

COMMUNICATION INITIATIVES EXPERIENCES FROM KENYA



Revised Kenya Malaria Strategy(2009-2017)

- The GoK recognizes malaria as a health and socio-economic burden as articulated in KMS (2009-2018)
- Malaria Prevention programs leverages on the KMS
- KMS underwent a Mid term review in 2013.
 - Devolution
 - Assess progress made so far
- **Vision:** Malaria Free Kenya
- **Goal:** “By 2017, to have reduced morbidity and mortality caused by malaria in the various epidemiological zones by two thirds of the 2007/2008 level”

KMS Objectives

1. Vector Control

- LLINs, IRS, LSM, MIP, Malaria-free Schools initiative

2. Case Management

3. EPR

4. SMEOR

5. ACSM

6. Program management

Description of the LLIN program

- Objective 1 and 5 of the revised Kenya Malaria Strategy 2009 – 2018.
Through:
 - Long Lasting Insecticide treated Net distribution
 - Social Behavior Change Communication for increased bed net use



A nurse, Mr. Nguku issuing free nets to PG mothers and chil

LLIN Distribution Channels in Kenya

- In > 4000 H/F
- PW and U1
- Yearly target approx 2.4 M nets



Routine MCH
Distribution



- Rural and Peri Urban markets
- All pop at risk
- Yearly target approx 0.8 M



Social
Marketing



- Malaria Endemic and epidemic prone regions



Mass Net
Campaigns



Retail outlets
e.g
supermarkets,
kiosks



Commercial
Sector



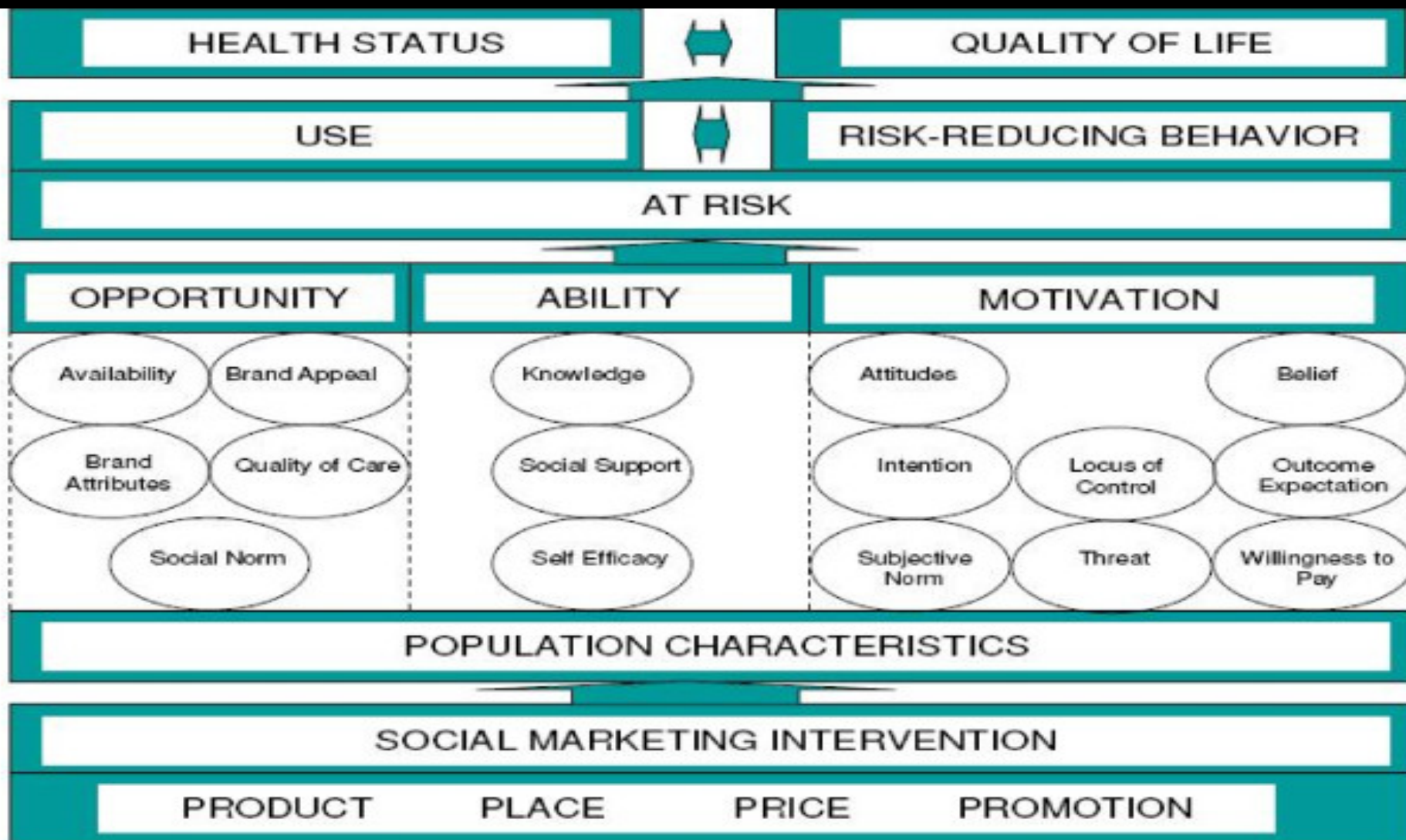
Health Behavior Change Communication


Definition:

- Strategic use of communication to improve the health of individuals and communities.
- Effective BCC is a disciplined application of communication based on proven theories and models of behavior change.
- BCC initiatives aim to influence observable, measurable actions.
- PS Kenya's BCC process is developed based on the PERForM Model

PERForM Model

- Behavior change process has 4 levels that incrementally help to better understand and explain behavior change and health status.





Lessons from Previous RBM CCoP meeting

We learnt

Is there one best “magic medium”?

Research has not shown any. Each medium has unique advantages and disadvantages. We need to choose the one that best suit our needs.



Is IPC better than mass media?

An unproductive question!

Good carpenters never argue whether a screwdriver is better than a hammer.



BCC Initiatives in Kenya

- Took a 360 degrees approach
- Partnership between PS Kenya and MoH to Develop and Disseminate Evidence based communication campaigns to influence behavior change on net use
 - Mbu Nje sisi ndani – Address social norms
 - drive communities to gang against mosquitos through increased net use
 - Msimu Wowote – Address Seasonality
 - Increase consistent and correct net use all year round during all seasons

Through –multichannel /360 degree approach

- Mass Media
 - Radio,
 - TV and
 - Outdoor advertising for the “Msimu Wowote” campaign.
- Interpersonal Communication activities.

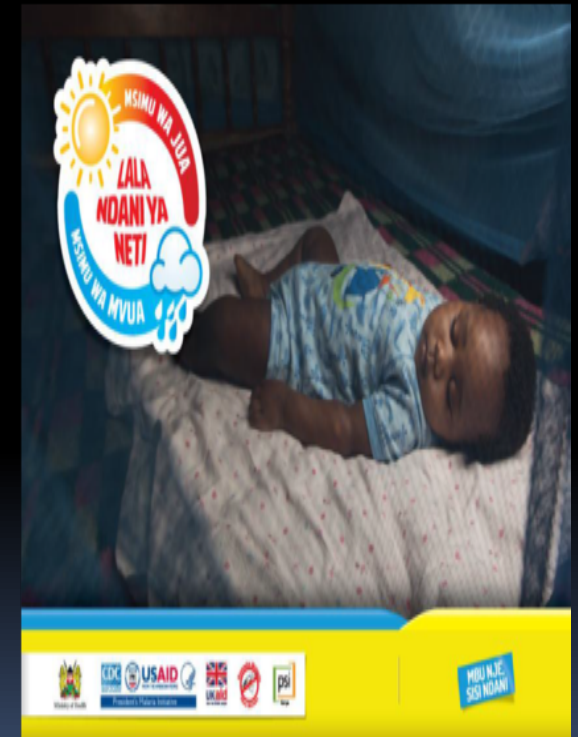
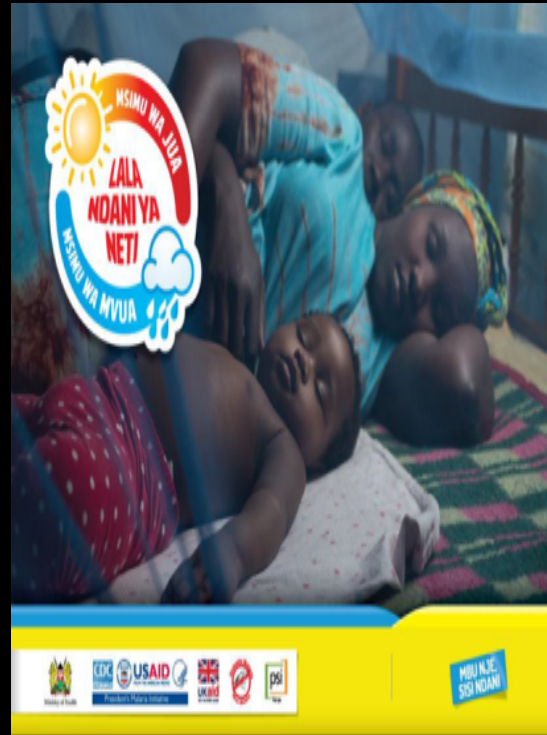
Radio

- Radio: focuses on regional vernacular radio stations in 3 malaria endemic regions:
 - Nyanza:
 - Western
 - Coast:
 - National radio station
- Use of Kenya Audience Research Foundation (KARF) data to select high listenership vernacular radio stations



TV

- TV placement focusses on high viewership stations national wide
- Currently on Citizen TV
- Digital migration affected the TV landscape



C:\Users\1
\Documents\Com m

Out Of Home (OOH)

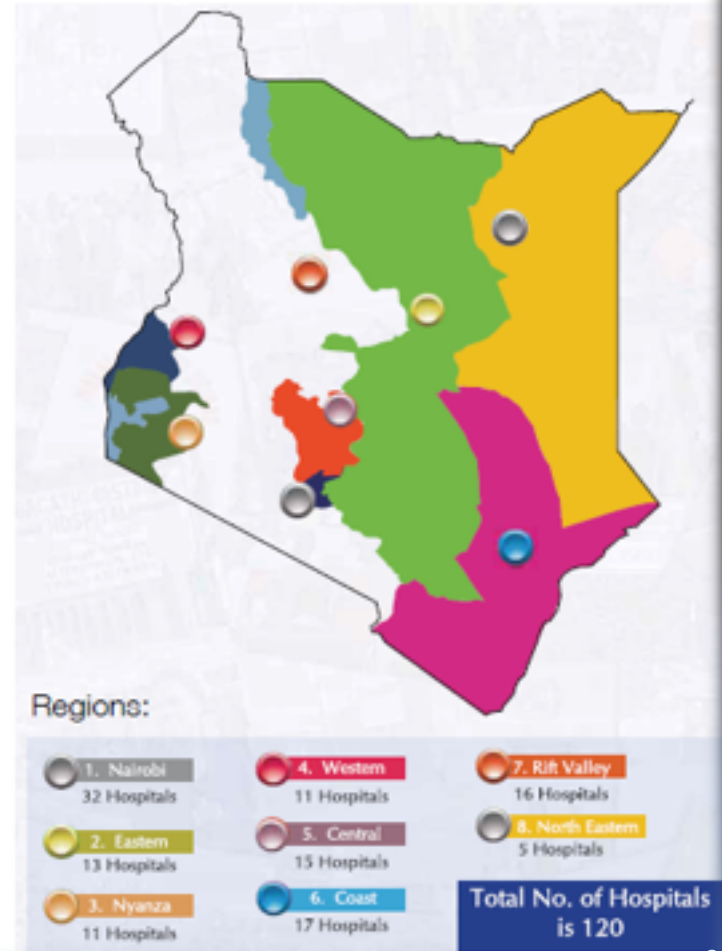
- Outdoor advertising:
 - Bus branding
 - Health Care Channel
 - Bill boards
 - Digital screens
 - Ferry branding





Health Care Channel (HCC)

- HCC covers 120 health facilities in Kenya
- Central broadcasting of malaria messages



Interpersonal Communication

Malaria Community level IPC

- Work with CHVs
- Though HH visits and small group sessions
- Phased implementation per sub-location
 - To provide saturated coverage
 - Avoid repetition
- Linkage to social marketed nets
- Target areas include:
 - Western
 - Nyanza
 - Coast



Photo: CHV conducting SGS and sensitizing community on net hanging

Data for Decision Making

Malaria Trac

- Conducted between April to May 2013
- To provide intermediate results between KMIS 2010 and KMIS 2015
- Mirrors KMIS except lab diagnostics
- Additional components:
 - behavioral factors related to net use,
 - Sample size powered to evaluate the effectiveness of IPC in enhancing net usage.
- A 2 stage cross-sectional survey through randomly selected HH in malarial zones in Kenya

Data for Decision Making

Malaria Trac

- Sampling frame determined with the Kenya National Bureau of Statistics (KNBS)
- Overall, the survey considered a representative sample of 6002 households
- A further booster sample of 2320 households in IPC Implementing regions (malaria endemic)
- The target population for this study was:
 - The entire population in all the 47 counties in Kenya
 - HH Head or rep was the Interview focus

Successes

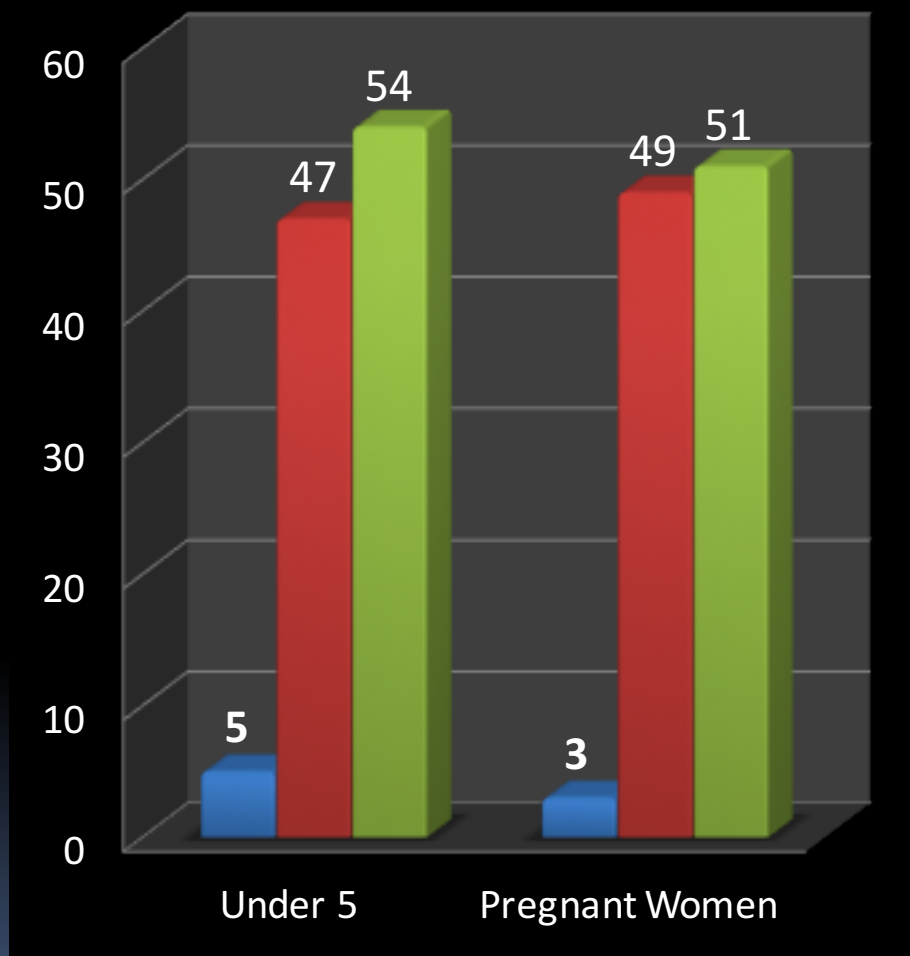
Net Ownership:

- Net ownership of at least one net of any type increased from 57% in 2010 (KMIS) to 67.5% (Trac 2014).
- More than one-half (54.4%) of all households had at least one LLIN.
- Double the proportion of HH with Under 5 (83.2%) owned at least 1LLIN as compared to HH with no Under 5 (41.4%)

Net Use

- Proportion of children under 5 years and Pregnant women who slept under an ITN previous night has exponentially increased from less than 5% (KDHS 2003) to > 50% (KDHS2014).

Trends in ITN Use between 2003, 2008/9 and 2014



Source: Kenya Demographic and Health Survey (KDHS)



Does communication
really work?

Malaria Trac 2014 showed a strong correlation between exposure to Interpersonal Communication and net use behavior.

Exposure to any form of IPC showed a significant effect on both respondent's use of a net the previous night and use of a net among children under five (CU5) the previous night.

	Not exposed N=741	Exposed N=408	Sig.
-Slept under a net the previous night (among households with a net), respondent	77.6	87.0	<.001
-Slept under a net the previous night (among households with a net), children under five	80.9	87.8	.002

Malaria Trac 2014 showed a strong correlation between exposure to mass media net use behavior.

The majority of those who own a net were exposed to mass media. Exposure to mass media was strongly associated with net use the previous night for both respondents and their children under five.

	Not exposed N=99	Exposed N=499	Sig.
-Slept under a net the previous night (among households with a net), respondent	77.0	89.9	.003
-Slept under a net the previous night (among households with a net), children under five	77.7	91.4	.001

Thank you