



Social and Behaviour Change Communication in a Changing Malaria Landscape in Zimbabwe

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Presentation Outline

- ❑ Background information
- ❑ Organisation of the Zimbabwe National Malaria Control Programme (NMCP)
- ❑ SBCC Activities 2015
- ❑ SBCC Reach
- ❑ Achievements
- ❑ Up coming SBCC activities
- ❑ Areas of improvement



Background Information



Background on Zimbabwe



- ❑ Zimbabwe is in Southern Africa
- ❑ Member of the Southern African Development Community (SADC)
- ❑ Population of 13 061 239 (*Census Report 2012*)

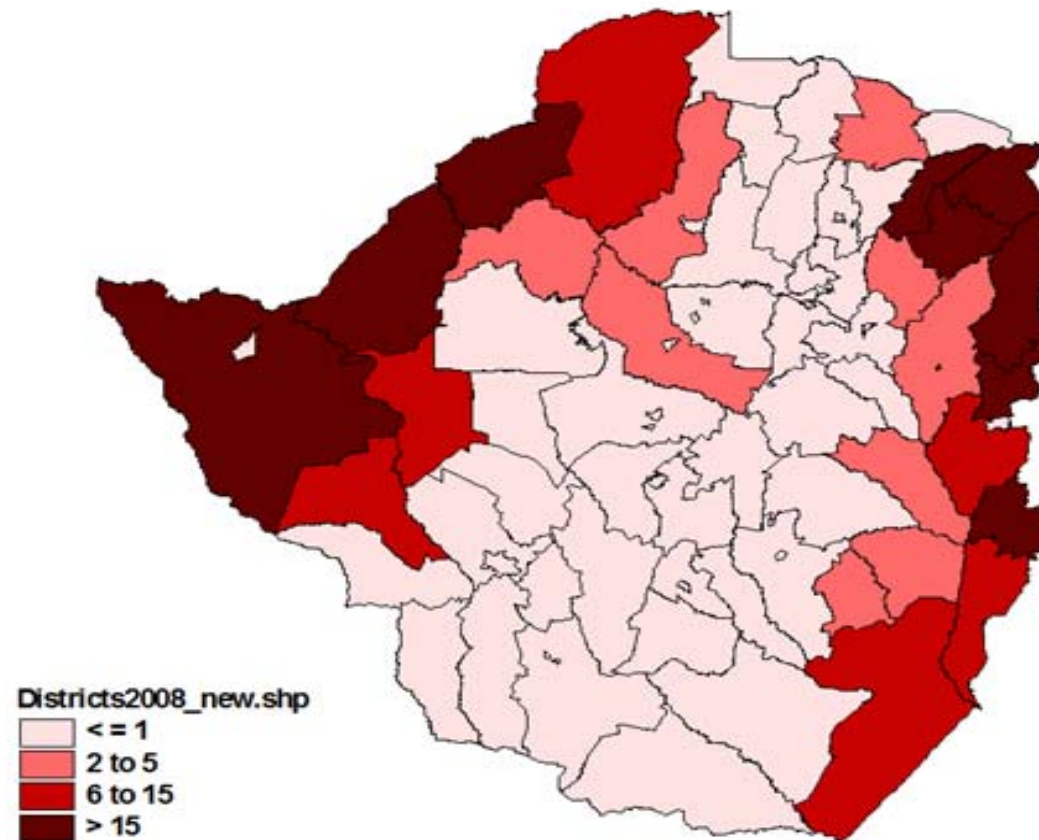


Zimbabwe's Goal for Malaria

To reduce malaria incidence from 22/1000 in 2012 to 10/1000 in 2017 and malaria deaths to near zero by 2017



Zimbabwe Malaria Incidence Rates, 2010



Source: National Malaria Control Programme, Zimbabwe



Malaria Situation in Zimbabwe

- ❑ Malaria season is from November to April
- ❑ Malaria vectors are *Anopheles gambiae sensu stricto*, *Anopheles Arabiensis* and *Anopheles funestus*
- ❑ 50% of the country's population resides in malaria transmission areas
 - 47/62 districts have high malaria burden
- ❑ Malaria incidence rate of 39 per 1000 population (2015)

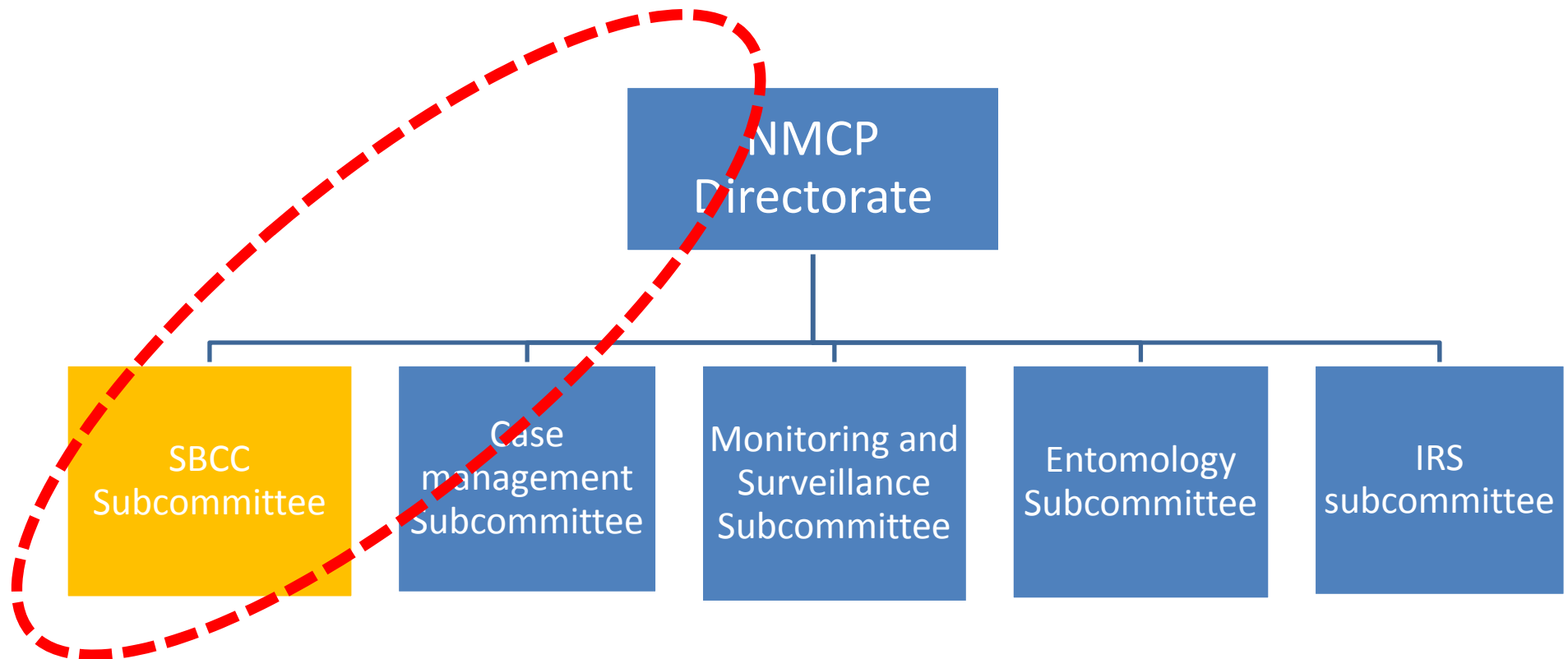


Malaria Control Strategies

- ❑ Malaria prevention and control strategies include:
 - IRS
 - long lasting insecticidal nets (LLINs)
 - environmental manipulation
 - case management
 - intermittent prevention of malaria in pregnancy (IPTp)
 - social and behaviour change communication
 - programme management, surveillance, monitoring and evaluation



Organisation of the National Malaria Control Programme





SBCCC Subcommittee Goal

To increase utilisation of correct malaria prevention and control measures to at least 80% by 2017



SBCC Subcommittee

- ❑ Subcommittee leadership is as follows:
 - Chairperson –USAID/ MCHIP
 - Deputy Chair – PSI
 - Secretary – NMCP

- ❑ Subcommittee holds quarterly meetings annually



SBCC SUBCOMMITTEE MEMBERSHIP

FULL MEMBERS

- ❑ 10 Provincial Representatives
- ❑ 1 member from Ministry of Primary and Secondary Education
- ❑ 3 members from uniformed forces
- ❑ 1 member from council of churches
- ❑ 1 representative from – UNICEF, WHO, UNDP, PMI, PSI, PLAN, MCHIP, UMCOR, UMC and Abt

CO -OPTED MEMBERS

- ❑ Representatives of:
 - Ministry of information
 - Community members from Northern and Southern Regions
 - Traditional healers
 - Media
 - DDT supplying companies
 - Pyrethroids supplying companies
 - Net making companies



Role of the SBCC Subcommittee

- ❑ To provide social and behavioural change communication strategic direction .
 - To provide technical guidance for the design and the development of SBCC materials
 - To lobby, advocate and mobilize resources for the implementation of the malaria SBCC issues



Role of the SBCC Subcommittee

- ❑ To provide and recommend behavioural change communication framework for malaria communications for all implementers in Zimbabwe
 - ❑ To monitor national SBCC activities and the implementation plan
 - ❑ Facilitate the identification of malaria SBCC needs for the various target audiences
 - ❑ Recommend research studies on KABP for malaria



Malaria SBCC Activities 2015



SBCC Activity 1

Commemoration of SADC Malaria Day

❑ Preparation

- Setting up Technical Working Groups
- Site inspection
- Engagement of implementing partners

❑ Execution

- Exhibitions by different implementing partners
- Distribution of SBCC materials

❑ Review

- SBCC subcommittee review meeting held





SBCC Activity 2

Environmental scoping of available SBCC malaria.

- Situation analysis

- Identification of consultant

- Development of protocols and tools



SBCC Activity 3

Commemoration of World Malaria Day (WMD)

Preparation

- Funds disbursed to sub-national level
- Technical assistance in the production of SBCC materials
- Communities mobilised
- Engagement of implementing partners

Execution

- Exhibitions by different implementing partners
- Distribution of SBCC materials

Review

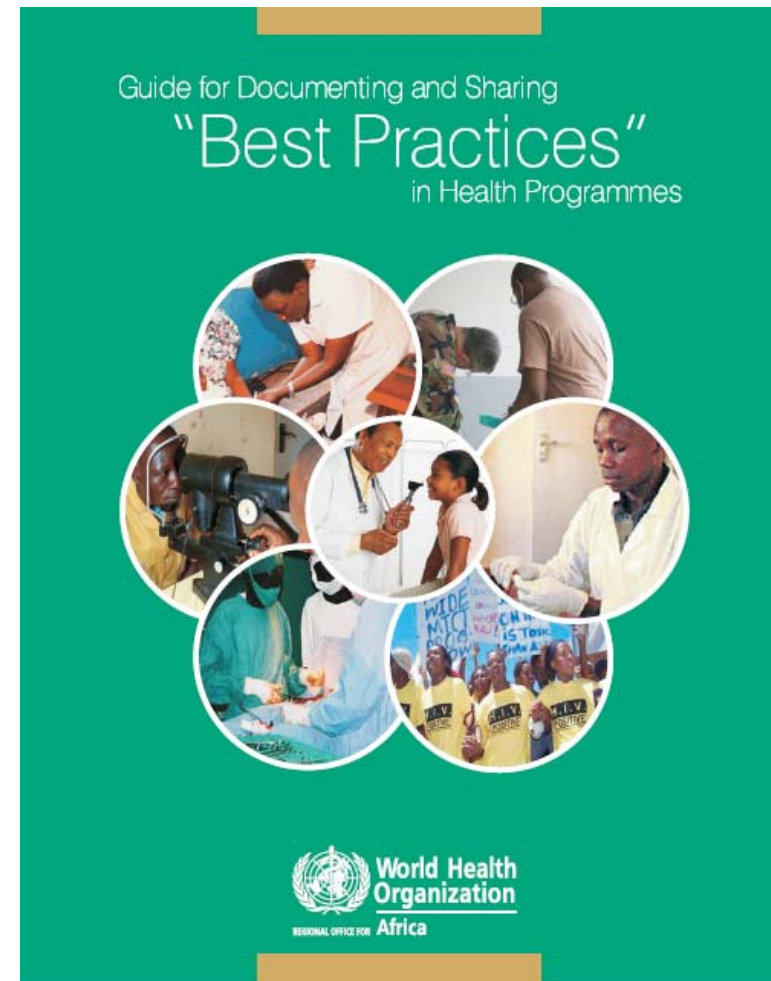
- Sub-national reports submitted to SBCC subcommittee



SBCC Activity 4

Documentation of best practices

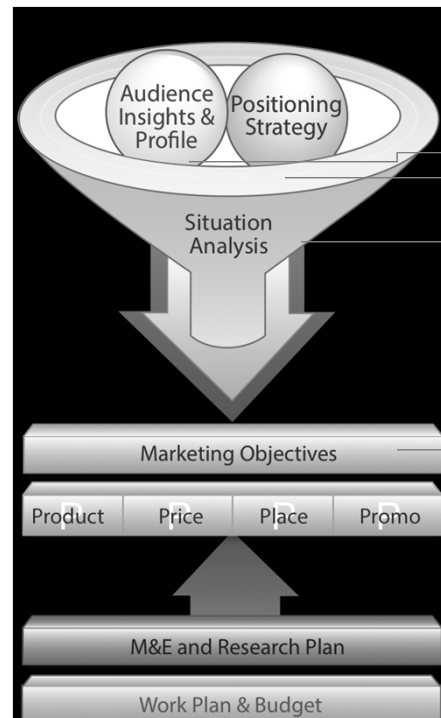
- ❑ Convened implementing partners
- ❑ Selection of “Best Practices”
- ❑ Documentation of “Best Practices”
- ❑ Sharing of “Best Practices”





Social marketing for malaria: DELTA Process

Development of a social marketing strategy for malaria interventions



1. Situation Analysis: understanding the context of the health problem, the behaviors at stake, the targeted population and how past interventions have contributed to improve the situation.
2. Audience profile: understanding the target group(s).
3. Positioning Strategy: identifying the core benefits of each promoted behaviors.
4. Communication Objectives: defining what the communication strategy wants to achieve.
5. Communication Strategy:



Audience profile (1/2)

MAI TENDAI, the mother who hopes for a better future

Mai Tendai is a woman in her late 20's, who completed her O levels and resides in the rural areas. She farms along-side her husband and during the harvest season, she sells excess produce at the local market. She is a hardworking, and loving mother of two, who hopes for the best for her children despite her frequent struggles to acquire money. She received 2 LLINs last year, but she doesn't always use them because mosquitoes are not a big enough nuisance and setting it up is an added burden. She uses it more often during the rainy season because there are more mosquitoes but then again, not always. Despite knowing their benefits, setting up nets is a daunting task after a hard working day. Last year when her son was diagnosed with malaria, she could not help but blame herself. Although she knew that her son was possibly infected with malaria, she took time to take the son to seek treatment.





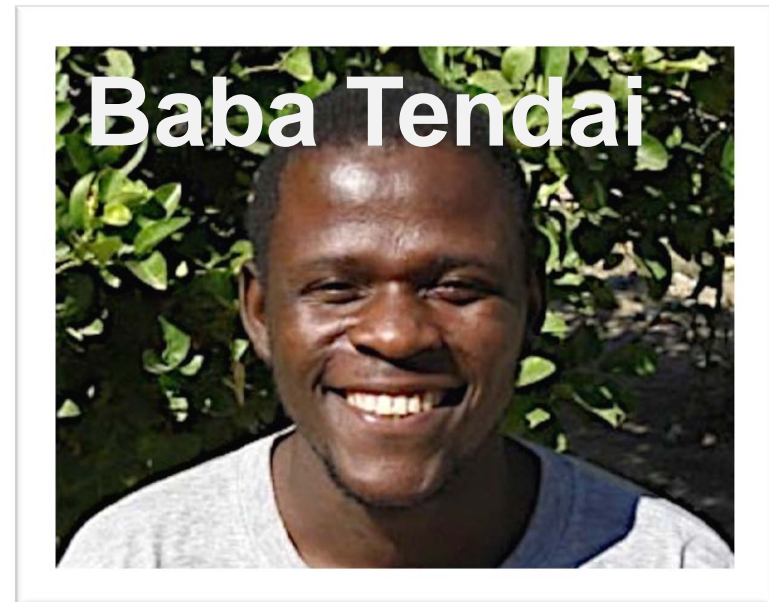
Audience profile(2/2)

BABA TENDAI - The father who wants to do the right things

Baba Tendai is in his mid-30s, residing in the rural areas and completed his high school. He farms during the rainy season, moulds bricks and helps the local builder in the dry season.

He is a hardworking man trying to fend for his family and regularly goes for a drink at the local bar after a hard day's work. At the bar, Baba Tendai socializes with his friends who discuss issues pertaining to daily life, politics and their community.

Baba Tendai worries about malaria but the last time his house was sprayed, his wife redecorated; so this year he resorted to refusing IRS but he constantly ponders if he made the right decision. He sees a need to do the right thing (get his house sprayed) but needs reassurance.





SBCC Reach

- ❑ Decentralization of WMD Commemorations for WMD to 7 sub-national venues
- ❑ Stakeholder Sensitisation meetings had a target of 2640 and 1097 (42%) have been reached
- ❑ Ward health team sensitisation meetings had a target of 27 600 and 17 645 (64%) have been reached
- ❑ 5/7 of the sub national offices reached more than 80% of target population



Achievements

- ❑ Coordination of Social Mobilisation events
- ❑ Documentation of 6 areas identified as “Best Practices
- ❑ 62% + of our target population reached with key malaria messages
- ❑ Maintenance of relations with key malaria partners



Lessons Learnt

- ❑ Coordination important for SBCC messaging
- ❑ Collaboration key to success of malaria interventions
- ❑ Decentralization of activities expands reach



Upcoming SBCC Activities

- ❑ Malaria SBCC assessment
- ❑ Rapid needs assessment for hard to reach populations.
- ❑ Support the SBCC component for Malaria Programme Review.
- ❑ Coordination of SADC Malaria Day.
- ❑ Development of SBCC materials for all strategies.
- ❑ Advocacy meetings at all levels to communicate changes in chemical for IRS



Areas of improvement

- More resources needed for SBCC
- Inadequate financial management skills at sub-national levels



Thank You