

February 9, 2023 / 9 février 2023 / 9 de Fevereiro de 2023

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# General Call / Appel général / Chamada Geral

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**Welcome!**  
**Bienvenue !**  
**Bem-vindo!**



**Mariam Wamala  
Nabukenya,  
Co-Chair**

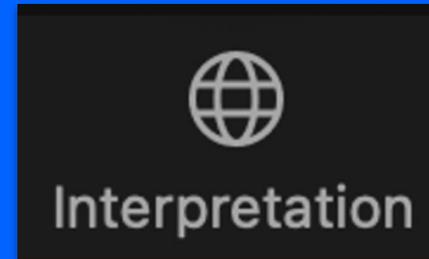


**Gabrielle  
Hunter,  
Co-Chair**

Select your language  
Sélectionnez votre langue  
Seleccione a sua língua



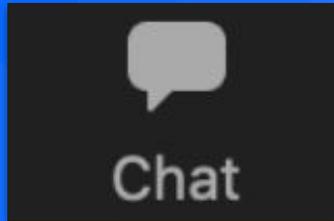
English Français  
Português



**Slides are available in English, French, and Portuguese.**  
**Les diapositives sont disponibles en anglais, français et portugais.**  
**Os slides estão disponíveis em inglês, francês e português.**



**[www.bit.ly/sbcwgcalls](http://www.bit.ly/sbcwgcalls)**



**Let's Hear from You**  
**Donnez nous vos  
nouvelles**  
**Vamos ouvir de você**

# Ambassador Program Update

## Mise à jour du programme Ambassadeur

### Atualização do Programa Embaixador



**Suse Emiliano,  
Steering Committee**

# Francophone Ambassadors



Jemima  
Andriamihamina,  
Madagascar



Mory  
Camara, Mali



Ida Savadogo,  
Burkina Faso



Ibrahima Sanoh,  
Guinée

**Merci!**

# Lusophone Ambassadors



Sergio Tsabete,  
Moçambique



Suse Emiliano,  
Angola  
New Point of Contact

**Obrigado!**

# Francophone Point of Contact



**Jean Jacques Brou,  
Côte d'Ivoire**

**Point of Contact**

**Contact : [jbrou1@jhu.edu](mailto:jbrou1@jhu.edu)**

# Lusophone Point of Contact



**Debora Freitas Lopez,  
Estados Unidos**

**Outgoing Point of  
Contact**

**Contact: [www.bit.ly/GTMSC\\_WA](http://www.bit.ly/GTMSC_WA)**



**Suse Emiliano,  
Angola**

***New Point of Contact***

# Thank you, Ambassadors

- Increased engagement in the 2020-2022 Virtual Forums
  - 8 to 29 Lusophone
  - 34 to 111 Francophones
- Virtual networking sessions held
- Training of members in Springboard
- Member participation in WhatsApp group (Lusophone)



# Volunteer today!

- At least **4 Francophone openings**
- At least **2 Lusophone positions**
- **Criteria, roles, and Expression of Interest:** [www.bit.ly/23EOI](http://www.bit.ly/23EOI)
- **Deadline:** February 23, 2023
- **Questions:** ashley.riley@jhu.edu

[www.bit.ly/23EOI](http://www.bit.ly/23EOI)

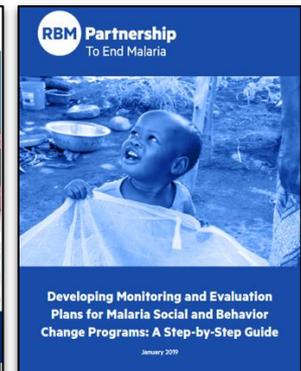
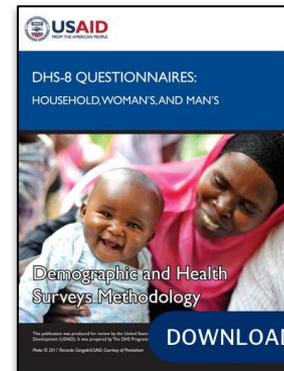
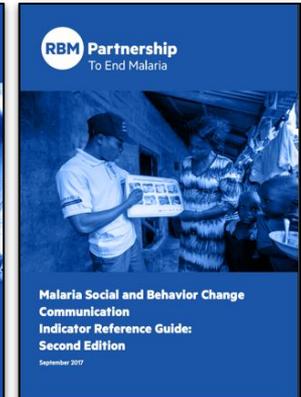
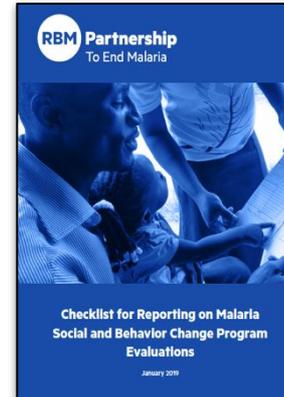
**M&E Needs  
Assessment**  
**Évaluation des  
besoins en matière  
de S&E**  
**Avaliação das  
necessidades de  
M&A**



**Mike Toso**  
*Steering Committee*

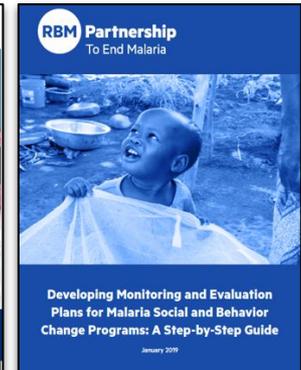
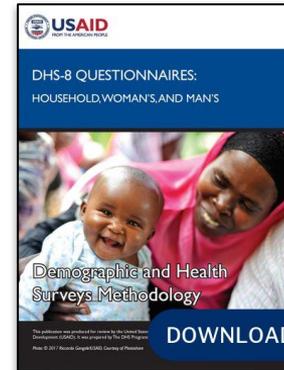
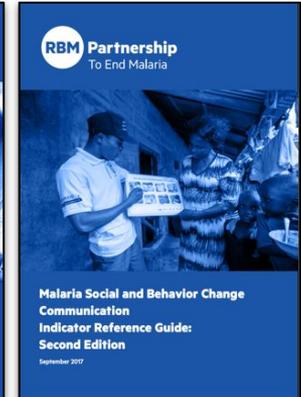
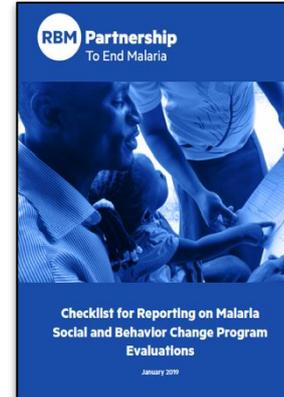
# SBC WG M&E Workstream

- **Co-Leads:** Mike Toso and Angela Acosta
- **Objective:** Develop M&E resources and capacity strengthening opportunities for the malaria SBC community
  - Working with Breakthrough ACTION project
- **A need crystallized in 2022:**
  - CRSPC regional partner meetings
  - Virtual Forum
  - Identified as a need by PMI



# SBC WG M&E Workstream

- **SBC WG M&E resources** were developed between 2014-2018
- **Many changes** in the malaria SBC landscape since then:
  - Growing interest in provider behavior change
  - New data sources for household behaviors
  - Shift from SBCC (communication focus) to SBC (broader focus)
- **More can be done** to stay abreast of these trends and encourage use of our resources



# Member Survey: Monitoring and Evaluation Needs for Malaria SBC

- **Please respond to this survey!**
- **Questions:**
  - M&E activities you are involved in
  - Topics you are interested in
  - Engagement formats
  - Learning approaches
- **Time Needed:** 5 minutes
- **Languages:** English, French, Portuguese
- **Deadline:** February 23
- **Survey:** [www.bit.ly/m-e-needs](http://www.bit.ly/m-e-needs)



# SBC in Global Fund Applications

CSC dans les  
candidatures au  
Fonds mondial

MSC nas Aplicações  
do Fundo Global



**Anna McCartney-Melstad**  
CRSPC CReMA Co-Chair /  
Johns Hopkins Center for  
Communication Programs

# 2023 Global Fund Replenishment

- 2023 Global Fund replenishment was **lower than needed**
  - Target: US\$18 Billion
  - Final Amount Raised: US\$15.7 Billion
  - Allocations have been impacted, 29 countries had their allocations reduced
- **Including quality malaria SBC plans in Global Fund applications is more important than ever**
- Remember: Commodities are only effective when people seek them and use them correctly and consistently

**SBC WG Resources for Global Fund Applications:**  
[www.bit.ly/sbc-gf](http://www.bit.ly/sbc-gf)

**What successes have you had in ensuring SBC does not get cut from Global Fund applications?**

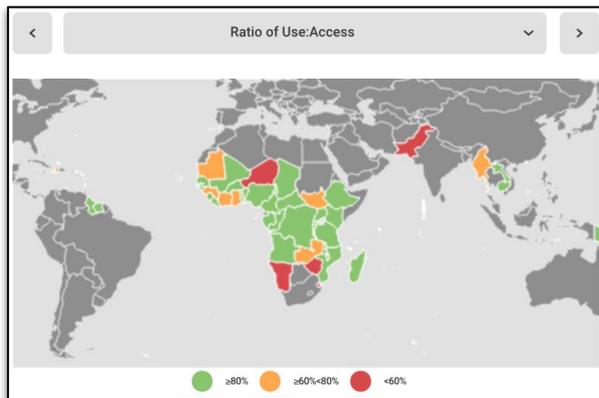
*Please share in the chat.*

# Malaria SBC in Global Fund Grant Applications

**The Global Fund shared the following  
guidance during the proposal orientation meeting in  
Nairobi, Dec 2022:**

1. Investments in SBC need to be **evidence-based, results oriented, theory informed** and **part of the national malaria SBC strategy**
2. SBC plans and activities **should build on existing best practices** and **SBC efforts in other health sectors**

# Evidence Based, Results-Oriented, Theory Informed



**ITN Use:Access  
Database**  
*EN/FR*

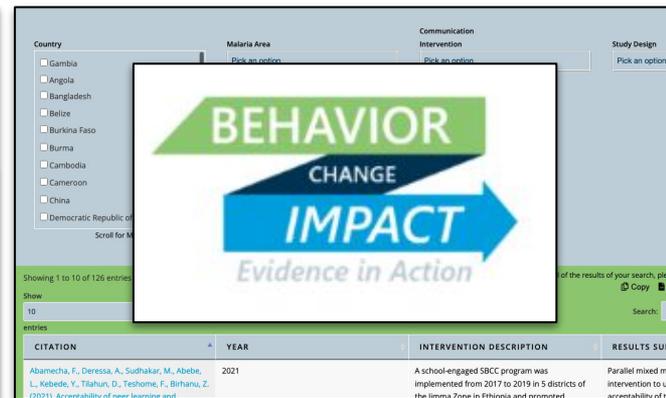
[ITNuse.org](http://ITNuse.org)



**Malaria Behavior  
Surveys (EN/FR/PT)  
& Dashboard**  
*EN (FR/PT TBA)*

[MalariaBehaviorSurvey.org](http://MalariaBehaviorSurvey.org)

[MalariaBehaviorSurvey.org/Dashboard](http://MalariaBehaviorSurvey.org/Dashboard)



**Malaria SBC Evidence  
Database**  
*EN*

[BehaviorChangeImpact.org](http://BehaviorChangeImpact.org)

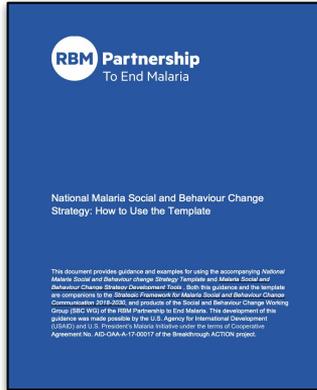
# Evidence Based, Results-Oriented, Theory Informed



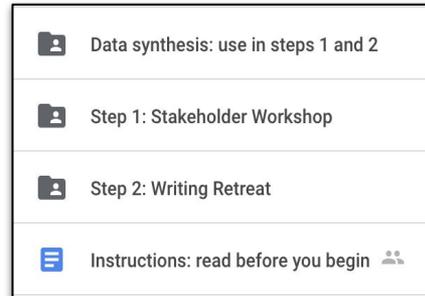
## **Malaria Indicator Survey SBCC Module, Interviewer's Manual, & Interpretation Guidance** *EN/FR/PT*

[www.bit.ly/sbcc-mod](http://www.bit.ly/sbcc-mod)

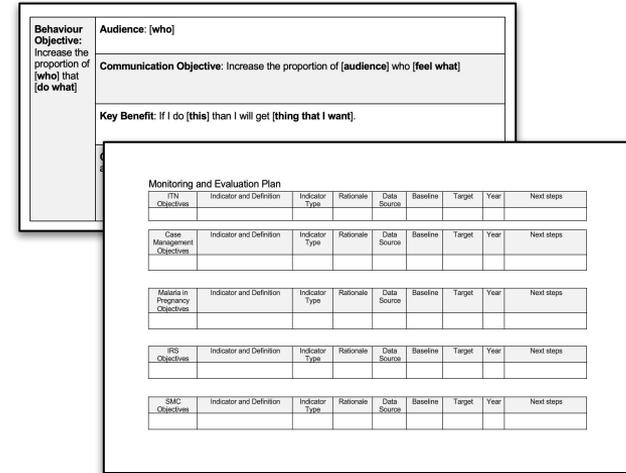
# Part of the National Malaria SBC Strategy



**Template and Guidance  
for National Malaria  
SBC Strategies**



**Malaria SBC  
Strategy Workshop  
Package**

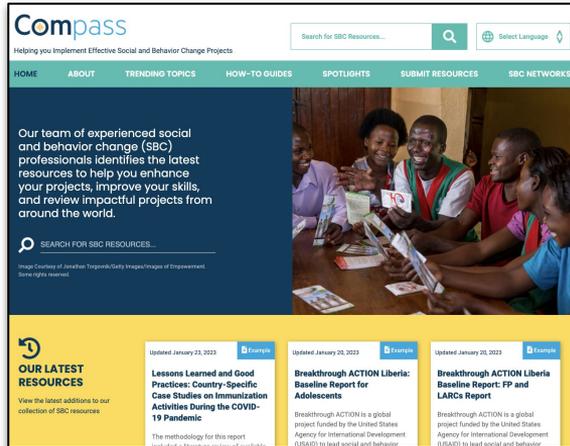


**Guidance for SBC for  
Low-Moderate Malaria  
Transmission Zones**

*EN/FR/PT*

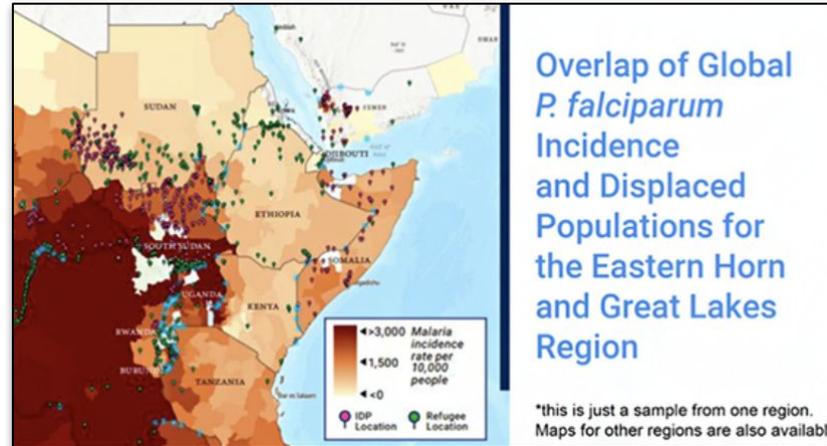
[www.bit.ly/malariasbcstrategy](http://www.bit.ly/malariasbcstrategy)

# Build on SBC Best practices



**Compass: A Collection of SBC Resources & Best Practices**  
EN/FR/PT & More

[TheCompassForSBC.org](http://TheCompassForSBC.org)



**Strategic SBC as Security Case Studies by AMP**  
EN/FR

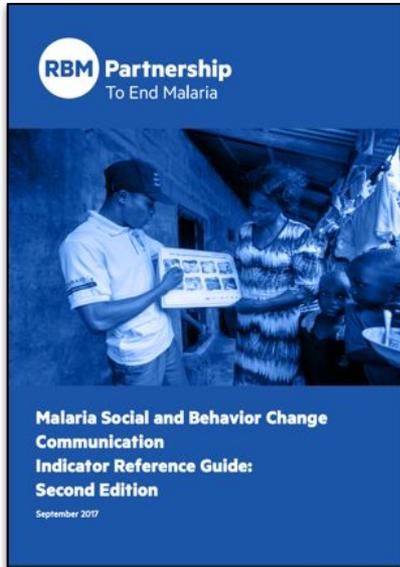
[www.bit.ly/amp-sss](http://www.bit.ly/amp-sss)



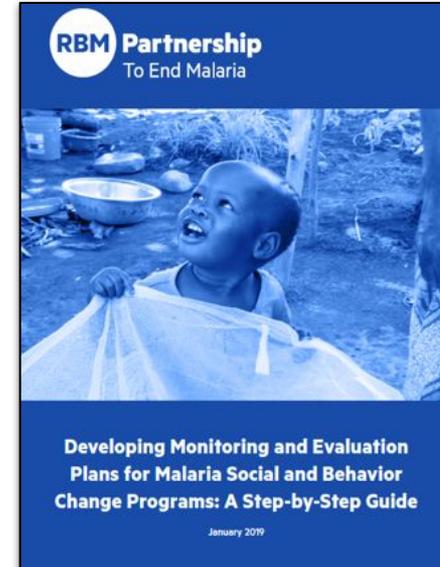
**SBC & ZMSWM**  
EN/FR/PT

[www.bit.ly/zmswm-sbc](http://www.bit.ly/zmswm-sbc)

# M&E for Malaria SBC



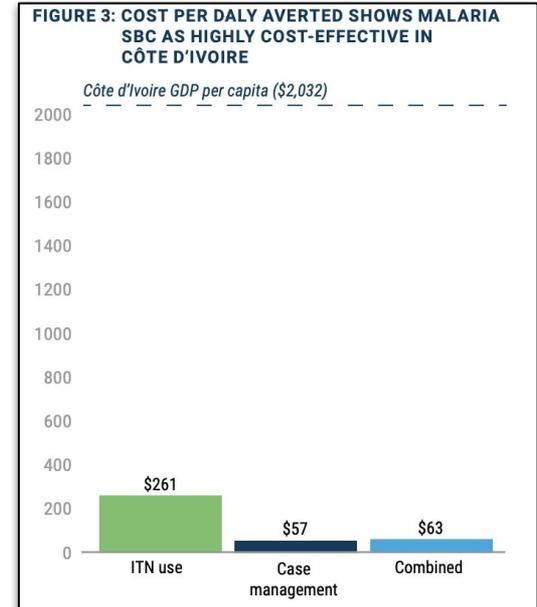
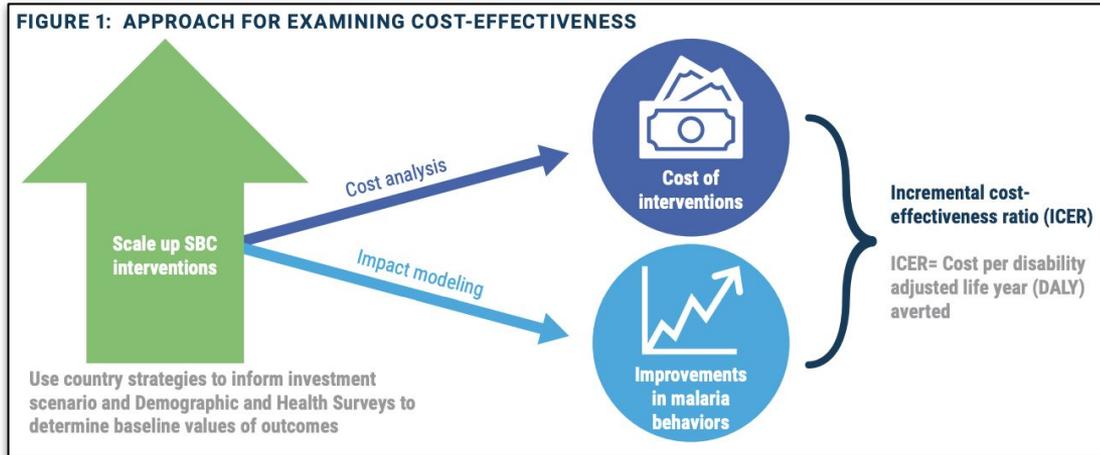
**Malaria SBC Communication  
Indicator Reference Guide**



**Developing M&E Plans for Malaria  
SBC Programs**

[www.bit.ly/malaria-m-e](http://www.bit.ly/malaria-m-e)

# Cost Effectiveness of SBC



## Making the Business Case for Malaria SBC

EN/FR

[www.breakthroughactionandresearch.org/business-case-sbc-fp/](http://www.breakthroughactionandresearch.org/business-case-sbc-fp/)

# More Global Fund Application Tips

1. **We must be champions for SBC:**
  - a. Phrase it not as “nice to have” but as “must have”
  - b. GFATM is not opposed to SBC, it just needs to be **solidly justified**
2. Participate actively in the **Mock TRP Sessions**
3. **Ground everything in your National SBC Strategies and National Strategic Plans**
  - a. Do not propose only “awareness raising” and World Malaria Day
4. Contrary to what many think, **budget cuts happen more during grant making and the CCM makes many of the decisions**
  - a. Lobby to the Country Coordinating Mechanism (CCM) in country
5. Look for **ANY opportunity to reduce costs and highlight those**

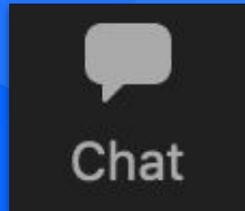
# Other Resources?

*Please share the title and link in the chat.*

# Questions & Comments

## *Questions et commentaires*

### *Perguntas & Comentários*

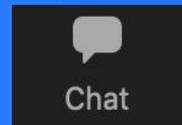


# Technical Presentation



**Kapasa Emmanuel Sikazwe,**  
*PATH Zambia*

*Ask Questions*



*Interpretation (French,  
Portuguese,  
English)*



# Effectiveness of Interpersonal Communication (IPC): Increasing Uptake of Malaria Interventions in Kanchibiya District, Zambia

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By

**Kapasa Emmanuel Sikazwe**

Social & Behavior Change Advisor

PATH/PMI PAMO Plus

**PMI**

U.S. PRESIDENT'S  
MALARIA INITIATIVE

LED BY



U.S. PRESIDENT'S MALARIA INITIATIVE

**PAMOPlus**



# Introduction



- Interpersonal Communication (IPC) is tailored, face-to-face communication between health provider and client. This can also include health talks at health facilities, and engaging communities
- IPC is a proven approach to Social & Behavior Change (SBC)
- IPC can lead to increased uptake of key malaria products and services including IPTp, seeking early treatment, indoor spraying and treated mosquito nets

# Background

- Zambia provides a range of malaria services, including intermittent presumptive treatment (IPTp) for pregnant women
- Zambia's 2021 Malaria Indicator Survey (MIS) revealed a 65% uptake of three or more doses of IPTp in rural areas
- Information, education, and communication (IEC) can be effective in increasing malaria knowledge, but it does not translate into adoption of desired behaviors
- Zambia's National Malaria Elimination Strategic Plan (NMESP) (2022-2026) identifies IPC as a priority SBC approach

# The IPC approach

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- PMI's PAMO Plus project has shifted from a focus on IEC to a more holistic SBC approach
- The project is empowering deploying volunteer community change agents (CCAs) to use IPC during their interactions with community members



# Methods

- In 2021, the NMEP introduced IPC through CCAs in the 4 PAMO Plus provinces
- PAMO Plus supported training of 6,113 CCAs deployed:
  - CCAs work within own communities
  - 1 CCA per 100 households
  - 1:500 population
- The CCAs conduct
  - Household visits
  - Health talks
  - Community dialogues
  - Peer education
  - Basic counselling



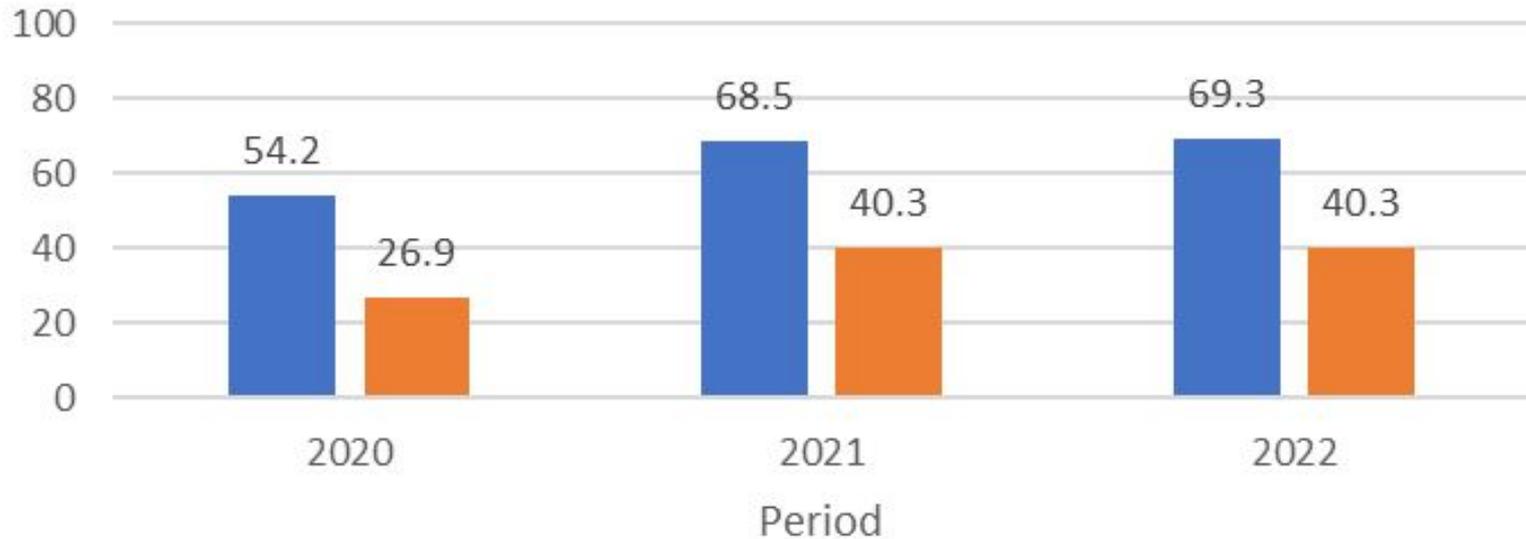
# IPC Process

- CCAs engage individuals and communities to:
  - Identify behavioral barriers
  - Facilitate a two-way discussion to address the barriers
  - Demonstrate and encourage proper use of interventions
- CCAs conduct peer education & basic counseling. For example, to support:
  - Pregnant women and spouses to go for early enrollment for antenatal care to access malaria prevention medicines
  - Seeking early testing (and treatment if positive) for fever

# Results

- Since the deployment of largely malaria-focused IPC, the NMEP has recorded improvement in the uptake of malaria products and services
- In Kanchibiya District Muchinga Province where IPC was first deployed:
  - 1<sup>st</sup> dose of IPTp within the first trimester of pregnancy increased from 54.2% in 2020 to 69.3% in 2022 (28% increase)
  - 3<sup>rd</sup> dose of IPTp increased from 26.9% in 2020 to 40.3% in 2022 (50% increase)
- For comparison, Shiwang'andu, a neighboring district where IPC was not deployed:
  - 1<sup>st</sup> dose of IPTp within the first trimester of pregnancy decreased from 77% in 2020 to 72.5% in 2022 (5.8% decrease)
  - 3<sup>rd</sup> dose of IPTp decreased from 65.1% in 2020 to 45.6% in 2022 (30% decrease)
- Several factors such as SP availability are attributable to the positive result
- IPC is one of the contributing factors that led to the increase in IPTp 1 & IPTp 3 indicator increase
- Further investigations need to be done to further ascertain the contribution of IPC in improving malaria indicators

# IPTp 1 and IPTp 3 ANC Coverage Kanchibiya District, 2020-2022



- 1st dose of IPT provided at 1st ANC\_after 1st trimester (%)
- IPT3 coverage antenatal clients

# Discussion & Conclusion

The deployment of IPC through CCAs in the four PMI/PAMO Plus supported provinces contributed to an increase in uptake of malaria services and products

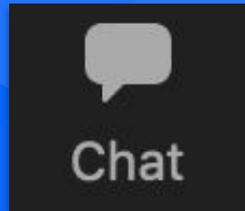
IPC deployed to scale will contribute to behavior change and accelerate malaria reduction and elimination efforts in Zambia



# Questions & Comments

## *Questions et commentaires*

### *Perguntas & Comentários*



# Closing Fermeture Encerramento



**Ibrahima Sanoh,**  
*Steering Committee*

# 2023 Events

## General Calls May 11 & July 13

9:00 AM DC  
13h Accra  
14h Abuja/Luanda  
15h Lusaka/Maputo  
16h Addis/Kampala

## Webinars & In-Person Annual Meeting

To be announced!

# 2023 Événements

## Appels généraux 11 mai et 13 juillet

9:00 AM DC  
13h Accra  
14h Abuja/Luanda  
15h Lusaka/Maputo  
16h Addis/Kampala

## Séminaires en ligne et Réunion annuelle en personne

A annoncer !

# 2023 Eventos

## Chamadas gerais 11 de Maio e 13 de Julho

9:00 AM DC  
13h Accra  
14h Abuja/Luanda  
15h Lusaka/Maputo  
16h Addis/Kampala

## Webinars e Reunião Anual presencial

A ser anunciado!

# Staying in Touch! Restez en contact ! Manter o contacto!

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**Website / Site web / Website**

[www.bit.ly/RBMSBCWG](http://www.bit.ly/RBMSBCWG)

**Email List / Liste d'emails / Lista de e-mail**

[www.bit.ly/SBC-WG-EMAIL](http://www.bit.ly/SBC-WG-EMAIL)

**Springboard Page / Page Springboard / Pagina de Springboard**

[www.bit.ly/SBC-WG-COMMUNITY](http://www.bit.ly/SBC-WG-COMMUNITY)

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**Thank you! / Merci! /  
Obrigado!**

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