



**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

Engagement in English, French, and Portuguese

60+ countries joining calls over the last 2 years

SBC WG Steering Committee



Mariam Wamala
Nabukenya, Co-Chair
Uganda



Gabrielle
Hunter, Co-Chair
United States



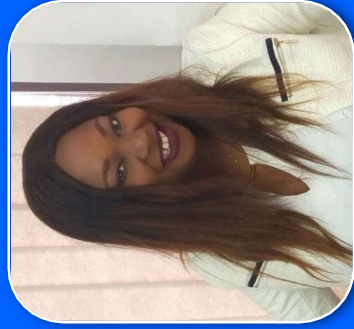
Ibrahima Sanoh
Guinea



Lulu Msangi
Tanzania



Suse Emiliano
Angola



Elizabeth Chiyende
Zambia



Mike Toso
United States



Shelby Cash
United States



Andy Tompsett
United States

Francophone Ambassadors



Valerie
Ahouma
Cameroun



Jenima
Andriamihamina
Madagascar



Mory
Camara
Mali



Seydou Michel
Compaore
Burkina Faso



Henri Joël Sey
Côte d'Ivoire



Jean Jacques Brou
Côte d'Ivoire
Point de Contact



Fanny
Fanou-Alko
Bénin



Faya Pascal
Kamano
Guinée



Florence Mpata
République
démocratique du
Congo



Tiana
Ramanatiaray
Madagascar



Ida
Savadogo
Burkina Faso

Lusophone Ambassadors



Alberto Zingany
Angola



Sergio Tsabete
Moçambique



Suse Emiliano
Angola
Ponto de Contacto

World malaria report 2022



“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**

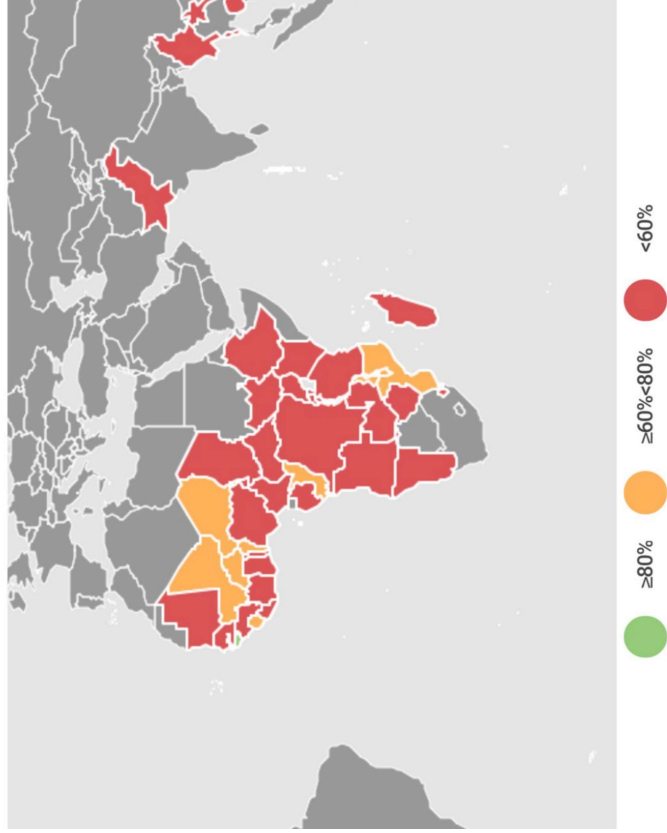
Authors of a meta-analysis of 11 health education interventions to improve ITN usage found that respondents in the intervention groups were **5.3 times more likely to use ITNs when the health education program used behavioural theory** compared to only 1.86 times when a theory was not used.

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

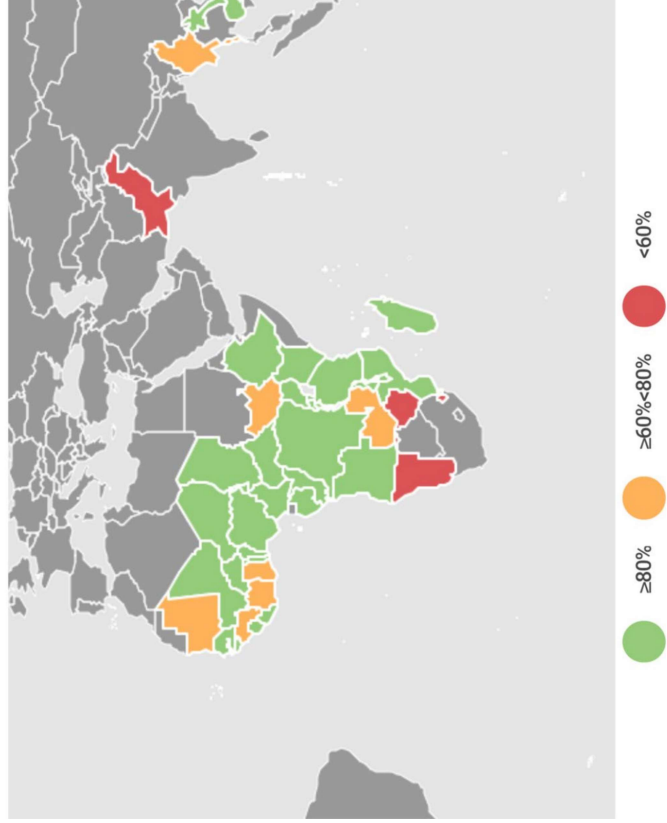
***does not account for access to a net**

With Access to Enough Nets, Net Use is >80%

% of population that used an ITN the previous night



Ratio of Use:Access



Global Map Of Net Access and Use Indicators from MIS, DHS, MICS: www.itnuse.org



**ITN median
lifespan varies
(1.9 year median)**

**Use SBC to
increase the
lifespan of ITNs**

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.**

[Impact of a behaviour change intervention on long-lasting insecticidal net care and repair behaviour and net condition in Nasarawa State, Nigeria](#)



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](#)



**Treatment seeking
remains stagnant
since 2005
(65% vs 67%)***

**Use SBC to
improve care-
seeking**

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
- SBC for Malaria Vaccines (next slide)

**Join our Breakout
Session on Day 4
to learn more!**

Completed in Last 3 Years:

- 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 uptake: Guidance to come...



- A package of practical tools and guidance will be published and disseminated in

October 2023

- Guidance was **developed jointly by immunization and malaria partners**
- Guidance is informed by behavioural and social sciences evidence and experience
- French and Portuguese versions available
- *Stay tuned for more information, a web page, and orientation webinars!*

What is included?

- **Demand planning guide**
 - Coordination and planning
 - Gathering and use of data
 - Behavioural interventions
 - Adaptable content and templates
- **Risk communications guide**
 - Preparedness and response for vaccine-related events
 - Key messages
- **Health worker training modules**
 - Multiple topics

Staying in Touch with the SBC WG



Website:

www.bit.ly/RBMSBCWG

Email List:

www.bit.ly/SBCWG-SUBSCRIBE

Secretariat:

Ashley Riley (ashley.riley@jhu.edu)

Co-Chairs:

Mariam Wamala Nabukenya (nabukem@yahoo.com)

Gabrielle Hunter (gabrielle.hunter@jhu.edu)