



Roll Back Malaria (RBM) Communication Community of Practice

Terms of Reference

I. Introduction

In 2011-2012 a group of communication-oriented partners, national malaria control managers, and members of the RBM Partnership Secretariat met several times (in Geneva, Switzerland; Washington, DC; Nairobi, Kenya; and Accra, Ghana) to examine the current state of the art in health communication and articulate a Global Strategic Framework for Malaria Communication at the Country Level. The meetings aimed to begin a process of mobilizing political, social, and financial resources to position communication as a core component of malaria control and foster the development of more effective communication programming at the country level.

One of the outcomes of this process was the decision by the assembled stakeholders to recommend the formation of a Communication Community of Practice to facilitate the development, implementation and evaluation of the *Global Strategic Framework for Malaria Communication at the Country Level (hereafter referred to as the Global Strategic Framework)*.

These Terms of Reference reflect the collective will of malaria communication stakeholders, country programs and others for a formalized community working under the umbrella of the RBM Partnership.

II. Objectives of the RBM Communication Community of Practice

To achieve its vision, the RBM Communication Community of Practice has the following objectives:

1. To provide countries and partners with guidance and necessary tools for the implementation of *Global Strategic Framework*.
2. To advocate for the development and implementation of evidence-based¹ country-level communication strategies.

¹ Communication practitioners use the term “evidence-based” to indicate strategies are based on quantitative and qualitative research at designated points in a program. However, “evidence-based” is also used in this terms of reference in the more familiar (or clinical) way to mean a specific intervention has been proved to be effective under specific conditions.

3. To facilitate and coordinate (where possible) the provision of technical assistance to countries and partners as needed to improve the quality and capacity to implement result-driven malaria communication programs.
4. To advocate for more financial resources to implement malaria communication interventions.
5. To develop and maintain a Community of Practice for sharing experiences and advancing the state of the art in communication for malaria control and prevention.
6. To prioritize and direct the research agenda as detailed in the *Global Strategic Framework*.

III. Functions

Key areas of work will be strengthening the advocacy, communication and social mobilization capacities of NMCPs and other existing and potential country-level partners.

The Communication Community of Practice will have the following principal functions:

1. To develop, test and disseminate guidelines and approaches for scaling-up effective communication interventions;
3. To create an active community of practice to promote the integration of best practices in developing, implementing and evaluating malaria communication interventions at country level;
4. To advise and exchange with other relevant RBM mechanisms on matters pertaining to in-country communication;
5. To make recommendations to the RBM Partnership Coordinating Board on the strategic direction and resourcing of communication activities; and,
6. To develop a monitoring and evaluation system to monitor progress, ensure targets are met and communication is demonstrating its value to meeting the goals and targets set out in the *Global Strategic Framework*.

IV. Membership

Membership is open to all individuals and organizations involved in planning, implementing and/or monitoring and evaluating communication activities. There are no term limits for Communication Community of Practice (CCoP) members, however a review of membership will happen every two years to ensure member list is up to date.

All CCoP members should take on advocacy role to call for the inclusion of communication in national plans and reviews and for increased financial and human resource commitments. Members should also be active members of a community of practice in sharing lessons learned and providing technical and financial resources for activities and products.

V. Structure

A coordinating group of 10 to 12 elected members together with the co-chairs, the RBM Secretariat and a hosting organization will be responsible for ensuring the decisions and

directions of the CCoP are implemented, meeting agendas are developed and manage other business as determined by the CCoP . Core Group members will serve a term of two years.

The secretariat of the CCoP will be housed by a hosting partner organization elected by the CCoP. In the event no organization is elected to be the hosting secretariat of the CCoP, the RBM Partnership Secretariat will assume this responsibility.

The CCoP may create time-bound, specialized task forces as needed.

VI. Operating procedures

The CCoP will meet at least once per year based on available resources. The co-chairs will determine the meeting dates in coordination with the RBM Secretariat.

Meetings will be held in conjunction with other international malaria events to ensure participation of maximum number of members.

The CCoP members will communicate via email and hold teleconferences at least once every other month. Teleconferences will be focused on a specific topic of discussion, rather than an update of overall activities.

VII. Co-Chairs of CCoP

The co-chairs of the CCoP each serve a two-year term and are eligible for re-election for a second consecutive term. No one is permitted to serve more than two consecutive terms. The role and functions of the co-chairs are defined as follows:

- Leading the strategic direction of the CCoP .
- Endorsing and assume joint responsibility with the hosting secretariat in ensuring effective implementation of the CCoP annual work plan.
- Convening meetings and endorsing meeting agendas and reports.
- Foster coordination, dynamic interaction and exchange among all members of the Community and the RBM Partnership Secretariat.
- Ensuring monitoring and evaluation of CCoP activities.

VIII – Hosting Secretariat Terms of Reference

The hosting secretariat will be housed by a partner organization elected by the CCoP for a two year term. The hosting secretariat works in close collaboration with and follows guidance from the co-chairs of the CCoP. Initiatives for action can come from either the CCoP and/or the RBM Partnership Secretariat, but should always include the other. In the event of no partner organization is elected to be the hosting secretariat, the responsibility shall default to the RBM Partnership Secretariat.

The role and functions of the hosting secretariat are defined as follows:

- Organizing the meetings of the CCoP .
- Preparing the agenda and relevant documents for these meetings.

- Producing and distributing meeting and teleconference reports.
- Monitoring and facilitating the implementation of the annual work plan.
- Applying for, reporting on and managing resources provided by the RBM Partnership.
- Updating membership information (addresses, field of interest, etc).
- Assuring that the CCoP functions in an accountable and transparent manner.
- Promoting year-round engagement of members by e.g. maintaining an up-to-date website and producing periodic newsletters.