

## **Mission Report – Angola**

### **Communication Support for the Post-Distribution Campaign**

**Gregory Pirio**

**Mission dates: February 5 to March 1, 2015**

**Location (s): Luanda, Cabinda, Bengo, Namibe, Lunda Sul Provinces in Angola**

**Date of report: March 3, 2015**

**Subject of report: Post-distribution campaign communication strategy and implementation**

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#### **1. Objectives of the mission**

1. Support NMCP and its partners with review and development or modification of post-campaign BCC strategy, including mass media and IPC strategy (if possible) that can be rapidly implemented. This strategy will identify target audiences (both rural and urban) and the best communication channels for reaching them, as well as the key messages for reaching them. Messages will include care and repair of LLINs.
2. Review existing data on the results of recent mass distribution campaign in the five provinces of Lunda Norte, Cabinda, Bengo and Namibe to inform development/modification of post-campaign communication strategy.
3. Support the NMCP in the identification of media and communication firms/organizations that can rapidly implement the post-campaign mass media strategy (to be discussed in-country).
4. Work with implementing NGOs, including at the provincial level when possible, to identify best IPC opportunities, including existing capacity to implement IPC within the timeframe available.
5. For the province of Lunda Sul, review current communication plans and make suggestions for improvement to NMCP and implementing partners.
6. Develop a timeline for roll out of activities and key milestones that must be met to ensure activities are started as soon as possible.

#### **2. General overview of planned post-distribution campaign communication strategy.**

- Interviews with malaria prevention stakeholders in four of the five provinces benefiting from Global Fund support of universal coverage LLIN distribution revealed that knowledge of hanging up nets was a major obstacle to use in the provinces visited. Other obstacles to net use were fear of allergic reaction and the perceived heat experienced while sleeping under the net.
- Since only one month was left of Global Fund support, it seemed that the best route to follow would be mass media productions addressing issues of use and care, including advice on hang up and motivational messaging. In meeting with state-owned provincial radio and TV stations, it appeared that the best way forward would be to build the capacity of provincial radio and TV broadcasters/journalists to program about net use and care for the long term. It also appeared that producing “mini-dramas” in Portuguese and in target national languages, which promoted use and care, would be an additional effective means for achieving behavior change. These mini-dramas would continue to be broadcast free of charge beyond the March end date of Global Fund support. Angolan state radio and TV will air these products free of charge on an on-going basis. In addition, the NMCP communication team intends to have dubbed in Portuguese a short animated TV spot that quickly illustrates different hanging techniques. UNICEF originally produced this animated spot in French for use in the Democratic Republic of the Congo. This animated short would be broadcast following a TV mini-drama designed to motivate use.
- It may be important to note that these mini-dramas are no longer than three minutes in length, and will consist largely of conversations among actors. The plan is to produce three sets of mini-dramas, promoting use, care and hanging up. They will be recorded by different groups of actors in Portuguese and in all the languages of broadcast in the five target provinces – Bengo, Cabinda, Lunda Sul, Lunda Norte and Namibe. The Portuguese versions would be broadcast nationally as well as in the target provinces.
- **In 2014, NMCP pre-qualified three firms to produce mini-dramas promoting net distribution. We were able to visit with two of these firms to explain the need for quick production turnaround, which they believed was possible to achieve in all the languages. The two firms demonstrated their TV and production experience and know how, and certainly appeared qualified to produce the required mini-dramas as well as the dubbing of the animated “hang-up” spot.**
- **Once the TV and radio products are produced, NMCP’s communication team will work with national and provincial broadcasters to distribute the products and develop a broadcast schedule. NMCP intends to ask provincial health promotion**

officers dealing with malaria prevention to conduct spot checks to monitor if the products are being aired as scheduled.

- I will be working with NMCP's malaria team in the writing of the scripts; and a plan has been put into place to pre-test the script concepts devised for the three sets of mini-dramas prior to going to production.
- Per the journalism workshop, two radio and TV journalists will be invited to attend from each province. We observed in our interviews that by and large there was inadequate interaction between provincial-level media and malaria health promotion teams. As a result, a malaria promotion officer from each province will also be invited to participate in the workshop as part of an effort to promote a better working relationship with provincial media. The media representatives and the health promotion officers will work together during the workshop to develop a broadcast plan for new programming on malaria and LLIN use and care. This broadcast plan will be one of the main takeaways from the workshop, and will set the foundation for continued malaria prevention broadcasting on an indefinite basis.
- The workshop will help participants to better appreciate the larger picture of the benefits to be achieved through malaria prevention, in addition to instructing participants on key technical messages. For example, an economist is to make a presentation on the impact of malaria prevention on the prosperity of families, on businesses and on economic growth. This is part of a strategy of social norm promotion designed to promote a culture of net use.
- The workshop will also encourage broadcasters to improve the quality of their programming by adopting sources and formats that will more likely lead audiences to adopt the desired behavior change. Group work during the workshop will allow broadcasters to experiment with a wider range of sources and formats than are typically used.
- In Lunda Sul, my NMCP communication colleagues and I had an opportunity to review aspects of the distribution campaign's communication strategy. The distribution campaign in Lunda Sul was to begin within days after our meetings. We were able to inform the provincial health promotion teams of the serious barrier to use that knowledge of hang up reportedly had in other provinces. As a result, we encouraged the Lunda Sul team to include net hanging demonstrations in the activities taking place at distribution points. In response, they intended to add this to training curriculum targeting community mobilizers.

## **5. Key challenges and recommendations**

- The shortness of the time for implementation of the workshop and production of media products is the main challenge for NMCP. In addition, NMCP's current direct involvement in the distribution campaign in Lunda Sul and the mop up distribution campaigns in four provinces are necessarily taking away attention from the post-campaign communication strategy implementation. Nevertheless, the emphasis on media plays to the strength of the national communication team, which has already set up a national network of journalists to program on malaria issues and which has already commissioned a number of mini-dramas for the distribution campaign. With focus and effort, the achievement of the workshop and mini-dramas is doable.

In addition, I have made myself available to remotely assist the communication team in reviewing mini-drama scripts and in devising the detailed program agenda for the workshop.

- Another challenge is the fact that some of malaria program employees at the national and provincial levels reported to me that they have not received salaries for January and February, with the result that I heard many expressions of demoralization of staff. Amazingly, staff continues to work and is dedicated to the fight against malaria despite the many personal challenges that the lack or delay of salary poses for them.

## **6. Next steps / Future planning**

- **It will be critical for the NMCP to determine the percentage of households in the different provinces that are using the nets that are received. If, indeed, use is as low as malaria stakeholders suggest, Inter-Personal Communication efforts will likely be necessary. A rapid assessment survey among selected urban neighborhoods and rural communities to determine rates of usage and barriers will help to inform an IPC campaign. During the period of this mission in Angola, there was not enough time to allow such an assessment, nor could an IPC campaign be properly organized and implemented prior to the end of March.**
- **In IPC community mobilization, it will be critical to sensitize influential community members, particularly traditional leaders and religious leaders. The Provincial-level health promotion teams have ample experience in community mobilization for vaccines. However, issues of net use and care and overcoming barriers is a more complicated type of intervention, and as a result, significant attention will be needed for training community mobilizers.**

- It will likely be advisable to further brand the national malaria campaign in a way that goes beyond better health to highlighting the economic and social benefits for family, community and nation that can be achieved through malaria control and elimination.

## **7. Conclusion**

Despite considerable barriers, the NMCP, with support from the Alliance for Malaria Prevention technical assistance and with Global Fund financing, appears to be headed toward achieving the goal of universal coverage. Future investments in Behavior Change Communication, especially IPC as part of a community mobilization strategy, will likely be critical to achieving 80% levels of use that will significantly interrupt malaria transmission.

### **List of Acronyms**

**IPC – Interpersonal Communication**

**NMCP – National Malaria Control Program**

### **List of key people met during mission / meetings attended**

February 9

#### Meetings at NMCP

Filemeno Fortes, Director, PNCM

Francisco Telles, Deputy Director, PNCM

Jaime Molossande, Communication Officer

Fatima Joao, Communication Officer

#### Meeting at UTG

Munzala Mundele Ngola, Deputy Director, Unidade Tecnica de Gestao

Francisco Telles, Deputy Director, PNCM

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

#### Meeting at PMI, USAID

Ramlat Jose, PMI Senior Malaria Advisor

Denise O. Garrett, CDC, Medical Epidemiologist

Mateusz Plucinski, CDC

February 12, 2015

Briefing from PSI Angola

Anya Fedorova, Representative, PSI Angola

Marie F. Baptiste, Director of Project Marketing, PSI

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNM

February 13, 2015

Meeting at Cabinda Provincial Department of Culture

Andre Luemba, Chief of the Department of Cultural Activity

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNM

Paulo Chivema, Malaria Prevention Program Officer, Provincial PNCP

Meeting at Angola National Radio, Cabinda

Manuel Prospero, Chief of Production, Angola National Radio, Cabinda

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Paulo Chivema, Malaria Prevention Program Officer, Provincial PNCP

Meeting at the Provincial Secretariat of Social Communication

Pedro Sia, Secretary of Social Communication, Cabinda

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Paulo Chivema, Malaria Prevention Program Officer, Provincial PNCP

Meeting at the Associação Cristã de Jovens de Angola

Prospero Negata, Associação Cristã de Jovens de Angola

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Paulo Chivema, Malaria Prevention Program Officer, Provincial PNCM

February 15, 2015

Meeting to Plan Travel, TA Objectives and Discuss Emerging Strategy

Francisco Telles, Deputy Director, PNCM

February 16, 2015

Meeting with Bengo Provincial Health Department and Malaria Partners

Antonio Martins, Director of the Provincial Directorate of Health

Faria Alfredo, Ajuda de Desenvolvimento de Povo para Povo

Andre Pedro, Provincial Supervisor for Malaria ControlM

Ignacio Banda, Malaria Prevention Program Officer, Provincial PNCM

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Meeting at Angolan National Radio Bengo

Telles Perreira, radio broadcaster in charge of health programming

Faria Alfredo, Ajuda de Desenvolvimento de Povo para Povo

Andre Pedro, Provincial Supervisor for Malaria ControlM

Ignacio Banda, Malaria Prevention Program Officer, Provincial PNCM

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Meeting at Public Television of Angola (RTP) in Bengo Province

Joao Ligo, Director, RTP Bengo

Faria Alfredo, Ajuda de Desenvolvimento de Povo para Povo

Andre Pedro, Provincial Supervisor for Malaria ControlM

Ignacio Banda, Malaria Prevention Program Officer, Provincial PNCM

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

February 18, 2015

Meeting at the Provincial Malaria Office, Namibe

Andre Iasumo, Chief of the Programs Section

Joao Chipyia, Provincial Supervisor for Malaria

Nicolau Gala, Malaria Focal Person

Pia Jorgenson, Ajuda de Desenvolvimento de Povo para Povo

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Meeting at the Directorate of Social Communication, Namibe Province

AlexandreJoao Texinguinta, Provincial Director of Social Communication, Namibe

Joao Chipyia, Provincial Supervisor for Malaria

Pia Jorgenson, Ajuda de Desenvolvimento de Povo para Povo

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Meeting at Cultural Directorate, Namibe Province

AlexandreJoao Texinguinta, Provincial Director of Social Communication, Namibe

Joao Chipyia, Provincial Supervisor for Malaria

Pia Jorgenson, Ajuda de Desenvolvimento de Povo para Povo

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Ismael Pena, Director of National Radio, Namibe Province

February 19, 2015

Meeting at the Directorate of Cultural Affairs, Namibe Province

Benjamin Fernandes, Chief of Religious Affairs

Joao Chipiya, Provincial Supervisor for Malaria

Pia Jorgenson, Ajuda de Desenvolvimento de Povo para Povo

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Meeting at Angolan National Radio, Namibe Province

Pia Jorgenson, Ajuda de Desenvolvimento de Povo para Povo

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Ismael Pena, Director of National Radio, Namibe Province

February 23, 2014

Meeting at Net Distribution Command Center, Saurimo, Lunda Sul

Munzala Mundele Ngola, Deputy Director, Unidade Tecnica de Gestao

Francisco Telles, Deputy Director, PNCM

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

Gamaliel Lucas, Core Group-Salvation Army

Zita Sapalo, Malaria Supervisor, Lunda Sul

Fernando Cazungo, Health Promotion, Lunda Sul

Tomas Henriques, Health Promotion, Lunda Sul

Meeting with director of Caritas (Catholic Charity) Lunda Sul

Gamaliel Lucas, Core Group-Salvation Army

Zita Sapalo, Malaria Supervisor, Lunda Sul

Father Floriberto Ngunza, Caritas

Meeting with Pastor from Seventh Day Adventist Church

Pastor Elsebio Nunes Daniel Chionga, Seventh Day Adventists

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNCM

February 26, 2015

Meeting at PSI

Anya Fedorova, Representative, PSI Angola

Marie F. Baptiste, Director of Project Marketing, PSI

Jaime Molossande, Communication Officer, PNCM

Fatima Joao, Communication Officer, PNM

Meeting at Media Production Agencies

Oscar Gil Productions

Beta Max Productions – Carlos Ferreira

February 27, 2015

PMI Debrief

Ramlat Jose, PMI Senior Malaria Advisor

Jason Fraser, USAID Mission Director, Angola

Debrief with NMCP

Filomeno Fortes, Director, NMCP

**List of Annexes**

Preliminary Timeline for Implementation of Workshop and Mini-Drama Production and Distribution

Preliminary Workshop Agenda