

SBCC Malaria Resources

Knowledge Management Task Force

**Communication Community of Practice,
September 29-30, 2015
Kampala, Uganda**



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**Achieving the
Malaria MDG Target**

Reversing the Incidence of Malaria 2000-2015

WHO/UNICEF report: Malaria MDG target achieved amid sharp drop in cases and mortality, but 3 billion people remain at risk

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Malaria MDG target achieved amid sharp drop in cases and mortality, but 3 billion people remain at risk

25 September 2015, New York: Today during the 70th session of the United Nations



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WHO/UNICEF report: Malaria MDG target achieved amid sharp drop in cases and mortality, but 3 billion people remain at risk

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COMMUNICATION COMMUNITY OF PRACTICE (CCoP)

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COMMUNICATION COMMUNITY OF PRACTICE (CCoP)

Overview

Co-Chairs :

[Fara Ndiaye](#)✉ , Speak Up Africa
[Rob Ainslie](#)✉ , JHUCCP Indonesia

CCoP Secretariat :

[Nan Lewicky](#)✉ HC3

RBM Secretariat Focal point :

[Pru Smith](#)✉

Tel. : +41 22 791 4586

Next meeting :

TBD

Description:

Communication Community of Practice (CCoP) aims to empower RBM partners at the country level to develop, implement and evaluate effective malaria communication activities to ensure the proper use of treatment and prevention.

View [Terms of Reference of CCoP](#)

Accomplishments to Date



- Development of the Strategic Framework for Malaria Communication at the Country Level [[in English](#)] [[in French](#)] [[in Portuguese](#)]
- [Compendium of best practices and tools](#)
- Monitoring & Evaluation Task Force BCC Indicators Reference Guide [[in English](#)] [[in French](#)] [[in Portuguese](#)]
- Bi-Monthly meetings (conference call membership is open and voluntary)

For more info read [CCoP Brief](#)

Historic update:

In 2011 a group of communication-oriented partners, national malaria control managers, and members of the Roll Back

RBM Website

› Meetings

▼ Reference documents



[Malaria Behavior Change Communication Indicator Reference Guide \[in French\] \[in Portuguese\]](#)

Guide for measuring and evaluating determinants of behaviors related to malaria control and prevention, including sample question construction and guidance on analysis.

Questions and feedback on this document can be directed to

malariaBCCindicators@gmail.com✉



[The Strategic Framework for Malaria Communication at the Country Level \[in English\] \[in French\] \[in Portuguese\]](#)

[CCoP Terms of Reference PDF \[274K\]](#)

[CWG Terms of Reference PDF \[180K\]](#)

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Roll Back Malaria Task Force: Knowledge Management

Home / Groups / Roll Back Malaria Task Force: Knowledge Management

Public Group active 2 days, 10 hours ago

GROUP ADMINS

In 2011-2012, a group of communication-oriented partners, national malaria control managers, and members of the Roll Back Malaria (RBM) Partnership Secretariat met to examine the current state of the art in health communication and articulate a Global Strategic Framework for Malaria Communication at the Country Level. The goal was to begin a process of mobilizing political, social, and financial resources to position communication as a core component of malaria control and foster the development of more effective communication programming at the country level.

A Communication Community of Practice (CCoP) was formed to facilitate the development, implementation and evaluation of the Global Strategic Framework for Malaria Communication at the Country Level.

This group is open!

We welcome any individual or organization interested in furthering progress along the following lines:

* Enhancing knowledge management for Social and Behavioral Change Communication (SBCC) tools

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Mike Toso posted an update in the group [Roll Back Malaria Task Force: Knowledge Management](#)

2 days, 10 hours ago

The Roll Back Malaria Communication Community of Practice will convene for its 2015 meeting in Uganda next week. Take a look at the draft agenda – photos, presentations, minutes, and the full meeting report will be featured on this group page.



RBM CCOP AGENDA DRAFT



Renée Philbeck posted an update in the group [Roll Back Malaria Task Force: Knowledge Management](#)

1 week, 5 days ago

Hello everyone! My name is Renée Philbeck, RPCV from Senegal. I'm posting here a French version of Mike's introduction above/ Bonjour tout le monde, je m'appelle Renée Philbeck, ancien volontaire du Corps de la Paix au Sénégal. Le texte ci-dessous est une traduction française de l'introduction au groupe.

En 2011 – 2012, un groupe de partenaires, des directeurs nationaux de lutte contre le paludisme, et des membres du Secrétariat du Partenariat de Roll Back Malaria (RBM) ont réuni pour évaluer l'état actuel de la communication sur la santé, et pour élaborer un Cadre Stratégique Mondial pour la Communication sur le Paludisme au niveau national. Leur but était de démarrer un processus pour mobiliser des ressources politiques, sociales, et financières afin d'élever l'importance de la communication dans la lutte contre le paludisme et de favoriser le développement d'une planification de communication plus efficace au niveau national. Le Communauté de **Pratique** sur la Communication (CCoP) a été créée pour faciliter le développement, la mise en œuvre, et l'évaluation de la Cadre Stratégique Mondial pour la Communication sur le Paludisme au niveau national.

Ce groupe est ouvert !

Nous accueillons tout individu ou organisme intéressé à faire avancer le progrès selon les lignes suivantes :

- Le renforcement de la partie des connaissances des outils pour le changement de comportement (BCC) relative au paludisme



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April 25 marks World Malaria Day 2015, a time for people around the globe to mobilize around the theme **“Invest in the Future: Defeat Malaria.”**

Increased investment in malaria prevention and treatment has helped drop the global burden from malaria disease – contributing to a 30 percent reduction in malaria incidence and a 47 percent reduction in malaria mortality since 2000. Investment in malaria social and behavior change communication (SBCC) has also contributed to this success, as malaria SBCC activities are shown to improve the awareness, attitudes, and behaviors of its target audiences.

SBCC works best when it is targeted, theory-driven and designed with the local culture and context in mind. Formative research, often in the form of household surveys, is key to providing health communication practitioners and decision-makers with the information

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SBCC Spotlights

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Wazazi Nipendeni - Love Me, Parents



Waziri Nyoni

Wazazi Nipendeni (Love me, Parents) is a national safe motherhood social and behavior change communication (SBCC) campaign that aims to encourage Tanzanian women and their partners to take steps for a healthy pregnancy and safe delivery.

The ultimate goal of the campaign is to improve maternal and child health outcomes.

Originally conceived as a prevention of malaria in pregnancy campaign, the initiative was expanded to include several key safe motherhood behaviors, including early and complete

Topic Area

Family Planning and Reproductive Health

HIV and AIDS

Malaria

Maternal, Neonatal and Child Health

Highlights

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How-To Guides

How-to Guides



How to Develop Monitoring Indicators

What is an indicator?



How to Develop a Monitoring and Evaluation Plan

A monitoring and evaluation (M&E) plan is a document that helps to guide monitoring and evaluation efforts throughout the life of a program. It is a living document that should be referred to and updated on a regular basis.



How to Conduct a Program Analysis

A **program analysis** is the process of looking at an organization's intended social and behavior change communication (SBCC) program and then identifying enabling and limiting factors to implementing it successfully.

Campaigns, Kits & Packages

Aha ye de Malaria Campaign



Aha ye de - Explosion

Ghana

Let's come together and drive malaria away for the GoodLife. In June 2011 BCS and ProMPT, in partnership with the National Malaria Control Programme and the Ghana Health Service, launched the new "Aha ye de" malaria campaign. "Aha ye de" means "It's Good Here" in Twi, one of Ghana's national languages.

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Aha ye de Banner

Ghana

Let's come together and drive malaria away for the GoodLife. In June 2011 BCS and ProMPT, in partnership with the National Malaria Control Programme and the Ghana Health Service, launched the new "Aha ye de" malaria campaign. "Aha ye de" means "It's Good Here" in Twi, one of Ghana's national languages.

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Aha ye de - Always Sleep Under a Treated Net

Ghana

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Flash Drive Resources

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▶ 	2015 CCoP Presentations
▶ 	Knowledge Management
▶ 	Malaria Communication Strategies
▶ 	Monitoring & Evaluation
	RBM CCoP Meeting Press Release
▶ 	SBCC Evidence
▶ 	SBCC Modules

Knowledge Management

Name



CCSC Cadre Strategique.pdf



CSMC O Quadro Estrategico.pdf



SBCC Strategic Framework.pdf



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WHO RBM CCoP Site

Malaria Communication Strategies

Name



Benin 2012-2016.pdf



DRC 2013-2015.pdf



Equatorial Guinea 2008-2010.pdf



Kenya 2010-2014.pdf



Liberia 2005.pdf



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Formation Suivi-Evaluation pour la CCSC Paludisme | NetWorks



Guia de Ferencia dos Indicadores de Comun...o para a Mudinca CSMC sobre a Malaria.pdf



Guide de Reference des Indicateurs de la CC Relative au Paludisme.pdf



Guide to Developing M&E Plans for Malaria SBCC Programs



Malaria SBCC Indicators Reference Guide.pdf



Online Training Series on Evidence-Based M...ia Social & Behavior Change Communication



RBM CCoP Reporting Guide for Malaria Communication Evaluations.doc