provider behavior change
- Care-seeking for fever
- RDT and ACT adherence

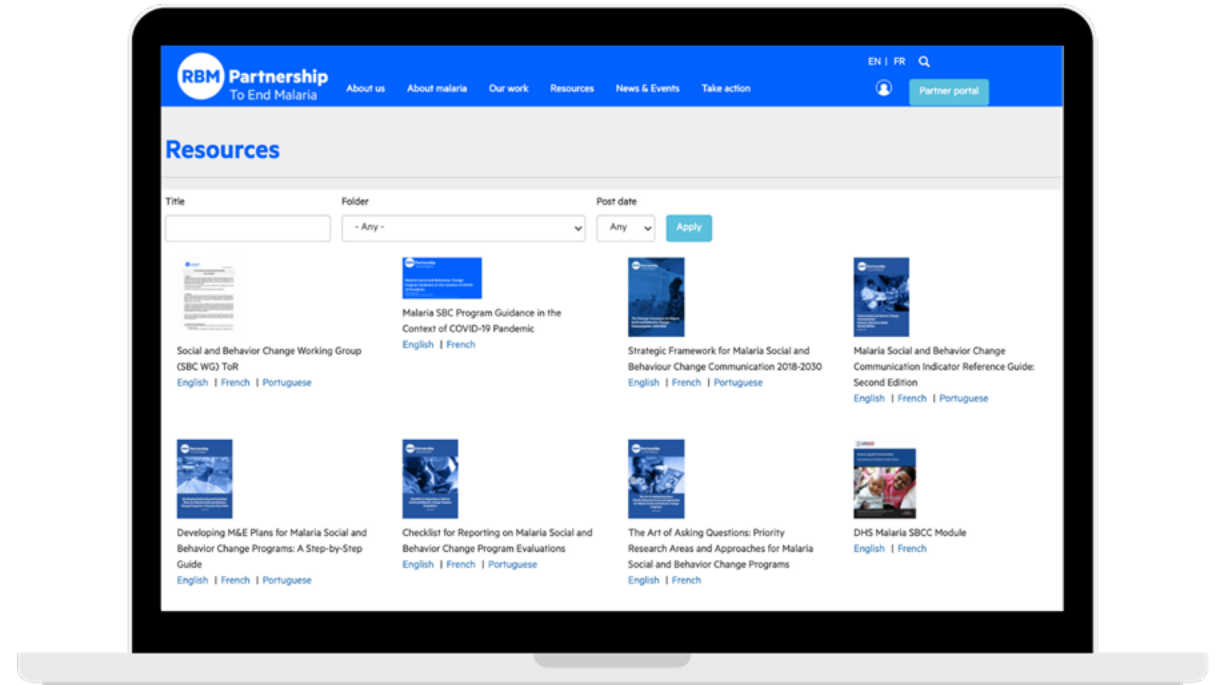
Use SBC to...

- Shine a light on social & structural factors that need to be addressed for care-seeking to increase, inequity challenges persist
 - Treatment seeking remains stagnant since 2005 (65% vs 67%)*
 - Children in the poorest households are 5 times more likely to be infected with malaria, and 2 times less likely to access care*
- Increase treatment-seeking from CHWs
 - Use of CHWs remains low (2% vs 1%)*
- Build trust between communities and facility-based health workers
- Examine service provider behavior

** 2022 World Malaria Report*

SBC WG Resources on EndMalaria.org

- Indicator Reference Guide
- Developing M&E Plans
- Guidance for National SBC Strategies
- Malaria SBCC DHS Module
- SBC in Global Fund Grant Applications
- SBC and ZMSWM
- Malaria SBC during COVID-19
- ITN Repurposing Consensus Statement
- *& More!*



Recent SBC WG Activities

Current:

- CHW Toolkit
- RTS,S Vaccine
- Making the Case for Malaria SBC
- Updating M&E Resources

Completed in Last 3 Years:

- 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

Staying in Touch with the SBC WG



Website:

www.bit.ly/RBMSBCWG

Email List:

<https://bit.ly/SBCWG-SUBSCRIBE>

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