

## Work Plan and Check List

This master work plan / checklist includes both central level activities and provincial-district-level activities. It will be important for the Communication Sub-committee to revisit completion dates at its weekly meetings to insure that implementation of these critical activities remains on track. While this work plan and check list focuses on Nampula Province implementation, responsibilities and completion dates will need to be added for each subsequent province in order to synchronize activities with anticipated roll out and to insure that the implementing partners are fully attuned to their responsibilities.

1. Message Development: The Communication Sub-committee (CSC) will lead the development of key motivational and technical messages for different target audiences.
  - a. One partnersgroup should be established to review existing research to determine what key motivational messages based, for instance, on values and identities that can be used for the adoption of prescribed behaviors around net use and care.  
Responsibility: CSC, PNCM  
Completion date: March 16

### Comments:

An example of such research that can be drawn upon is Malaria Consortium's "AuscultaçãosobreConhecimentos, Atitudes, Comportamento e Práticas (CAPC) em relação ao uso das RMTILD."

Since the goal of reaching 80% LLIN use within a community can stop transmission, it may be possible to define what it means to be a good community member or neighbor in terms of net use. Thus, it may be possible to create a social norm around this that would expand beyond the "protect your family" message. Of course, the new social norm concept would need to be pre-tested before its adoption.

In developing motivational messaging, it may be worthwhile considering the approach of "A good parent protects his/her family by....." There's ample research indicating that the personalization of messaging through identity creation is more effective than active verb messages, for instance, "protect your family." Of course, this has to be pretested too and cultural considerations should be taken into account.

- b. In addition to the current technical messages for beneficiaries that have been put into the flyer that will be delivered with the nets, it will be important to include

messaging on the disposal or repurposing of old nets. A clear policy must be articulated on this issue so that this can be reflected in the messaging.

Responsibility: PNCM, CSC, Malaria Communication Partners Forum

Completion date: March 25

- c. Other messages to be included:
  - i. Since nets will still be distributed in Nampula Province in plastic bags, clear messaging will need to be developed on bag disposal for this province. In the other provinces, nets will be distributed without bags, so no messaging will be needed later on.  
Responsibility: CSC, PNCM, Malaria Communication Partners Forum  
  
Completion date: April 1
  - ii. Messaging should also be developed to explain the new voucher system to the public.  
Responsibility: PNCM, CSC, Malaria Communication Partners Forum  
Completion date: April 1
  - iii. A list of core technical and motivational messages should be established for campaign phases -- pre-registration, pre-distribution and post-distribution.  
Responsibility: PNCM, CSC, Malaria Communication Partners Forum  
Completion date: April 1
  - iv. Devise SMS messages designed to remind the public to sleep under nets; messages to be delivered free of charge by telecom partners.  
Responsibility: PNCM, CSC, Malaria Communication Partners Forum  
Completion date: May 15
2. Stickers to be placed on registered houses: Ensure that the stickers (autocolantes) being ordered for campaign convey an appropriate message.  
Responsibility: NMCP, CSC  
Completion date: March 15
3. Job aids for district level registrants and mobilizadores: Job aids should be designed to help guide the registradores and mobilizadores to communicate social mobilization and behavior change messages. The registradores should take the registration job aids with them as they go door-to-door; a job aid should also be made to support those engaged in communication at the distribution points, including what to tell the beneficiaries and

encouragement in providing bed net hanging demonstrations, as well as for those engaged in post-distribution communication.

Responsibility: PNCM, CSC

Completion date: April 15

4. New criteria for *registadores*: CSC, in partnership with the operations / M&E sub-committee, will draft new criteria for the selection of individuals who will be conducting household registration. Focus for the new criteria will be on giving priority in the selection process to individuals in the community already engaged in health promotion, such as mobilizadores, polyvalentes and activistas who meet literacy and other criteria. The objective is to strengthen behavior change communication during the registration process by deploying individuals already familiar with malaria and other health promotion issues. This new profile/criteria for registrants needs to be placed in the operational manual and be part of the Training of Trainers curriculum and the communication presentation by central-level personal at the Provincial micro-planning event.

Responsibility: PNCM, CSC, OSC

Completion date: March 18

5. Include communication indicators in supervision and monitoring tools used at the district level.

Responsibility: CSC, PNCM

Completion date: April 20

6. Revision of the operational manual. The new comprehensive communication strategy with step-by-step activities must be incorporated into the revised operation manual, so that actors at all levels understand the purpose of each step and their roles in it. It will be important to include strategies to counter rumors and how to communicate to beneficiaries in case net shortages occur at distribution sites and if distribution delays occur.

Responsibility: PNCM, CSC, OSC

Completion date: April 15

7. Expand existing Linha Verde (health advice hotline) to include questions about malaria and the distribution campaign.

Responsibility: JHUCCP, CSC, PNCM

Completion date: June 17

8. Expanded Malaria Branding: The CSC agreed both to adopt a national malaria song as a communication tool and to develop a branded malaria campaign around the economic benefits of reducing/eliminating malaria.

- a. A group of partners needs to review existing malaria songs and select one as a national song. This may entail some revision and a new recording for both audio and video versions. It should be put online and be included in the campaign media toolkit, to facilitate its being widely disseminated. The music of the song may also be used to create a jingle and musical bridges for use when broadcasting spots and programs about malaria. *Mobilizadores* should be encouraged to sing this song and a mechanism should be found for encouraging the singing of this song at schools.

Responsibility: JHUCCP, PNCM, CSC, Malaria Communication Partners Forum  
Completion date: April 15

- b. A fact sheet needs to be developed on the economic benefits of malaria prevention with reference to family livelihood/expenses, business outcomes and overall economic development. This fact sheet can be included in the media toolkit as well as in the advocacy kits developed for parliamentarians, champions and the private sector. Part of the objective is to rally those addressing the public around a narrative of the many benefits to be gained from advancing malaria prevention.

Responsibility: JHUCCP, PNCM, CSC  
Completion date: April 7

9. Fact sheet on Universal Coverage Campaign (UCC Fact Sheet). Develop a fact sheet describing the campaign, its dimensions, goals and funding sources. This can be used for media, private sector engagement, political advocacy and as a hand out in trainings.

Responsibility: JHUCCP, PNCM, CSC  
Completion date: April 15

10. Microplanning Activities:

- a. Include communication items in the planning tools sent to the districts to prepare for the provincial-level microplanning.

Responsibility: PNCP, DEPROS, CSC  
Completion date: March 25

- b. Prepare a Power Point to be presented at the provincial microplanning event: explaining all communication activities and messages that will need to be

conveyed. In advance, insure that post-distribution communication strategy is well articulated including how to use LQAS findings to inform local partners on what activities to undertake.

Responsibility: PNCM, DEPROS, CSC

Completion date: April 7

- c. Send trained central level communication personnel to Provincial Micro-planning event as part of the central facilitation team  
Responsibility: PNCM, DEPROS, CSC
11. Prepare a standardized memorandum of understanding between local radio stations and SRs that provides a lump sum payment to radio station for three (four) months of airtime for campaign spots, announcement, programs and coverage of campaign.  
Responsibility: Malaria Consortium (MC), UNICEF, Instituto de Comunicacao Social (ICS)  
Completion date: April 15
12. Decide who signs the memorandum of understanding with local radio stations in each of the provinces.  
Responsibility: MC, UNICEF, (ICS), PNCM, CSC
13. Curriculum and advocacy presentations development: Standard curriculum for trainings and the content for advocacy orientations will be prepared at the central level.
  - a. National media: A Power Point presentation and media toolkit will be prepared. Media toolkit to include: calendar of anticipated coverage events, economic impact factsheet, UCC factsheet, recordings of national malaria song, jingle and musical bridges, as well as coverage ideas.  
Responsibility: JHUCCP, PNCM, CSC  
Completion date: April 15
  - b. Provincial and district-level media. The national media Power Point presentation and toolkit can be adapted for use at the provincial media training. Emphasis should be placed on the phases of the campaign and close collaboration with provincial and district health officials in all phases and in countering rumors that may arise.  
Responsibility: MC-JHUCCP, PNCM, CSC  
Completion date: April 15

- c. Prepare Power Point presentation for use in national level advocacy with parliamentarians, religious leaders and potential champions.  
Responsibility: JHUCCP, PNCM, CSC  
Completion date: April 8
  - d. Provincial Training of Trainers curriculum:  
Include communication dimensions in the curriculum especially with regard to cascade training for those conducting household registration and at the distribution sites.  
Responsibility: PNCM, DEPROS, CSC  
Completion date: April 8
  - e. Cascade training for registrants and distribution point mobilizadores. Ensure that those trained receive communication job aids that they can follow in order to communicate key technical and behavior change messages (see no. 2above). A plan should be in place on how and what to communicate to beneficiaries in case of a shortage of bed nets at distribution sites.  
Responsibility: PNCM, DEPROS, CSC  
Completion date: April 15
  - f. Reuniao entre DPS e representantes dos partidos politicos , lideres religiosos e outras pessoas influentes na comunidade (incluir os "campeoes" da campanha a nivel nacional e provincial. Prepare Power Point presentation, toolkit with factsheets and suggested actions to undertake. It will be important to ask elected provincial legislators from the three parties to be in TV and radio spots promoting the campaign as a way to build broad multiparty support for the campaign (see item 20 below).  
Responsibility: PNCM, DEPROS, MC?, meeting carried out by DPS  
Completion date: May 13
  - g. Reuniao de advocacia na sede distrital entre o governo do distrito e diferentes intervenientes na CCU para orientacao das actividades de CCU (Ponto focal da malaria, responsavel da saude de comunidade, lideres religiosos, lideres politicos e outras pessoas influentes). Prepare Power Point and informational package.  
Responsibility: World Vision and SRs; meeting carried out by SDSMAS  
Completion date for informational package: April 15
14. Devise and input behavioral and communication indicators into the Lot Quality Assurance Sampling (LQAS) especially in the post-distribution period to inform strategies on BCC follow up.

Responsibility: JHUCCP, MC, PNCM, CSC

Completion date: May 6

#### 15. Central-level Advocacy

- a. Orientation of Parliamentarians: Power Point presentation, economic impact factsheet, UCC factsheet, talking points, set of suggested actions for parliamentarians to take. One of the goals is have parliamentarians from each of the three major political parties speak in support of the campaign, so as to send out a message of multi-partisan support for the campaign to help insure support for the campaign by political actors at provincial and local levels. It had been suggested that featuring one parliamentarian from each party within the same spot would reinforce the idea of national unity around the universal coverage campaign (see item 18 below).

Responsibility: JHUCCP, PNCM, CSC

Completion date: April 22

- b. National Religious Leaders (PIRCOM and others): Power Point presentation, economic impact factsheet, UCC factsheet, talking points, set of suggested actions for leaders to take.

Responsibility: JHUCCP, PNCM, CSC

Completion date: April 22

- c. Outreach to champions: Power Point presentation, economic impact factsheet, UCC factsheet, talking points, set of suggested actions for champions to take.

Responsibility: JHUCCP, PNCM, CSC

Completion date: April 22

16. Private Sector Engagement: Prepare informational package and compile in advance ideas for the types of contributions the private sector may make. The CSC suggested that companies, such as Coca Cola, which have purchased bundles of airtime on TV and radio could make some of this time available to the campaign in its placement of spots and programs. In addition, the plan is to approach telecoms to send out SMS messages in the post distribution phase to encourage net use by the beneficiaries. The campaign coordinating group may also wish to identify other areas where the private sector may be able to make contributions, for example, in transport and storage.

- a. Hire consultant

Responsibility: ?and MoH, PNCM, CSC

Completion date: March 28

- b. Informational package

Responsibility: Consultant, PNCM, CSC

Completion date: March 30

17. Outreach to Ministry of Education and Fisheries: Request schools undertake activities during campaign in support of campaign objectives. Request that the Ministry of Fisheries use its extension workers to promote the prohibition of LLINs for fishing and explore how alternative fishing nets may be made available to fishing communities.

Responsibility: PNCM, DEPROS, CSC

Completion date: March 30

18. Production of national radio and TV spots.

Responsibility: JHUCCP, PNCM, CSC

Completion date: May 13

19. Placement on air of national radio and TV spots.

Responsibility: JHUCCP, PNCM, CSC

Beginning date: July 10?

20. Production of provincial radio and TV spots.

Responsibility: MC?, PNCM, CSC

Completion date: July 10

21. Placement on air of provincial radio and TV spots.

Responsibility: MC, PNCM

Beginning date: July 10?

22. Support media coverage of the Nampula distribution (RM, TVM, STV, Miramar)

Responsibility: MC, JHUCCP, PMCM

Dates: Launch through distribution phase.

23. Hire video production company to produce training film based on Nampula campaign for use in future advocacy and training meetings in the remaining provinces.

Responsibility: MC, PNCM

Hire completion date: May 13

Dates: Launch through distribution phase.

Final product date: September 2

24. Finalize plans for campaign launch in Nampula.

Responsibility: PNCM, CSC

Completion date: May 6