

February 29, 2024 / 29 février 2024 / 29 de fevereiro de 2024

General Call / Appel Général / Chamada Geral

Welcome!
Bienvenue !
Bem-vindo!



*Mariam Nabukenya
Wamala, Co-Chair*



*Gabrielle Hunter
Co-Chair*

português

English



Interpretation

français

Slides
Diapositives
Slides



www.bit.ly/sbcwgcalls



Welcoming	Gabrielle Hunter <i>SBC Working Group Co-Chair</i>
SBC WG Updates	Ashley Riley <i>SBC Working Group Coordinator</i>
Today's Theme	Gabrielle Hunter <i>SBC Working Group Co-Chair</i>
Engaging CSOs in ITN Distributions	Miko Thomas <i>Alliance for Malaria Prevention</i> Daniel Gbue, Deborah Oryiman <i>Society for Family Health Nigeria</i>
Use of Community and Faith Leaders Toolkit in Zambia	Mubila Mubila <i>PAMO Plus</i>
Q&A	Elizabeth Chiyende, Moderator <i>SBC Working Group Steering Group</i>
Closing	Suse Emiliano <i>SBC Working Group Steering Group</i>

SBC WG Updates

Mises à jour du GT CSC

Actualizações do GT MSC



Ashley Riley
SBC WG Coordinator

SBC WG Steering Group Updates

- “Steering Committee” is now “**Steering Group**” per RBM guidance
- Elections for 1 Steering Group position took place from February 1 - 15, 2024
- **Thank you** to all the candidates and to all of you who voted!
- We are pleased to announce the new Steering Group member who will serve a 2-year term beginning this March



Welcome! | Bienvenue ! | Bem-vindo!



Dr. Grace Miheso
Steering Group
2024 - 2026

Thank you! | Merci ! | Obrigado!



Ibrahima Sanoh
Steering Group
2021 - 2024

Upcoming SBC WG Elections

- **1 Co-Chair position:**
 - Nominations open: [April 2024](#)
 - Voting: [May 2024](#)
 - **Overlap** with current Co-Chairs, Mariam & Gabrielle: [June – October 2024](#)
 - Official term begins: [November 2024](#)
- **2nd Co-Chair and 4 Steering Group positions:**
 - Nominations open: [November 2024](#)
 - Voting: [December 2024](#)
 - Terms Begin: [January 2025](#)
- Review the **SBC WG Terms of Reference** for eligibility requirements, where they are very clearly described

Today's theme: Community- Based Structures

Thème du jour : Structures
communautaires

O tema de hoje: Estruturas
de base comunitária



Gabrielle Hunter
Co-Chair

Welcome Alliance for Malaria Prevention!

- Alliance of 40+ partners:
 - Government, private sector, faith-based, and humanitarian organizations
- ITN-Focused Mission:
 - Expand the ownership and use of ITN, bringing together country and international partners that support the delivery of ITNs
- Strong collaboration with RBM mechanisms:
 - Sub-workstream under the Country/Regional Support Partner Committee (CRSPC)
 - Vector Control Working Group
 - Social and Behaviour Change Working Group

2022 Impact



About 190M

ITNs distributed globally



Over 90

Technical consultations provided to 21 countries



About 190

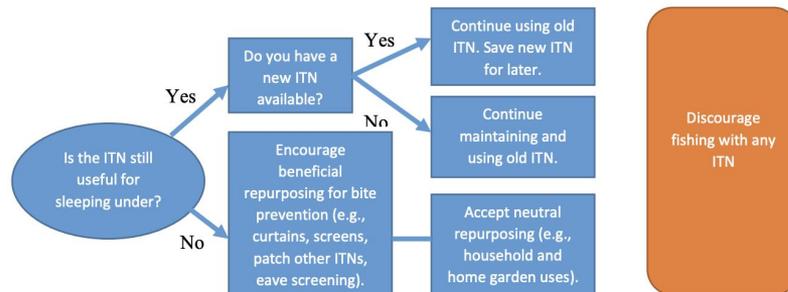
thousand children under 5 years' lives saved

allianceformalariaprevention.com

AMP & SBC WG Collaboration: Past, present, future

Past

- **2018:** Co-developed the *Consensus Statement on Repurposing ITNs: Applications for BCC Messaging and Actions at the Country Level*



- **2020:** Feedback from AMP on the SBC WG's *Malaria SBC Program Guidance in the context of COVID-19*
- **2022:** Presentation by AMP on *Messages on Hanging of New Types of Insecticide-Treated Nets (ITNs)* to the SBC WG Virtual Forum
- **2023:** Collaborated on the SBC WG product *Making the Case for Malaria SBC*

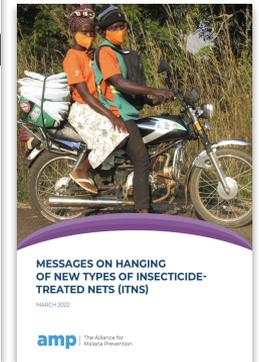
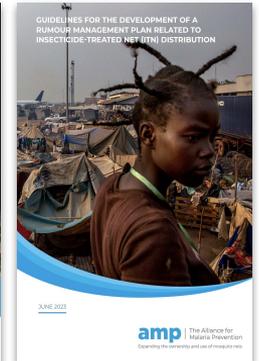
AMP & SBC WG Collaboration: Past, present, future

Ongoing

- Attend each other's **meetings and calls, focused webinars for members**
- Cross-utilization of **SBC guides and tools** (AMP has 28 SBC resources!)

Future

- SBC WG will help update the Communication Chapter of the **AMP Toolkit 2.0**
- And More!



AMP & SBC WG Collaboration: Past, present, future

- AMP & SBC WG: Synergistic and intersecting work
- SBC is necessary **before**, **during** and **after** ITN distributions
 - Behaviors: ITN acquisition, use, care, and beneficial or neutral repurposing
 - Coordination: Connecting National SBC Technical Working Groups with AMP and ITN distribution partners to align efforts
- **Community-based structures are vital** to the work of both AMP and SBC programs
 - Community leaders, faith leaders, town criers, community health action groups, women's groups, civil society organizations, etc.
 - Structures that form the fabric of communities and must be part and parcel of malaria control efforts



amp

Today's Discussion: Engaging Community-Based Organizations

- We will share two actionable guides and case studies from Nigeria and Zambia
- **Miko Thomas (AMP):**
 - *The role of civil society organizations (CSOs) in insecticide-treated net (ITN) distribution*
- **Daniel Gbue, Deborah Oryiman (Society for Family Health Nigeria):**
 - *Experience working with CSOs in ITN distribution*
- **Mubila Mubila (PAMO Plus):**
 - Use of the Breakthrough ACTION *Malaria SBC Toolkit for Community and Faith Leaders* in Zambia



The Role of Civil Society Organizations in ITN Distributions



Miko Thomas
Alliance for
Malaria Prevention



The Alliance for
Malaria Prevention

The role of civil society organizations (CSOs) in insecticide-treated net (ITN) distribution

SBC WG General Call

29 February 2024



Overview of AMP

AMP OVERVIEW

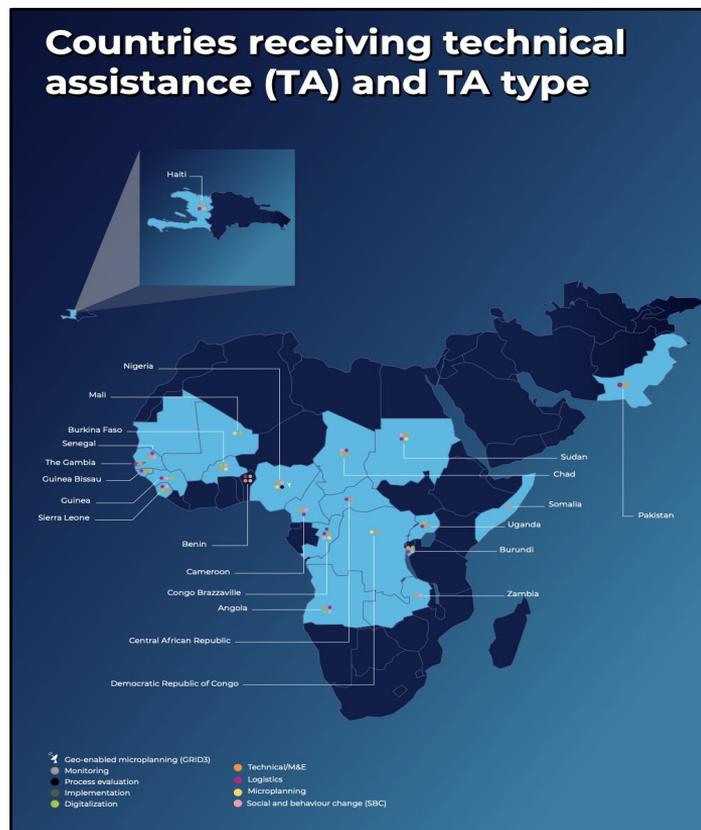
The [Alliance for Malaria Prevention \(AMP\)](#) is a global partnership housed and chaired by the [International Federation of Red Cross and Red Crescent Societies \(IFRC\)](#) focused on three core activities:

1. Coordination of partners involved in insecticide-treated net (ITN) campaign and continuous distribution (CD) activities.
2. Development and dissemination of operational guidance for planning and implementation of ITN distribution based on iterative learning and identified gaps.
3. Support to national malaria programmes and partners with technical assistance for planning and implementation of ITN distribution based on country requests.

AMP's efforts support achievement of the WHO Global Technical Strategy (GTS) targets for high coverage and use of ITNs. AMP is a core member of the RBM Partnership to End Malaria's Country Regional Support Partner Committee (CRSPC).

All are welcome to join the AMP Partnership!

- To join the AMP mailing list – find the link [here](#)
- To join the AMP weekly call (Wednesday, 10AM EDT) – find the link [here](#)
- We are always looking for themed-based presentations from countries on the weekly call and for webinars, so please get in touch to share your innovations and lessons learned!
 - marcy.erskine@ifrc.org
 - Elisa.Riquier@ifrc.org



The role of CSOs in ITN distribution

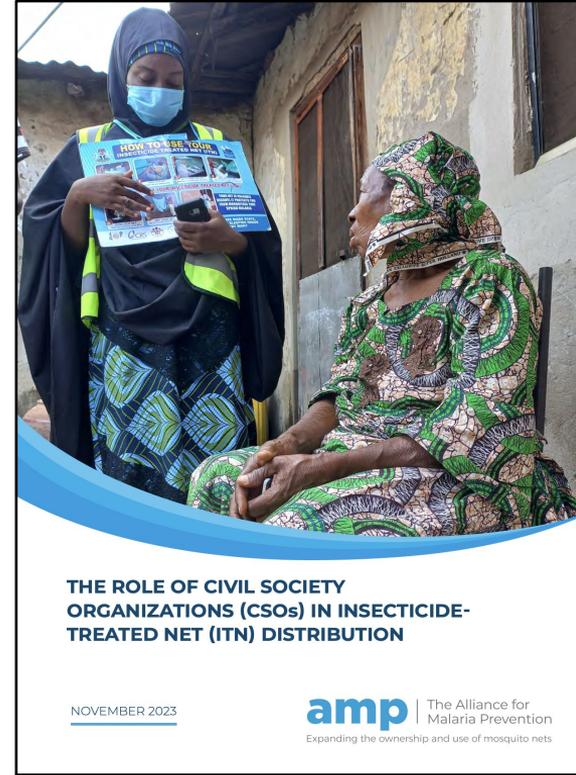
The role of civil society organizations (CSOs) in insecticide-treated net (ITN) distribution

Latest SBC guidance published / released by AMP

- Guidance and recommendations
- Adaptable tools

Documents are largely based on the experience of Nigeria in ITN mass campaigns

- Extend the reach of SBC
- Increase sustainability of SBC
- Increase capacity and local ownership



Defining CSOs



Civil society organizations, i.e. non-state, not-for-profit voluntary entities formed by people in the social sphere, represent a wide range of interests. They “*comprise the full range of formal and informal organizations within society*” and can include faith-based organizations (FBOs), community-based organizations (CBOs), local non-governmental organizations (NGOs), National Red Cross and Red Crescent Societies, etc.

- The African Development Bank:
https://www3.weforum.org/docs/WEF_FutureRoleCivilSociety_Report_2013.pdf

The R&R of CSOs in society

The roles and responsibilities of CSOs in society are varied and can include:

- “Watchdog”: holding institutions into account, promoting transparency and accountability
- Advocate: raising awareness around societal issues and challenges and advocating for change
- Service provider: delivering services to meet societal needs in areas such as education, health, food and security; disaster management, preparedness and emergency response
- Expert: bringing unique/grassroot? knowledge and experience to shape policy and strategy, and identifying and building solutions
- Capacity builder: providing educational and vocational training based on needs
- Representative: Making the voice of the marginalized or under-represented heard
- Citizenship champion: encouraging citizen engagement and supporting the rights of citizens
- Solidarity supporter: promoting humanitarian values

Role of Civil Society. Civil Society Bahamas. <https://www.civilsocietybahamas.org/role-of-civil-society>

CSOs as an asset

- Are part of the community
 - Are very likely already known by community members
 - Know the communities in which they operate better than people at the district or national level
- Will be in the community well after the campaign
 - Sustainability of SBC actions
- Represent the members of their communities
 - Investing in CSOs can lead to stronger and more resilient communities



Engagement of CSOs for ITN distribution

- Ideally: At all phases of the ITN distribution activities (planning and implementation)
 - **Planning:** Hold an in-depth knowledge of the communities to engage with
 - **Advocacy:** Actively seek the support of community leaders and influencers for the ITN distribution activities
 - **Social mobilisation:** Facilitate access to communities during ITN distribution activities
 - **Social and behaviour change communication (SBCC):** Ensure a more permanent presence in the communities
- In reality: It is rarely possible to ensure that CSOs are part of the planning process.

Engagement of CSOs for ITN distributions

Formal engagement

- Specific terms of reference and budget can be developed during macroplanning by the national malaria programme covering, for example:
 - Advocacy visits to community influencers and other stakeholders to ensure safe and full access to communities
 - The mobilization of households and communities to participate fully in the campaign through interpersonal visits or techniques such as street theatre
 - The promotion of positive ITN use, care and repair behaviours in communities through community meetings, door-to-door visits, school-based SBCC
 - Training of community leaders, teachers or school health educators so that these can contribute positively to SBC efforts in the ITN campaign

Informal engagement

- Based on their presence and activities in targeted areas. In these cases, CSOs may be engaged but not supported financially for the implementation of their activities. The support to the ITN distribution is incorporated into their ongoing activities as a contribution to achieving malaria prevention targets.

Potential R&R of CSOs

Engage community and religious leaders

In a formal engagement, CSOs may be required to mobilize community and religious leaders to support the implementation of the ITN campaign. During a mass ITN campaign, community and religious leaders can play an important role in ensuring that campaign staff can access all households safely by informing their communities about:

- The importance of ITNs use to prevent malaria
- How the ITNs will be distributed within their community during the upcoming campaign (including who will be distributing the ITNs and when/where it will happen)
- The need for households to provide correct information to ITN distribution staff during household visits

Training community leaders and influencers

- A [training guide](#) and a [job aid for community leaders](#) are available to download from the AMP website.

Potential R&R of CSOs

Engage school teachers / school health educators

- Schoolteachers can be strong influencers in a community:
 - They provide children with access to important information that can help them become agents of change within their household and communities.
 - Some countries, regions or districts have school health educators in each school (or a group of schools) that provide health education to students. National malaria programmes and CSOs may wish to target these schools for SBC in ITN distributions
- Teaching children is not the same as teaching adults
 - Job aid for school-teachers / school health educators
- Orientation of school-teachers / school health educators

Potential R&R of CSOs

Mobilise town criers / motorized street announcers

CSOs may be required to recruit and orient town criers and/or motorized street announcers and ensure that they are able to disseminate key messages before, during and sometimes after the ITN campaign.

Organise Street theatre / Drama

CSOs may be required to organize street theatre and drama shows, mainly for social mobilization.



Supervision and monitoring

- Simple tools and checklists are available in the guidance to help CSOs supervise and monitor their activities and those of others
- Available as downloadable and adaptable tools

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✕

ANNEX 2

Training/orientation supervision and participation list

This tool should be used by CSOs to supervise training/orientations of community/religious leaders, schoolteachers/school health educators, town announcers and motorized street announcers.

Name of training/orientation: _____ (please complete as required)
 Village/community: _____ (please complete as required)

Attendance list

Participant's name	Designation/group/membership	Contact details
Mary Scott	Leader of youth group	
Lola Brown	Secondary schoolteacher	

Supervision checklist

Note that it is advised to disaggregate the elements in the checklist to ensure data are collected about each based on the description in the macroplans.

Item	Yes	No	Partially
Are all the tools and materials (this includes training manual, copies of job aids and tools, etc.) needed for the training available?			
Are the facilitators covering all the topics as per the training agenda/training manual?			
Is the training being held in a comfortable place? For example, if outside, are all community leaders seated in a shaded area?			
Are participants receiving refreshments?			
Are all participants being provided with their job aid?			
Is the facilitator referring regularly to the job aid to ensure that participants are familiar with it and its content?			
Did participants do role plays/practical exercises?			

Name/signature of supervisor: _____
 Date: _____

ANNEX 3

Monitoring checklist for community-based activities

This tool should be used by civil society organizations (CSOs) to monitor social and behaviour change (SBC) activities being carried out at the community level by community leaders or school health educators/schoolteachers. It can also be adapted to monitor other community-based activities.

Name of CSO monitor	
Name of district/county/state	
Name of local government area	
Village/community where activity is being held	
Activity being monitored (e.g. community meeting by village chief, SBC session in school)	
Number of people participating in the activity	Male: Female: Children:
Date that activity is being held	

Monitoring checklist

Note that it is advised to disaggregate the elements in the checklist to ensure data are collected about each based on the description in the macroplans.

Item	Yes	No	Partially
Is the activity being held in a safe and comfortable place (e.g. in a classroom, in the village square, out of the sun)?			
Who is leading the activity? (e.g. community leader, teacher, school health educator)			
Has the person leading the activity been trained or received an orientation on the ITN campaign?			
Is the person leading the activity using the job aid specifically designed for the ITN campaign?			
Is the person leading the activity following the job aid that was provided?			
Are correct key messages being provided to people attending the activity?			
Are people attending the activity given the opportunity to ask questions?			
When questions are asked, is the person leading the activity able to respond accurately?			

Name/signature of monitor: _____
 Date: _____

Requirements for engaging CSOs

Train CSOs so that they can successfully implement activities

- It is critical that CSOs are given the skills, tools and knowledge required to effectively carry out their roles and responsibilities
- The content of the training manual will be based on the roles and responsibilities assigned to the CSOs
- Guidance provides tools
 - [Suggested agenda for training CSOs](#)
 - Training / orientation manual for CSOs to train / orient community leaders and school-teachers / school health educators



Requirements for engaging CSOs

Supervise and monitor the work being carried out by CSOs

- The work implemented by CSOs should be supervised and monitored by supervisors and independent? monitors as defined in the ITN campaign supervision and monitoring structure in the macro level plans.

Ensure that CSOs have access to the necessary resources

- The supervisor, with support from the national malaria programme, is responsible for ensuring that CSOs are provided with the necessary resources to carry out their tasks. These include financial and non-financial resources such as training, job aids and other tools and materials, as well as the funds required to implement activities.

CSOs must report on the activities that they implement

- CSOs should then report on the implementation of activities as per the agreement concluded with the National Malaria Programme. This can include reporting in person during daily review meetings, as well as submitting interim progress and financial reports
- Adaptable tool: [Reporting template for CSOs](#)

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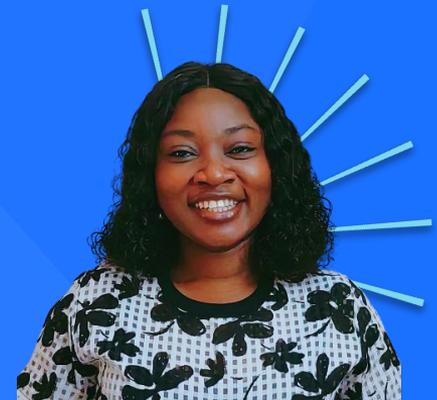


The Alliance for
Malaria Prevention

The Engagement of CSOs in ITN Distribution Campaigns: The Experience in Nigeria, 2023



Gbue Denen Daniel
SFH



Oryiman Sesugh Deborah
SFH

THE ENGAGEMENT OF CSOs IN ITN DISTRIBUTION CAMPAIGN: THE EXPERIENCE IN NIGERIA, 2023



Presented by:

Gbue Denen Daniel

&

Oryiman Sesugh Deborah

29th February 2024

About SFH

Society for Family Health (SFH) is a pan-African NGO working with communities, government, donors and the private sector for Universal Health Coverage and social justice for all Africans.

SFH is in 4 African Countries:

- Nigeria
- Ghana
- Liberia
- Sierra Leone

SFH has over 1,200 staff and consultants working out of offices all over these four countries

Vision:

Healthy lives and wellbeing for all.

Mission:

To improve health outcomes by ensuring communities have access to affordable, quality and gender sensitive health services and commodities

Roles & Responsibilities of CSOs in the Nigerian ITN distribution

Roles



- Develop work plans with LGA Health Educators to guide SBC activities for each of the campaign phases (pre-, during and post-campaign phases respectively)
- Conduct advocacy sessions and meetings with relevant stakeholders at the LGA and ward levels
- Mobilize community groups to participate actively during household mobilization and ITN distribution
- Disseminate key messages about malaria and ITNs to communities

Responsibilities



- Ensure that key stakeholders support the implementation of the campaign
- Ensure that all communities within the Local Government Areas (LGAs) are aware of the campaign and how it will be implemented, including COVID-19 prevention measures being implemented
- Ensure that communities are mobilized to participate fully and safely in the campaign
- Encourage communities to adopt positive ITN use behavior

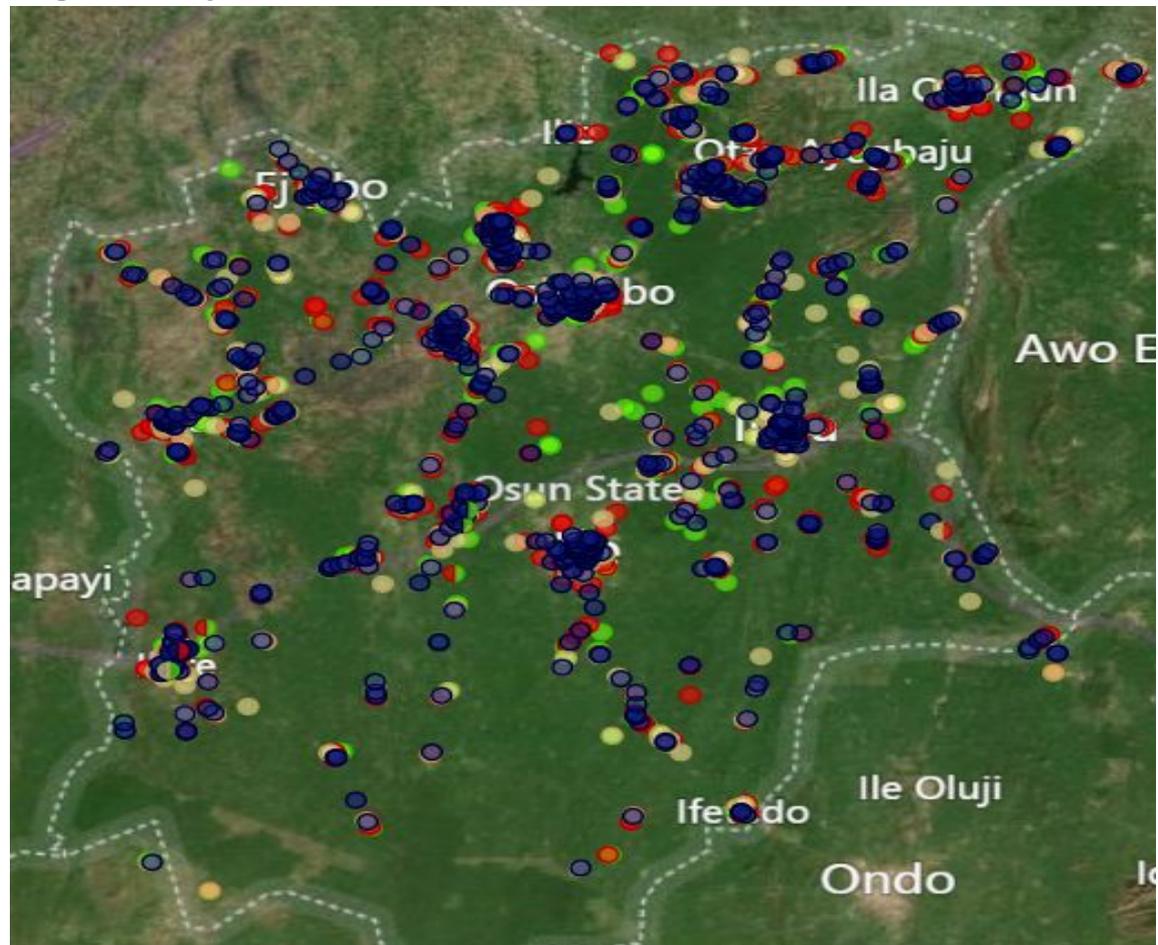
CSOs Engagement:

- Formally engaged through a selection process. (EOI and proposal)
- Budget per activity (wards)
- Payment is performance-based financing

SBC coverage map for Osun State

1

Major reason for the introduction of digitalisation of CSOs implementation is to address issues of poor geographical coverage



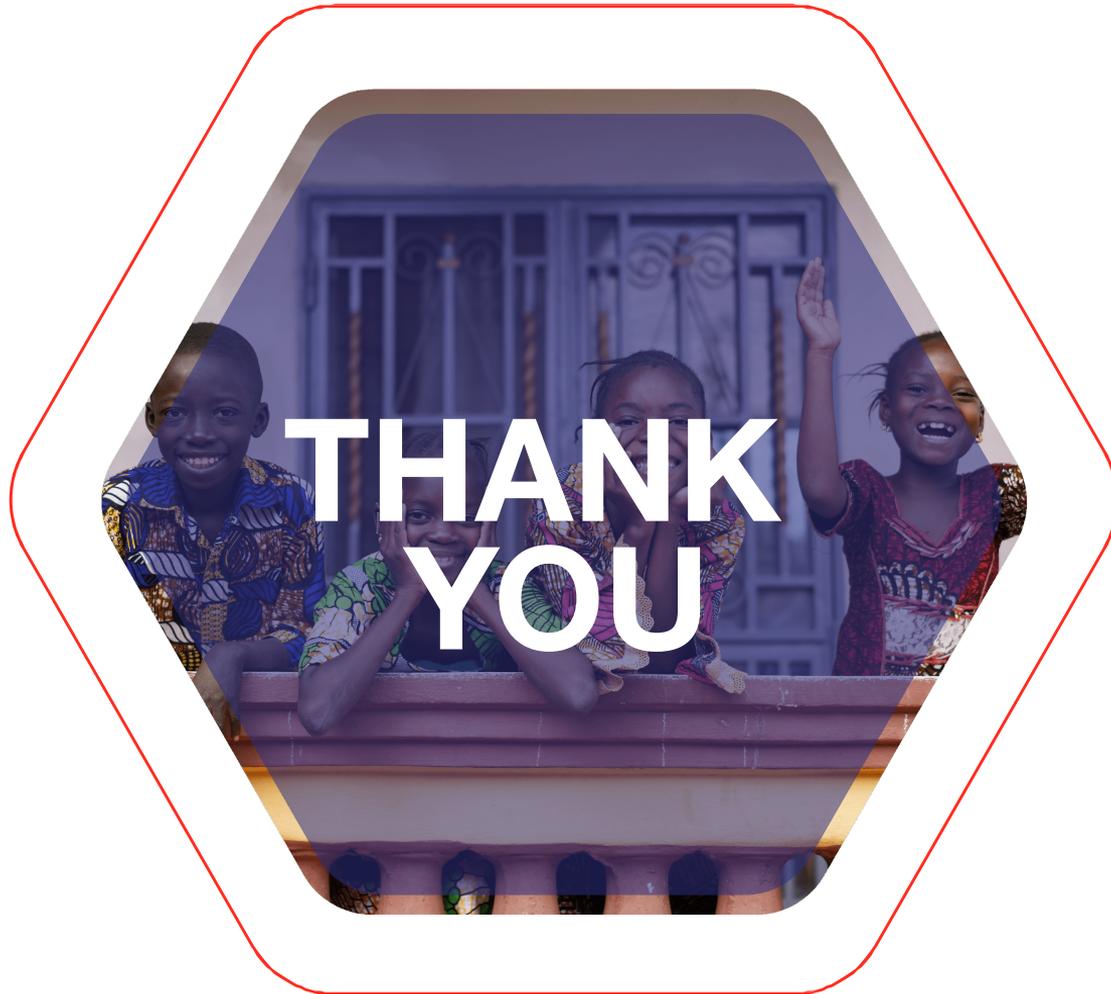
Challenges working with CSOs

- Limited funding and resources
- Limited monitoring of implementation
- Diverse organizational capacities



Lessons Learnt

- **Increased geographical coverage**
- **CSOs have better understanding of the terrain and culture**
- **Community empowerment**
- **Community trust and acceptance**
- **CSOs continue some skeletal implementation post ITN campaign**



Use of the Malaria SBC Toolkit for Community and Faith Leaders in Zambia



Mubila Mubila
PAMO Plus



President's Malaria Initiative

U.S. PRESIDENT'S MALARIA INITIATIVE

PAMOPlus

Adaptation of Malaria SBC Toolkit for Community & Faith Leaders on PMI PAMO Plus



Malaria SBC Toolkit
for Community and Faith Leaders



This toolkit is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the Breakthrough ACTION Cooperative Agreement #AID-OAA-A-17-00017. Breakthrough ACTION is based at Johns Hopkins Center for Communication Programs (CCP). The contents of this toolkit are the sole responsibility of Breakthrough ACTION and do not necessarily reflect the views of USAID, the United States Government, or Johns Hopkins University.





Presentation outline

- Background of the Malaria SBC toolkit for community and faith leaders
- Structure of the Malaria SBC toolkit for community and faith leaders
- Training on the use of the Malaria SBC toolkit for community and faith leaders
- Value of using Malaria SBC toolkit for community and faith leaders
- Challenges & mitigation measures
- Lessons learnt & Recommendations



Rationale for Adapting the Malaria SBC Toolkit for Community & Faith Leaders by the PMI PAMO Plus Project

- PAMO Plus is a malaria project funded by the US President's Malaria Initiative led by USAID
- The project adapted the Malaria SBC toolkit for community and faith leaders developed by Breakthrough Action to engage religious leaders to as gate keepers
- The Malaria SBC toolkit for community and faith leaders guides faith leaders to use own strengths, connections, & resources to influence adoption of behaviors & support to influence adoption of behaviors necessary for malaria control & elimination
- The Malaria SBC toolkit for community and faith leaders adaptation process included use of sacred texts from the holy books (Bible, Quran etc.) to back the adoption of behaviors by the faithful

Structure of the Malaria SBC toolkit for community and faith leaders

- The Malaria SBC toolkit for community and faith leaders provides context on how leaders can influence communities to adopt behaviors for malaria control & elimination.
- Contains malaria actions
 - Correct & consistent use, care & maintenance of ITNs
 - Antenatal Care visits & uptake of IPTp
 - Prompt care seeking within 24 Hours from qualified provider
 - Acceptance of Indoor Residual Spraying
- Provides guidance on its use
 - Alignment of values & understanding audiences
 - Identification of strengths & assets; Charting & timing of malaria activities; defining their activities; tailoring their messaging; & tracking their progress
- Guides faith leaders on engaging other leaders & collaborators for advocacy

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Malaria SBC Toolkit for Community and Faith Based Leaders	
1	

Process of using the Malaria SBC toolkit for community and faith leaders



640 Pastors, Reverends Imams, Priests, Elders etc.
use Malaria SBC Toolkit for faith & community leaders to
deliver messages in own places of worship during
sermons, homilies & other religious gatherings

Orientation of underliners
(Faith leaders - pastors,
reverends Imams, priests,
elders etc. at community
levels)

Orientation of Faith
Mother bodies at
provincial & district levels

Orientation of Faith
Mother bodies at
National level

PAMO Plus through
subcontracted
CSOs

Orientation of religious leaders

- Faith leaders are identified through faith mother bodies, which are interdenominational governing bodies recognized by government for Christians, Muslim, Bahai and other faiths
- An average of 30 Faith Leaders are brought together in an orientation meeting for 1 full day
- Faith leaders are given enablers such as corporate shirts, caps & the toolkit
- Faith Leaders are asked to attend malaria stakeholders meetings and to use every opportunity to disseminate malaria key



Value of using the Malaria SBC toolkit for community and faith leaders

- The Malaria SBC toolkit for community and faith leaders has equipped leaders with correct messages on malaria & has helped religious leaders to amplify their unique role in malaria control
- It has further imparted skills on alignment of religious values in malaria control
- In addition, the toolkit has equipped religious leaders to further understand their audiences in relation to malaria messaging
- Leaders are able to identify and support malaria programs using their advantaged position and influence.
 - For instance during 2023 ITN mass campaign, the 640 faith leaders took an active role to influence households to registered to receive ITNs
 - A random interview post ITN distribution revealed that out of 10 people, 6 reported to have heard from faith leaders about household registration during the mass ITN distribution campaign
- Some faith leaders have integrated malaria messages in their services and announcements to promote the adoption of behaviors for malaria control
- Others have mainstreamed malaria messages in church groups for women and youths



Challenges & mitigation measures

- Initially, faith leaders expected remuneration for their role in community mobilization & engagement for malaria control
- This expectation was managed through continued engagement & explanation of the role as part of their responsibility to promote good health for congregants
- Introduction of review meetings which provided some transport refunds and lunch also helped to manage this expectation
- Printing of the toolkit for community and faith leaders for all religious groupings is costly as a result faith were given a soft copy for use on phones and laptops even in areas with poor internet connectivity
- Quantification of audiences is challenging because not all leaders count number of congregants reached with malaria messages
- In addition, getting feedback on activities is challenging due to inadequate formal linkages of religious leaders with the health system
- In 2024 PAMO Plus has planned to leverage quarterly review meetings as a platform for obtaining feedback



Lessons learnt & recommendations

- Orientation of faith leaders to the Malaria SBC toolkit for community and faith leaders provides guidance for correct messaging on Malaria
- Sincerity & openness on the role of faith leaders coupled with continuous engagement helps to manage expectations

Recommendations

- Need to effectively & formally link faith leaders' activities with the health system to capture reach
- Feedback mechanism is critical to learn challenges & best practices
- Collaboration of faith leaders with other community leaders like village headmen could a synergy for effective engagement
- Innovation in systems to capture reach of interventions through faith leaders can promote accountability for results and resources





Many thanks for your attention!

Questions | Questions | Perguntas

Moderator

Panelists



Elizabeth Chiyende
Steering Group



Miko Thomas
AMP



Oryiman Sesugh
Deborah
SFH



Gbue Denen
Daniel
SFH



Mubila Mubila
PAMO Plus

Closing Fermeture Encerramiento



Suse Emiliano
Steering Committee

Upcoming Events



Vector Control and Multi-Sectoral WG Annual Meetings
Rwanda, April 15 - 20



Elections for 1 Co-Chair Position
April - May 2024



Next SBC WG General Call
Date coming soon



Surveillance, Monitoring, and Evaluation WG Annual Meeting
Kenya, June 26 - 28



Elections for 1 Co-Chair and 4 Steering Group Positions
November - December 2024

Stay in Touch! Rester en contact ! Manter o contacto!



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