Updates from the RBM SBC WG

Co-chairs: Gabrielle Hunter & Mariam Nabukenya Wamala - March 2021
Social & Behavior Change Working Group

Core objectives

1. Coordination and networking: Forum for exchange of malaria SBC best practices and experiences
2. Technical guidance: Promote theory-informed, evidence-based programming focused on behavior change at the country level
3. Making the case: Be a voice for allocating political, social, and financial resources to SBC as a core component of malaria control that cuts across all technical areas
New SBC WG Technical Resources

Find them all on www.endmalaria.org
Malaria SBC - COVID Guidance

Prioritized behaviors and program activities for key audiences:

● Registration and distribution agents for ITN mass campaign, spray operators for IRS campaigns, and distribution agents for SMC campaigns
● Campaign beneficiaries (e.g. heads of households for ITN and IRS campaigns and caregivers of children under 5 for SMC campaigns)
● Community members seeking care at health facilities
● SBC practitioners and health facility staff
● Facility-based health workers (Outpatient and ANC)
● Community Health Workers
**Malaria SBC - COVID Guidance - ITN Example**

**Audience:** Campaign beneficiaries  |  **Behaviour:** Use an ITN all night, every night.

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<tr>
<th>Behavioural Determinants of ITN Use</th>
<th>Malaria SBC Programmatic Recommendations</th>
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<tr>
<td><strong>Individuals are more likely to use an ITN if they:</strong></td>
<td><strong>● At every opportunity and through every available channel, remind beneficiaries of the importance of using an ITN all night, every night. Correct and consistent use of an ITN during COVID-19 is especially important to help reduce the likelihood of developing a fever for which care would need to be sought; fewer fevers in the community decreases pressure on the health care system and minimizes potential exposure to COVID-19 at service delivery points.</strong></td>
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<tr>
<td>● Are <strong>Knowledgeable</strong> of the importance of ITN use in the context of COVID-19.</td>
<td><strong>● During pre-distribution activities, highlight the precautions taken by campaign agents to prevent transmission of COVID-19 (i.e. handwashing, physical distancing, using a mask or cloth face covering).</strong></td>
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<td>● Have higher <strong>Perceived Risk</strong> of malaria in the context of COVID-19.</td>
<td><strong>● Track and immediately address myths, misconceptions, and rumours about ITNs and ITN use that emerge during the COVID-19 pandemic.</strong></td>
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<td>● Hold positive <strong>Social Norms</strong>, as in they believe others (i.e. colleagues, friends, etc.) are using an ITN in the context of COVID-19.</td>
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<td>● Believe in the <strong>Response Efficacy</strong> of ITNs, meaning that they believe using an ITN in the context of COVID-19 is effective at preventing malaria.</td>
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<td>● Have <strong>Self-Efficacy</strong>, or feel confident in their ability to use an ITN in the context of COVID-19.</td>
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Virtual Forum: Maintaining Momentum

- October 2020
- 33 countries
- 160 participants
- Technical presentations on malaria SBC in the context of COVID-19
- English - French - Portuguese
SBC WG Workstreams - Continuing

- **Community health worker toolkit for malaria SBC**
  - 5 modules for training CHWs in SBC for case management, vector control, and malaria in pregnancy
  - **Status**: 3 modules drafted and under review, 2 modules currently being drafted
  - **Contact**: Shelby Cash (nfr9@cdc.gov) and Debora Freitas Lopez (dfreitas@urc-chs.com)

- **Guidance for SBC strategies across different malaria transmission settings**
  - Developing tools countries can use to involve subnational groups in malaria SBC tailored to different areas of transmission
  - **Status**: Conducted consultations with stakeholders in medium-low transmission areas, drafting tools
  - **Contact**: Donald Dickerson (dodickerson@usaid.gov) and Michael Toso (miketoso@jhu.edu)

- **Standardized malaria SBC module for MIS/DHS**
  - Optional 10-question module available on DHS website for countries to request during questionnaire design phase
  - **Status**: Guidance for interpreting results is under review and will be disseminated
  - **Contact**: Angela Acosta (aacosta4@jhu.edu)
SBC WG Workstreams - New

- **SBC & Zero Malaria Starts With Me**
  - Distilling guidance on implementing SBC concurrently with ZMSWM to ensure the goals of both programs are met
  - **Status**: Revising the SBC WG’s Statement released in 2020 and adding country examples
  - **Contact**: Anna Mccartney-Melstad (amccart7@jhu.edu)

- **Malaria SBC During COVID-19**
  - Document case studies on innovative malaria SBC interventions or adaptations by programs, communities, and front-line workers during the COVID-19 pandemic; Building an online repository of the malaria SBC media materials generated in these interventions
  - **Status**: Drafting case studies and creating media repository
  - **Contact**: Ashley Riley (ashley.riley@jhu.edu)
Regional/Linguistic Ambassadors

- **Purpose**: Build and maintain long term engagement and increase regional/linguistic representation in the WG
- **Regional and linguistic considerations**: Lusophone and Francophone groups throughout Africa, later may expand to Latin America and the Caribbean and other malaria-endemic regions
- **4 Francophone** Ambassadors, **1 Lusophone** Ambassador (1 additional spot open)
Thank you!

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https://endmalaria.org/our-work/working-groups/social-and-behaviour-change-communication