



Impact of Social and Behavior Change Communication on Insecticide-Treated Net Behaviors

Mix of Mass Media and Interpersonal Communication		Article Strength	Strategic SBCC
Cameroon	A post-assessment study was used to assess the influence of Cameroon’s national KO Palu Nightwatch campaign (SMS reminders, billboards, TV and radio PSAs, music videos, print materials) on net use of adults and children under five. Those who owned at least one net at home and were exposed to the campaign were 7 percentage points more likely to have slept under a bed net compared to those unexposed (66% exposed vs. 59% unexposed), and 12 percentage points more likely to have their children sleep under a net (80% exposed vs. 68% unexposed). It is estimated that over 500,000 individuals that used a mosquito net to protect themselves from malaria as a result of the campaign. ¹	High	High
Nigeria	A pre-post assessment used repeated cross-sectional household surveys to assess the impact of a multi-channel SBCC campaign in Nasarawa State, Nigeria. Baseline, midline and endline surveys carried out at one-year intervals measured the proportion of nets with observed repairs, and the proportion of nets in serviceable condition. Exposure to the campaign was strongly correlated with increased positive attitudes toward net care and repair, which were also positively correlated with net repairs and the proportion of nets in serviceable condition. Nets that were tied up were 2.7 times more likely to be in serviceable condition at endline, and positive attitudes towards nets were associated with an increase in net lifespan by one full year, when compared to those with negative attitudes. ²	High	High
Zambia	A study used two approaches, PSM and treatment effect modelling, to assess the relationship between exposure to SBCC messages and the use of ITNs the previous night. Findings revealed that, when matched on similar propensity scores, a statistically significant 30 percentage point difference in ITN use was observed between exposed and unexposed respondents. Fifty-nine per cent of unexposed respondents reported sleeping under an ITN the previous night, compared to 88% of the exposed respondents. When using treatment effect modelling, there was a smaller but still significant difference of 13 percentage points between exposed and unexposed groups. ³	High	Medium
Tanzania	A household survey used stratified random sampling to assess whether various levels of exposure to the COMMIT project’s multi-channel SBCC campaign influenced attitudes and ownership of ITNs in Tanzania. Mediation analysis found change agents, mass media and community messaging were significantly associated with increased attitudes about nets, and positive attitudes about nets significantly increased the odds of universal coverage. ⁴	High	Medium
Nigeria	A post-campaign survey was conducted in 10 states in Nigeria to assess the influence of SBCC messages on net hanging and use. The study found a dose-response relationship between the number of SBCC messages recalled and the number of nets received. All BCC outcomes showed a significant increase in net use. The number of messages recalled was the strongest predictor of knowledge. Attitude towards net use was positively linked to the number of messages recalled. ⁵	High	Medium



Benin	A post assessment study of the Benin ARM3 campaign (radio and TV spots, music, community mobilization activities and IEC materials), revealed that exposure to the campaign was linked to more women sleeping under an LLIN the previous night (87%), compared to the rates of those unexposed (76%). The campaign was also associated with higher rates of net use among women with at least one child under five, compared to unexposed (94% versus 82%). ⁶	 High	 Medium
Nigeria	A post-assessment study was used to assess the impact of a radio campaign on net use. Results revealed that respondents were 3.2 times more likely to sleep under an ITN if they knew it prevented malaria, and 1.5 times more likely to use a bed net if they had heard campaign radio messages. ⁷	 High	 Medium
Interpersonal Communication and Community Engagement		Article Strength	Strategic SBCC
Malawi	A three-arm cluster randomized controlled intervention in Malawi was used to assess the influence of a malaria educational leaflet and a demonstration with freshly caught live, buzzing mosquitos on household ITN use. The evaluation found that people who were provided a leaflet and shown mosquitoes were 13 times more likely to use ITNs, compared with the control group. ⁸	 High	 Medium
South Sudan	A pre-post assessment ⁹ of the Maternal and Child Health Transformation Program in South Sudan, which trained community elders to deliver health messages and encouraged net use at the household, community, and facility levels. The program was positively and significantly associated with increased net ownership (25% exposed versus 62% unexposed) and net use in pregnancy (33% exposed versus 40% unexposed).	 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 social and behavior change communication 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

ARM3	Accelerating the Reduction of Malaria Morbidity and Mortality Program
BCC	Behavior Change Communication
COMMIT	Communication and Malaria Initiative in Tanzania
IEC	Information, Education and Communication
ITN	Insecticide-treated Net
LLIN	Long-lasting Insecticide-treated Net
PSM	Propensity Score Matching
SBCC	Social and Behavior Change Communication
SMART	Specific, Measurable, Attainable, Relevant and Timely

Citations

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