

**AMP - T.A. Mission Sitrep**  
**Sierra Leone – Week # 2**

**Date of Report:** December 17, 2016  
**Author of Sitrep:** Gregory Pirio and Josephine Kamara  
**References:** AMP Terms of Reference (ToRs) **Communications Support for Mass LLIN Distribution**  
**Consultants in Country:** Gregory Pirio and Josephine Kamara  
**Mission Dates:** December 7-18, 2016

**Background:**

Sierra Leone will be conducting a 2017 campaign tied to the bi-annual mother-child health weeks (MCHW). In addition to a universal LLINs distribution during the MCHW, vitamin A and albendazole targeting children under five years of age will be administered to children during door-to-door visits. The strategy for LLINs is 1 net for every 1.8 people, with a maximum of 3 nets per household.

**Overall campaign planning and implementation for week two:**

- Completed timeline of communication/social mobilization activities
- Continued the revision of communication/social mobilization Plan of Action
- Completed a first set of revisions of campaign communication/social mobilization budget, adding several items
- Conducted a review of key technical and motivational messages and public service announcement for the campaign on the first day of a workshop sponsored by Catholic Relief Services. The workshop was dedicated to revising global malaria messaging for prevention and health seeking.
- Drafted generic press releases for campaign launch
- Debrief for NMCP PM and staff, campaign communication subcommittee members and MoHS Health Promotion officials

**Meetings / Visit Contacts: December 11-16**

- Dr. S.J. Smith - PM NMCP/MoHS
- Dr. Adikali A. Kamara – Deputy PM NMCP/MoHS
- James King – HED/MoHS
- Banke Adetayo – Malaria Consortium
- Frederick Yamba -- NMCP MoHS
- John Jseppah -- NMCPMoHS
- Baindu Kosia – Focus 1000
- Musa Sillah-Kano, NMCP/MoHS
- Brenda Stafford -- NMCP/MoHS
- Nancy Mansaray – Catholic Relief Services
- Anitta Kamara – NMCP/MoHS SNR Case Management Officer
- James Houghton – Malaria Consortium
- Gandhi Djallon – DHMT Western Area Urban
- Salieu Jalloh –UNICEF
- Thomas Ansumana – NMCP/MoHS M&E / Logistics Officer
- Olivier Byicaza NK – MSH Representative, Sierra Leone
- Ngadi Lombi – NMCP/MoHS Admin Focal Point
- Ebrima Janjau – Catholic Relief Services
- Theresa M. Boma – NMCP/MoHS

**The Week Ahead (distance support)**

- Review and make recommended revisions of campaign-related public service announcements (jingles)
- Review all existing campaign materials (print, media, etc.) that were provided and make suggestions for modifications
- Integrate urban communication strategy and crisis communication management into Communication Plan of Action