

# Social and Behavior Change Communication Makes an Impact on Malaria Case Management

## Exposure to social and behavior change communication leads to improved malaria case management behaviors

In Ethiopia, education about signs and symptoms of malaria, coupled with appropriate guidance and drugs for home medication, resulted in a **40% reduction in malaria-related mortality among children under five** in intervention localities.<sup>5</sup>



In Tanzania, women exposed to multiple messages (from billboard, radio or TV) were **23% more likely to receive two or more doses of SP**, when controlling for all other variables.<sup>3</sup>

23%  
more  
likely



In Mozambique, care groups hosted by trained volunteers were associated with **improving the proportion of children <2 years-old who were treated for fever within 24 hours by a trained provider from 28% to 90%**.<sup>1</sup>



A program in Uganda that trained community members to distribute first-line antimalarial drugs and provide referrals led to **febrile children being 3x more likely to receive appropriate treatment for their fever**.<sup>2</sup>

3X more likely to  
receive treatment



A program in Burkina Faso that supplemented service provider training with community sensitization for female leaders led to **72% of pregnant women completing more than two doses of SP**, compared to the 49% of unexposed pregnant women who completed more than two doses.<sup>4</sup>



### References:

<sup>1</sup> Bradbury, K., & Edward, A. (2005). Community-based solutions for effective malaria control: lessons from Mozambique.

<sup>2</sup> Fapohunda, Bolaji M., Beth Ann Plowman, Robert Azairwe, Geoffrey Bisorbowa, Peter Langi, Frederick Kato and Xiaotian Wang, 2004. Home-Based Management of Fever Strategy in Uganda: A Report of the 2003 Survey. Arlington, Virginia, USA: MOH, WHO and BASICS II Fapohunda, B. M., Plowman, B. A., Azairwe, R., Bisorbowa, G., & Langi, P. (2004). Home based management of fever strategy in Uganda: survey report.

<sup>3</sup> Field-Nguer, M. L., Musonda, K., Matee, N. F., Mwanza, M., Mwita, A., Mwingizi, D., ... & Ernest, R. (2015) The Tanzania Capacity and Communication Project (TCCP): a performance evaluation. Promoting healthy behaviors and building social and behavior change capacity in Tanzania.

<sup>4</sup> Gies, S., Coulibaly, S. O., Ky, C., Ouattara, F. T., Brabin, B. J., & D'Alessandro, U. (2009). Community-based promotional campaign to improve uptake of intermittent preventive antimalarial treatment in pregnancy in Burkina Faso. The American Journal of Tropical Medicine and Hygiene, 80(3), 460-469.

<sup>5</sup> Kidane, G., & Morrow, R. H. (2000). Teaching mothers to provide home treatment of malaria in Tigray, Ethiopia: a randomised trial. The Lancet, 356(9229), 550-555.