



I am taking these home...

Important Learning from the
AMP BCC Workshop in Bamako,
September 2010



Communication plans
are essential for
successful BCC
programs

If you fail to plan, you
plan to fail.

Planning

is critical



Funds allocation to activities
should be driven by priority
areas identified



Your request for funds should
show the possibility of making a
positive impact on an identified
situation.



Country Communication Plan Budget

Country	Trainin g	Radio	Television	IPC & Soc Mob	Other Print	Banner	T-Shirts, etc	Launch	M & E	Other
Ethiopia		10%	10%	30%	20%	5%	5%	5%	15%	
Ghana	15%	50%	15%	15%						5%
Kenya	10%	40%	5%	12%	20%	1%	2%	10%		
Liberia	15%	23%	2%	12%	20%		4%	10%	14%	
Malawi	10%	30%	5%	35%	10%	5%		5%		
Nigeria	10%	22%	10%	31%	20%			5%	2%	
Northern Sudan	15%	25%	10%	20%	5%	5%	5%	5%	10%	
Sierra Leone	20%	30%	5%	25%	5%	5%	5%	5%		
Southern Sudan		50%		20%			10%		5%	15%
Tanzania		50%	17%		8%					25%
The Gambia	15%	20%	10%	35%		5%	10%			5%
Uganda										
Zambia		32%	8%	35%			10%	5%	10%	
Zimbabwe		15%		30%	35%		10%		10%	
average	8	31	7	23	11	2	5	4	5	4



+ Prioritize
(Focus demands sacrifice)



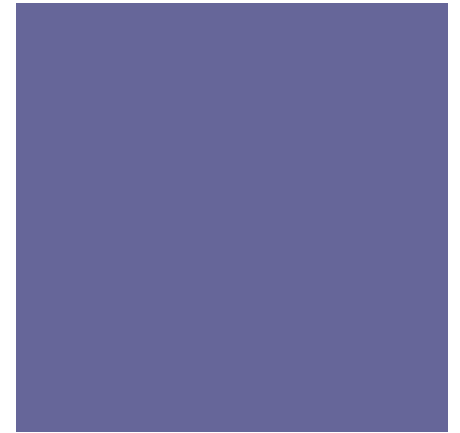
Strategies to be more effective



- Where TV is available, use it as it shows the actual behaviors
- Environmental sanitation is not one of the ways of controlling malaria
- Partner profiling is key in mobilizing resources for BCC activities in malaria control
- There's a need to have a separate communication strategy for pastoral communities



Teamwork, collaboration and partnership



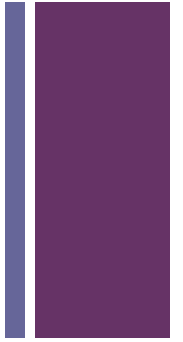
All keys to successful BCC
programs



+ Rumors should be managed
from the source



In designing your messages and materials, we need to get a detailed creative brief of all the items required



They should include:

- Accurate BCC and malaria information, presented in story format
- Tone
- Language
- Audience



BCC
materials
need to be
smart –
good
pictures,
quality
messaging,
nice design,
etc.



**LONG LASTING INSECTICIDE TREATED NETS (LLINs)
for a healthy family**

LLINs:

- Kill mosquitoes and repel them from biting.
- No re-treatment required.
- Safe for you and your family.
- Approved by the Ministry of Health.

Sleep under an insecticide treated net every night!!!



PLACE
MINISTRY
OF HEALTH
LOGO HERE