



**Social and Behavior  
Change Working Group**

## **Updates from the RBM SBC WG**



**Co-chairs: Gabrielle Hunter & Mariam Nabukenya Wamala - March 2021**

# Social & Behavior Change Working Group

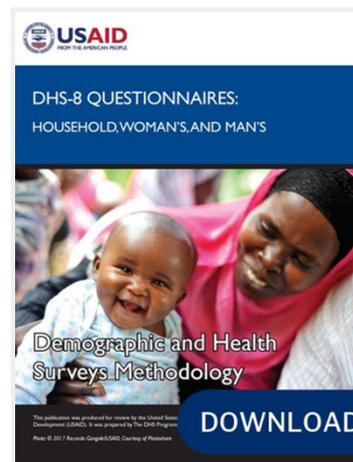
## Core objectives

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

 Data synthesis: use in steps 1 and 2
 Step 1: Stakeholder Workshop
 Step 2: Writing Retreat
 Instructions: read before you begin 

**SBC Strategy Workshop Package**  
[English](#) / [French](#) / [Portuguese](#)



**Malaria Indicator Survey SBCC Module & Interviewer's Manual**  
[English](#) / [French](#)



**Malaria SBC Program Guidance in the Context of the COVID-19 Pandemic**  
[English](#) / [French](#)

Find them all on [www.endmalaria.org](http://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 Program  
Guidance in the Context of  
the COVID-19 Pandemic**  
*[English](#) / [French](#)*

# Malaria SBC - COVID Guidance - ITN Example

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

## Behavioural Determinants of ITN Use

### Individuals are more likely to use an ITN if they:

- Are **Knowledgeable** of the importance of ITN use in the context of COVID-19.
- Have higher **Perceived Risk** of malaria in the context of COVID-19.
- Hold positive **Social Norms**, as in they believe others (i.e. colleagues, friends, etc.) are using an ITN in the context of COVID-19.
- Believe in the **Response Efficacy** of ITNs, meaning that they believe using an ITN in the context of COVID-19 is effective at preventing malaria.
- Have **Self-Efficacy**, or feel confident in their ability to use an ITN in the context of COVID-19.

## Malaria SBC Programmatic Recommendations

- 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.
- 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).
- Track and immediately address **myths, misconceptions, and rumours** about ITNs and ITN use that emerge during the COVID-19 pandemic.



# 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](mailto:nfr9@cdc.gov)) and Debora Freitas Lopez ([dfreitas@urc-chs.com](mailto: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](mailto:dodickerson@usaid.gov)) and Michael Toso ([miketoso@jhu.edu](mailto: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](mailto: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](mailto: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](mailto: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>