

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

**Date of report: April 4, 2017 for March 26-31**

**Author of report: Gregory Pirio**

### **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 Angola is campaign distribution 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.
- A campaign communication sub-committee with a smaller technical working group has been established; the technical working 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 – 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
- Conjointly with the NMCP, VectorWorks held a one-day-long workshop with malaria partners and stakeholders reviewing known behavioural and practical barriers to LLIN use and proper care in order to develop effective counter messaging needed to achieve the goal of 80% use.

### **During the period Feb. 21 to 25:**

- The communication subcommittee held several meetings to devise a new message guide reflecting identified barriers to net use, an effort to promote a social norm about parental responsibility in ensuring that all family members sleep under a net as well as a social norm promoting community responsibility for achieving universal use.
- The message guide also contained a policy innovation regarding the reuse and disposal of household LLINs from previous campaigns.
- The communication subcommittee agreed to review as soon as possible the SMS messages that Angola's largest mobile telephone provider, UNITEL, will be disseminating for each phase of the distribution campaign.

- The communication subcommittee also agreed to review existing malaria songs that some partners have adopted with a view to assuring that the lyrics are consistent with the new message guide and to have the NMCP adopt one song for the whole country. The goal would be to have a song that can be sung at schools by students and by community members at their gatherings and during religious events.
- Consensus seemed to be building to hold the national launch for the distribution campaign on May 15 in Malanje Province. NMCP including the communication subcommittee will be in a position to begin working on the launch agenda mid-April.
- Dr. Pirio conducted interviews with the two advertising agencies that have bid on developing communication materials for the campaign.
- Dr. Pirio also briefed USAID/PMI at the end of his mission.

The week ahead:

- At a distance, Dr. Pirio will be working with the NMCP and communication sub-committee members to develop a campaign fact sheet to be used in advocacy and media outreach, as well as talking points for public health officials, political figures, administrators, malaria ambassadors and others.