



# TANZANIA - MAINLAND



## Annual CCoP Partners Meeting: “Not Every Every Fever is Malaria Campaign”

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September 29-30, 2015  
Speke Munyonyo Resort-Kampala

# Outline

- Malaria situation in TZ
- Where we come from
- Current status
- Campaign design and implementation
- Lesson learnt
- Wayforward

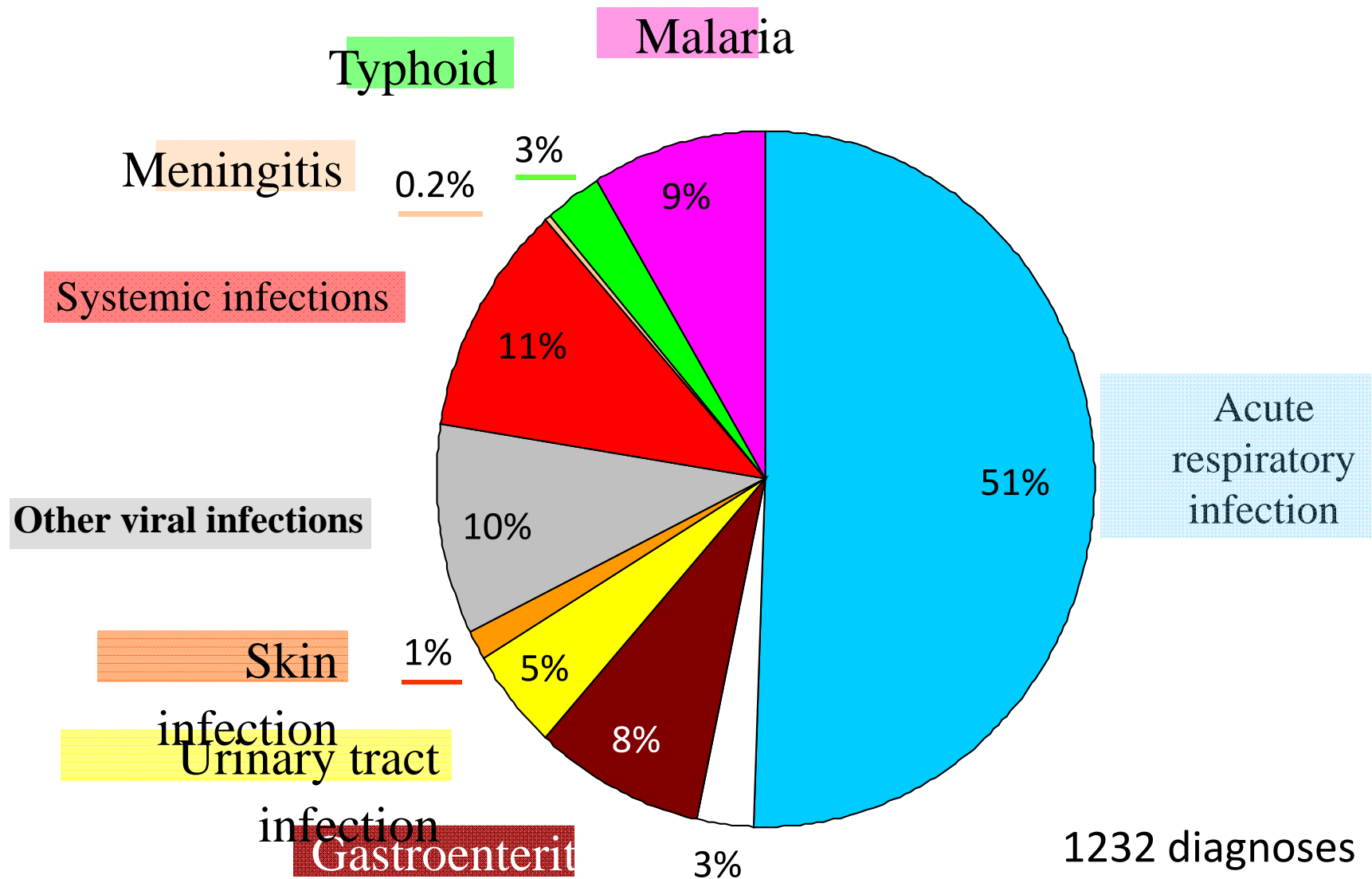
# Facts

- Malaria control efforts in Tanzania evidently yield results
- Prevalence is declining over time
- 18% (2007) to 10% (2012)
- Tanzania vision is to reduce prevalence of malaria to less than 1% by 2020

# Big success “then” and a challenge NOW

- Malaria control efforts in TZ gained momentum back in the 90’s
- On a BCC perspective, people were **told** and **believed** that fever is equal to malaria. (*Clinical Diagnosis*)
- Given the declining nature of malaria, this “fact” then poses a big challenge now

# Etiology of Fever



1232 diagnoses

# Not every fever is malaria – Phase I

- Phase I run from July 2013 to April 2014.
- The campaign was supported by PMI
- It focused on
  - Creating awareness on the declining malaria prevalence
  - Promoting mRDT as an effective, accurate and fast way to test malaria
  - Promoting early malaria treatment seeking & adherence to test results & treatment

# Target Audience

- Primary
  - Providers
  - Care takers/parents of u5s
- Secondary
  - Community members

# Campaign materials & implementation

- 5 Radio spots
- 2 Posters
- Training of volunteers for IPC
- Job Aides-Cue cards, Reference book





# Campaign Channels

- Radio
- Print
- Interpersonal Communication
- Community events



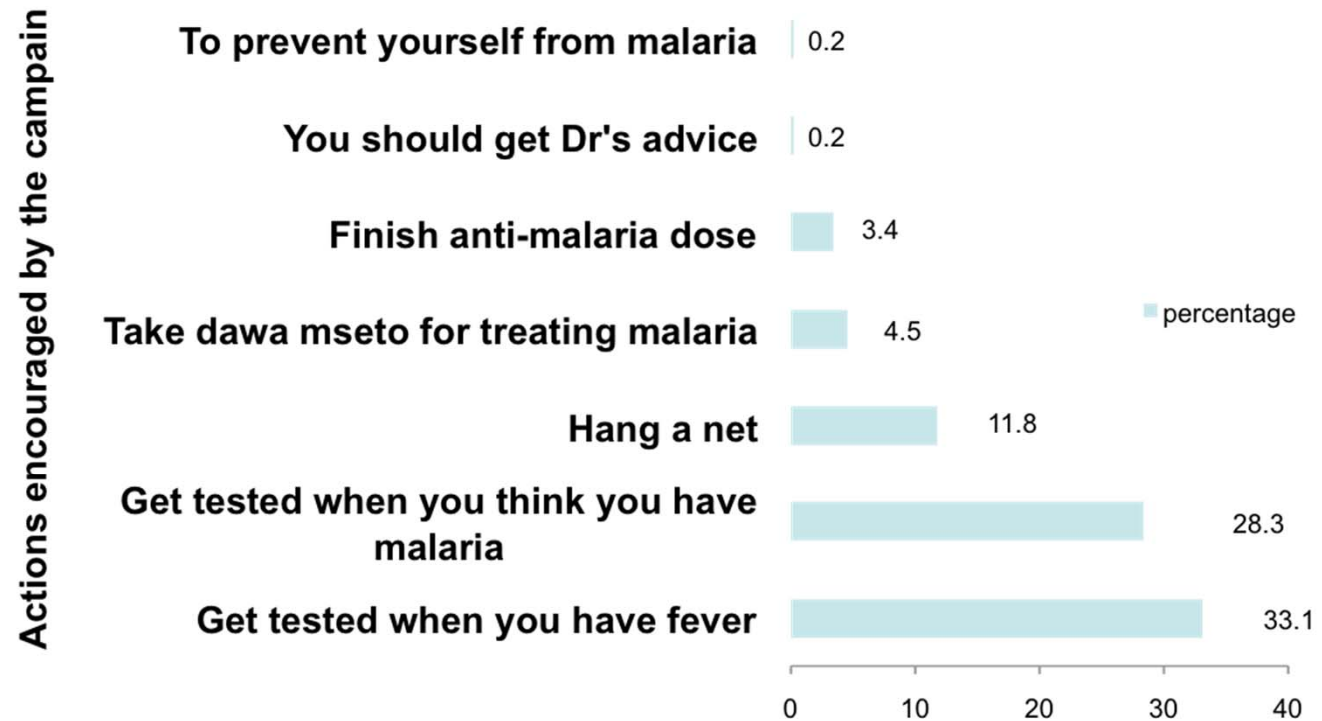
# Monitoring and Evaluation

- Radio spots were monitored through a contracted media company that monitors spots aired
- Quarterly Omnibus surveys were used to monitor reach and recall
- A qualitative survey was done at the end of campaign period

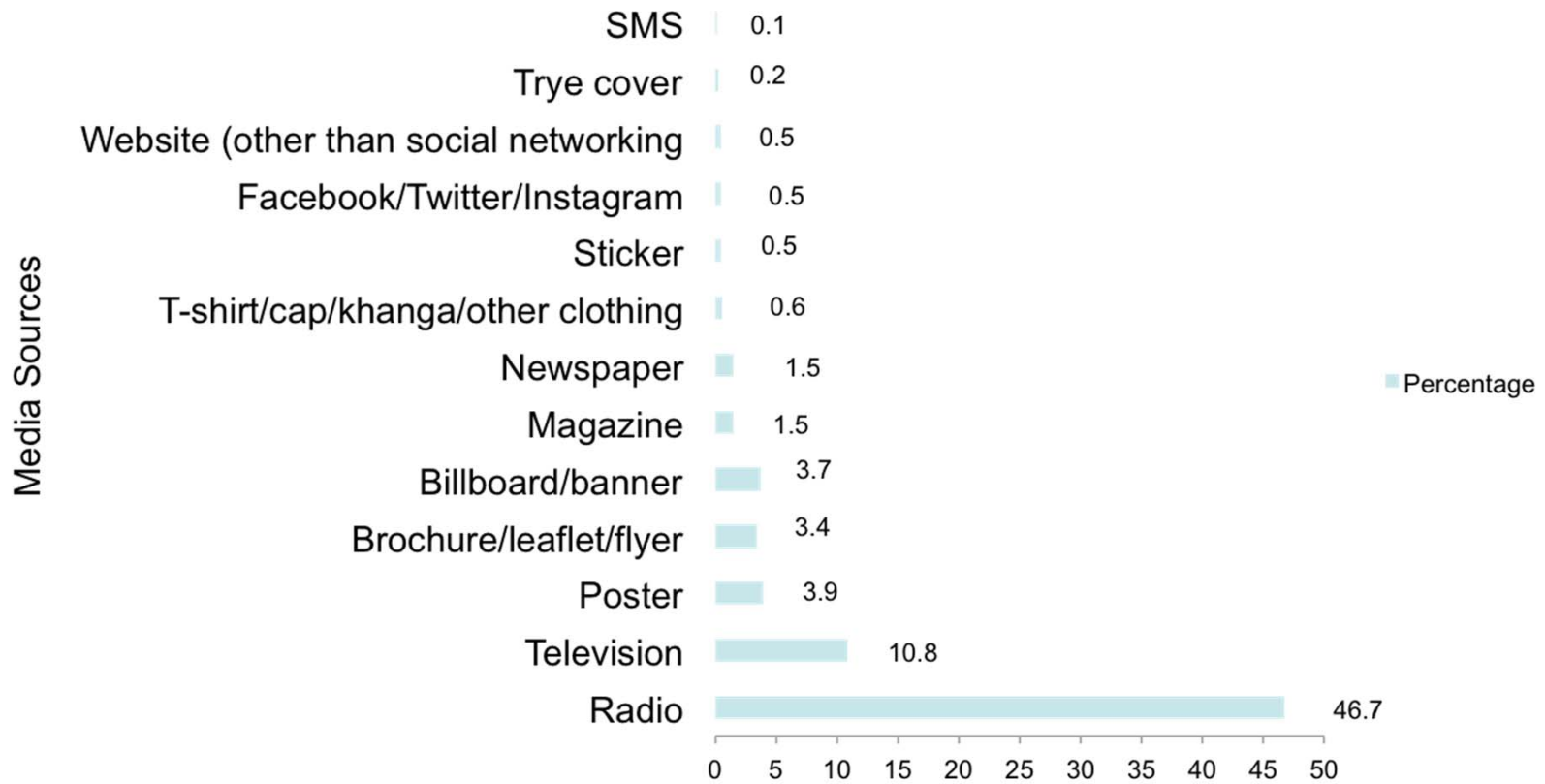
# Phase I key findings

- From research: Omnibus
  - 51.7% of respondents reported ever heard or seen a message on “ Siyo Kila Homa ni malaria” in the past three months.
  - Respondents reported that the campaign encouraged them to “**get tested when you have fever**” (34.5%,).

# Recall: Behavior Actions



# Message Sources



# Phase I evaluation ...

- An end of campaign qualitative survey was conducted and found out that
  - Mainly its providers who do not trust the mRDT results
  - They questioned quality of mRDT
  - Negatively perceived mRDT

# Not every fever is malaria-

## Phase II

- Respond to issues found in evaluation of phase I
- Phase II of the campaign is co-funded by PMI and GF through NMCP

# Phase II Positioning

- Meant to model an ideal professional provider who;
  - Trust mRDT efficiency
  - Trust mRDT results
  - Treat according to test results
  - Manages other causes of fever if malaria test is negative
- Motivate patients with malaria ***like symptoms*** to go early to HF, trust results and adhere to provider instructions



# Creative Concept

- *Time has changed!*

**Zama zimebadilika**

Sio kila homa ni malaria  
**NENDA UKAPIME!**

**Kupima**

**Majibu**

USAID  
President's Malaria Initiative

CDC

JOHNS HOPKINS  
Center for Communication Programs

TCDC  
Tanzania Communication and Development Center

Mwango wa Tafa wa Kufikishi Malaria

# Phase II Campaign Materials

- 6 Radio Spots
- 2 TV spots
- Provider poster
- Client poster
- Brochure
- Promotion materials



# Launch

To be launched in early Nov 2015

# Asanteni Sana



Investing in our future  
**The Global Fund**  
To Fight AIDS, Tuberculosis and Malaria

