

Mission Report – Mozambique

Communication Technical Assistance

Gregory Pirio

Mission dates: February 17-March 3, 2016

Location (s): Maputo, Mozambique

Date of report: March 11, 2016

Subject of report: Technical Assistance Provided

1. Objectives of the mission – General

The general objective of the mission is to finalize the core campaign documents (plan of action, logistics plan of action, communication plan, timeline, budget and risk assessment and mitigation plan). The critical element to be finalized is the budget (unit cost per net) to ensure that the Global Fund has sufficient time to advocate for the needed operational budget.

2. Objectives of the mission – Communication specific

- I. Provide support to the NMCP communication staff and partner NGOs in developing a communication implementation plan with timeline and budget for roll out of the Universal Coverage Campaign (UCC) in Nampula Province, for which distribution is planned for the third and fourth quarters of 2016. The Nampula implementation plan will serve as a template for the roll out in other provinces. Among elements that will be included in the communication implementation plan are:
 1. communication and social mobilization strategies in support of distribution in both urban and rural areas;
 2. a list of BCC and campaign technical key messages (including the addition of key messages about the vouchers and their values);
 3. a plan for the inclusion of central level communication experts in provincial microplanning workshops;
 4. a mapping of NGO partners and their potential communication contributions, examining areas of potential gaps and budget shortfalls;
 5. a budget for all proposed communication activities from the central to the local levels;
 6. an advocacy plan targeting high-level political, religious and popular figures for promoting UCC and its behavior change components;
 7. an advocacy plan for outreach to different Ministries including Education, Fisheries and Mines;

8. a strategy for private sector engagement to provide support to the national, provincial and local activities;
 9. SMS broadcast and narrowcast strategies in conjunction with telecom companies;
 10. recommendations for recruitment of registrars and other local communication agents at the local level;
 11. plans for a strong communication including behavior change component in training of training of trainers and district level trainings and orientations;
 12. a strategy for the engagement of national, provincial and local media;
 13. a plan for monitoring and evaluation of communication activities
 14. a plan for a post-campaign phase, door-to-door rapid qualitative assessment in Nampula Province to determine levels of use and knowledge of carees a way of informing subsequent roll-out communication strategies in other provinces.
- II. Provide support to the NMCP communication staff and partner NGOs in developing:
1. clear terms of reference for the communication subcommittee;
 2. a media briefing kit;
 3. an advocacy kit that includes talking points and factsheets for public figures and malaria champions;
 4. factsheets and talking points for promoting a branded umbrella narrative for the campaign;
 5. training and orientation curricula, including PowerPoint presentation and handouts;
 6. a video with influential figures from all prominent political parties promoting the universal coverage campaign and its objectives;
 7. a calendar highlighting opportunities for high-level promotion and media coverage;

2. General overview of planned distribution

- Mozambique is transitioning from its existing district-level UC distributions to a rolling national distribution to all provinces starting at the end of the 2016 and continuing through 2017.
- First province that will receive nets is Nampula (~2.8M) and these nets are already ordered under the existing grant rather than the extension that will cover the 2017 nets. In addition, 200,000 LLINs will be available from routine to provide the buffer stock that was not built in at the time of the ordering of the nets. Note that since a significant number of LLINs from the campaigns have been put into routine (separate donors for the two channels), it is not felt that taking these nets will have a significant effect on the distribution through routine channels.
- During the last mission, the NMCP and WV were piloting a new approach to the LLIN distribution, which was presented to the national stakeholders and partners on

February 16th and approved. This approach involves a shift to the use of vouchers and associated operational changes, affecting the technical, logistics and communication planning that had been done for the previous campaigns.

- While some crises (of various types, including related to heavy rains, drought and political issues) were occurring in parts of the country during the last mission, the situation in parts of the country has potentially worsened. These situations, unpredictable in terms of deterioration or normalization in the coming months, add a new level of difficulty in terms of the planning and emphasizes the importance of microplanning, risk and mitigation planning and communication planning for addressing potential situations arising.

3. Campaign planning / implementation situation on arrival

- AMP had prepared a communication recommendations document dated November 2015, which was based on a TA mission that took place in October-November of 2015. The recommendations were based on field observations of a net distribution campaign in Jangamo District, Inhambane Province as well as on meetings with the PNCM and its malaria communication partners. The PNCM approved of the recommendations, and these became the basis for the planning activities undertaken in the current mission described in this report.

4. Mission roll out and main accomplishments

- As a result of the mission, a communication sub-committee with terms of reference was established. During the mission a communication timeline, budgets (one for central level and one for provincial / district / locality levels) and work plan was established. The timeline, budgets and work plan with division of responsibilities according to partners can be found as annexes to this report. The work plan reflects the considerable intellectual capital expended by the communication sub-committee in development the social mobilization and behaviour change communication strategies. Behaviour change strategies using social norm promotion and identity and value approaches were outlined in the work plan.

5. Key challenges and recommendations

The fundamental challenge is the sheer volume of communication products and activities that must be undertaken in a relatively short period of time.

It will be important for the Communication Sub-committee to meet at least weekly to review progress, keep implementation on track and identify solutions for potential bottlenecks.

- Special attention should be paid to partner human resource challenges and efforts should be made to overcome these, if implementation falls behind the timeline.
- Challenges that may impact the roll out of the campaign should be immediately be reported to the Coordinating Committee to harmonize the effort Summary, based on consultant's experience in country, of the key issues that are likely to create bottlenecks for timely / successful implementation and the recommendations the consultant would make for avoiding or unblocking the situation. This should include known bottlenecks around local procurement of goods of sufficient quality.
- Qualitative research on knowledge, attitudes and beliefs about bed net use appears limited, although there is one important 2015 study conducted by Malaria Consortium in the provinces of Niassa and Nampula. It will be important to expand the research base into urban areas and other geographically-dispersed ethno-linguistic communities in order to inform communication strategies and to be sure that BCC approaches effectively target intended audiences. A rapid monitoring of the communication aspects has been included in the communication timeline and budget.
- Since at the time of the mission there had not yet been developed a urban distribution plan, the Communication Sub-Committee was not in a position to elaborate a detailed communication plan for urban areas, other than to stress the importance of television in reaching urban populations based on studies from other countries. It will be important to assess what unique communication approaches may be needed for the urban environment.
- Since there is no policy on repurposing and disposal of old LLINs, it will be important to formulate a policy and plan appropriate messaging.
- Because of the "crisis" in the country, it will be important to be as inclusive as possible in advocacy and mass media promotion, so that the campaign does not turn partisan with the potential of localized resistance to cooperation with it. The communication plan that was elaborated placed great emphasis on this in both its advocacy and promotional outreach.

6. Next steps / Future planning

- The timeline and work plan in annex provide the basis to keeping the communication of the campaign on track. Next steps are clearly articulated in the work plan.

- A rigorous scientific approach to message development for social mobilization and behaviour change that is based on qualitative research and tested among intended target audiences will be important to undertake.

7. Conclusion

The malaria program has an important group of communication partners who will be well suited to carry out the campaign. Regular communication among partners through weekly meetings will be important to keeping the communication implementation plan on track.

List of key people met during mission / meetings attended

Abuchahama Saifodine, USAID-PMI

Aida Mahomed, UNICEF

Alain Daudrumez, AMP

Baltazar Candrinho, PNCM

Chandana Mendis, World Vision

Felisberto Massingue, Johns Hopkins University Center for Communication Programs

Fernando Bambo, Malaria Consortium

Honorio Samucene, UNICEF

Jorge Arroz, World Vision

Katelyn Dzialowy, Peace Corps

Liliana Pinto, PNCM

Luis Ismael, PNCM

Patrick Devos, Johns Hopkins University Center for Communication Programs

Rose Zulliger, CDC-PMI

Sandrine Martin, Malaria Consortium

Sergio Satsabete, PNCM

Silvia Pedro, PNCM

List of Annexes

Master Work Plan and Checklist

Communication Budget for Nampula and Central Level Activities (version created during mission)

Central Level Advocacy Timeline Provincial Timeline and Budgets (version created during mission)