

Weekly Report: Communication Support for Angola's Universal Coverage Campaign

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Context:

The Angolan National Malaria Control Program is undertaking a national universal campaign with support from the Presidential Malaria Initiative, the Global Fund and the Angolan government. PSI Angolan was selected as campaign implementer. VectorWorks is providing local and international consultants to assist NMCP in the planning, implementation and evaluation of the campaign. This support includes development and revision of national strategies and SBCC materials as well as training the NMCP in SBCC materials development and use and engaging stakeholders.

Overall communication campaign planning and implementation:

- VectorWorks is responsible for planning and implementing communication activities at the central level and PSI in the provinces and the Department of Health Promotion supporting mass media activities.
- A campaign communication sub-committee with a smaller technical working group has been established; the technical working group has been meeting regular twice a week since its formation.
- Because of time constraints before the implementation of the campaign in five provinces in the first wave – the provinces of Kwanza Sul, Kwanza Norte, Malanje, Zaire and Uige – the revision of key messages and development of revised communication tools, which is being spearheaded by VectorWorks, will be implemented beginning in the second phase of the campaign.
- VectorWorks has developed a campaign communication strategy and a communication implementation timeline with breakdown of responsibilities of tasks

During the period Feb. 21 to 25:

- Greg Pirio participated in and addressed a training session held by PSI for the campaign coordinators in the first five provinces of the campaign.
- Conjointly with the NMCP, VectorWorks held a one-day-long workshop reviewing the known behavioural and practical barriers to LLIN use and proper care (a copy of the meeting schedule is attached); the meeting discussions also focused on message innovations required for the second phase of the campaign; 20 individuals drawn from the malaria program, USAID and partner organizations attended the meeting.
- Dr. Pirio made a PowerPoint presentation summarizing the communication strategy to open the workshop

- Based on the discussions, Dr. Pirio prepared an outline of principal barriers and message innovations that were to serve for two follow-up meetings dedicated to message development in the second week of his mission;
- Dr. Pirio also held meetings with a representative of UNITEL and the director of the malaria program of the Christian Council of Angola (CICA), Dr. Mutondo Alexandre. Follow up meetings are to take place.
- CICA is in the process of formalizing its malaria program and welcomed the idea of preparing sample sermons on malaria that could be delivered in churches throughout the country. Dr. Pirio was able to obtain from CCP's Felisberto Massingue in Maputo a guide for Christian churches that was prepared by Mozambique's Inter-faith Program to Fight Malaria (PIRCOM). This was given to Dr. Alexandre.

The week ahead:

- Dr. Pirio is scheduled to meet with PSI to discuss the communication strategy and the division of communication responsibilities between PSI and VectorWorks.
- Two meetings of the technical working group are scheduled to develop SMS messages for UNITEL to deliver during the different phases of the campaign and to develop messages for radio spots.
- Meetings with UNITEL and CICA are also to take place as well as with the Ministry of Health's Department of Health Promotion
- Dr. Pirio has plans to interview the two advertising agencies that have bid on developing communication materials for the campaign.
- Dr. Pirio will also brief USAID/PMI at the end of his mission.