



# Impact of Social and Behavior Change Communication on Service Provider Behavior

Mix of mHealth, Interpersonal Communication and Trainings		Article Strength	Strategic SBCC
Tanzania	A three-arm stratified cluster RCT was used to assess a program in Tanzania that trained health workers in RDT use and interpretation by providing RDT trainings to control arms, and facilitating small interactive peer-group training sessions and sending feedback and motivational SMS messages to additional arms. The evaluation found that the SBCC activities in the intervention arms were associated with significant improvements in the prescription of recommended antimalarials. Improper prescribing dropped significantly to 8% among those in the standard training arm to 2% in the intervention arms. There was also significant improvement in the prescribing practices for RDT-negative cases. <sup>1</sup>	High	High
Trainings and Supportive Supervision		Article Strength	Strategic SBCC
Kenya	Six cross-sectional health facility surveys were used to assess a series of activities used to roll out Kenya's "test and treat" policy, including the development and distribution of case management guidelines and job aids, three rounds of in-service trainings and supportive supervision. The assessment found that SBCC activities contributed to significant increases in the administration of the first AL dose at the facility between baseline and endline (32% versus 52% respectively) and provision of advice that all doses should be completed (80% versus 90%). <sup>2</sup>	High	Medium
Zambia	A post assessment study was conducted to assess the effectiveness of three intervention packages to improve RDT use and interpretation among CHWs in Zambia. The intervention included RDT package instructions, job aids and job aids paired with a training. Findings revealed that the more comprehensive SBCC package resulted in higher rates of correct RDT use (92%, compared to 57% for group 1 and 80% for group 2) and RDT interpretation (93%, compared to 54% for group 1 and 80% for group 2). <sup>3</sup>	High	Medium
Multi-Country	A two-stage, randomized cluster study of health education programs in Ecuador, Colombia and Nicaragua trained local community health volunteers to deliver malaria prevention community workshops. These interventions led to significant increases in knowledge of the recommended doses of chloroquine (34% in Ecuador, 93% in Colombia) and proper use of chloroquine (26% in Ecuador, 85% in Colombia). <sup>4</sup>	High	Low
Uganda	A two-stage, randomized control trial study of an SBCC program in Uganda that trained drug distributors to educate mothers about malaria care-seeking and treatment, as well as provide free chloroquine and SP tablets, noted improvements in appropriate dosage (12%) and drug choice (26%). This program was associated with a 14% improvement in the proportion of febrile children completing all treatment steps. <sup>5</sup>	High	Medium
Cambodia	A 20-week village malaria worker program used pre-post educational surveys conducted in intervention and comparison villages to assess its influence on prevention and control behaviors. Findings revealed that the village malaria workers' service quality and actions for malaria prevention and vector control significantly improved during the scale-up of the VMW project. The program noted several improvements in interventions villages but not comparison villages, including bednet use and eliminating breeding sites. <sup>8</sup>	High	Medium



<b>Uganda</b>	A pre-post assessment study of a Uganda program that provided teams of health providers with a six-day interactive training and supportive supervision revealed improvements in correct diagnosis (51% to 98%), treatment (42% to 85%) and patient counseling (17% to 83%) at six months. <sup>6</sup>	 Medium	 Medium
<b>Cambodia</b>	A program in Cambodia that trained village malaria workers to promote adherence to national guidelines and refer severe malaria cases was associated with improved service quality (mean index score: +0.805). In the post scale-up survey, all village malaria workers responded that they always treated positive RDT cases with artesunate and mefloquine. There was also an improved understanding of the issues caused by failure to adhere to test results and an improvement (+34) in patient follow up.	 Medium	 Medium
<b>Nigeria</b>	A post-test study was conducted in Nigeria of a three-day training for drug vendors paired with an 18-month SBCC campaign. The study found that SBCC activities increased the proportion of drug vendors who asked the correct history questions, referred to dose guidelines, gave the correct treatment, gave the correct verbal advice and provided a stamped envelope indicating the correct dosage by age for the caregiver. <sup>7</sup>	 Medium	 Low

## Score Key

**Strength of Article Score** assesses the study's evaluation method and significance of the results. The final score considers study design type, sampling representativeness, measured outcomes, data reported and assessed, program effects and whether the article was peer-reviewed.

**Strategic SBCC Score** assesses the extent to which the program was developed using SBCC best practices. The final score considers whether the program was designed to influence behavioral outcomes, recognized intermediate outcomes, used SMART objectives and indicators, used theory and/or a strategic process, segmented its audience, used a mix of communication channels and tracked duration, reach, exposure, dose-response and quality.

## Acronyms

<b>AL</b>	Artemether/Lumefantrine
<b>CHW</b>	Community Health Worker
<b>RCT</b>	Randomized Control Trial
<b>RDT</b>	Rapid Diagnostic Test
<b>SBCC</b>	Social and Behavior Change Communication
<b>SMART</b>	Specific, Measurable, Attainable, Relevant and Timely
<b>SMS</b>	Short Message Service
<b>SP</b>	Sulfadoxine-Pyrimethamine
<b>VMW</b>	Village Malaria Worker

## Citations

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