

Brief 10: Hang-up

ADDITIONAL MATERIAL (2018) TO ACCOMPANY CHAPTER 6

Contents

1. Effectiveness and cost-effectiveness of hang-up campaigns
2. Is hang-up needed?
3. If hang-up is deemed necessary

1. Effectiveness and cost-effectiveness of hang-up campaigns

A hang-up campaign is a time limited activity that uses door-to-door visits and interpersonal communication by community volunteers to assist households with physically hanging up the nets they received during the campaign and encouraging consistent net use, proper care and repair.

While hang-up campaigns have been widely implemented, the most recent evidence is mixed regarding their effectiveness at increasing ITN use. Rigorous studies conducted in Togo and in Uganda found that the increase in ITN use was modest but significant for house-to-house visits in Togo¹, and that this impact was primarily due to the messages provided during the visits, not the physical hang-up itself. In Uganda, there was no impact of hang-up; ITN use increased over the study period at the same rate in both the control and intervention sites². The conclusion of the Uganda report was that behaviour change communication provided during the campaign or through other channels was sufficient to induce high levels of net hanging and use, and additional hang-up activities were not cost-effective.

It is likely that as countries implement their second, third and fourth rounds of mass campaigns, people are used to ITNs and now

know how to hang and use them. The expense of a hang-up campaign is unlikely to be cost-effective in countries that have implemented multiple mass distributions, and/or in countries that already have a strong culture of net use.

2. Is hang-up needed?

Deciding whether hang-up is needed should be done using recent, available evidence. See accompanying Resource: PMI ITN Access and Use Report – 2018³. See also: www.vector-works.org/resources/itn-access-and-use/. The new universal coverage indicators permit an analysis of the percentage of people using nets among those who have access to a net within their household. This indicator can be calculated for each region/district of the country using the most recent DHS, MICS or MIS. If the ratio of people using nets to those with access to a net within their household is over 80 per cent in a region or district, hang-up is certainly not recommended.

Generally, hang-up campaigns targeting an entire country are no longer necessary or advisable, as they do not demonstrate value for money. Using the ITN Access and Use Report, countries can stratify each region/district in terms of ITN use to determine where low use is likely to be related to behavioural factors (instead of access), and then identify appropriate approaches to target beneficiaries to encourage ITN use. Where resources are limited, countries should also compare areas with low use in terms of their malaria prevalence to establish rational priorities and ensure high value for invested funding. Countries should consider urban and rural contexts and think about alternative strategies to door-to-door hang-up activities, such as SMS messaging or radio and television spots.

Where the data indicate that low net use is primarily due to low access, **increasing funding**

1. Desrochers RE, Siekmans K, Berti PR et al (2014) Effectiveness of post-campaign, door-to-door, hang-up and communication interventions to increase long-lasting insecticidal net utilization in Togo (2011-2012): a cluster randomized, control trial. See: www.malariajournal.com/content/13/1/260.
2. Kilian A et al (2015) The effect of single or repeated home visits on the hanging and use of insecticide-treated mosquito nets following a mass distribution campaign – a cluster randomized, controlled trial. See: journals.plos.org/plosone/article?id=10.1371/journal.pone.0119078
3. <https://www.vector-works.org/resources/itn-access-and-use/>.

to improve the coverage and quality (e.g. ITN allocation to households) of the household registration will be the most appropriate investment strategy versus a post-distribution activity that cannot address the non-receipt of ITNs by households.

3. If hang-up is deemed necessary

Many countries implement hang-up campaigns within the first five to seven days following distribution, but hang-up can also take place during targeted periods (such as the start of the rainy season) to increase utilization rates. Hang-up activities should also involve community mobilization meetings with leaders and beneficiaries, and can be an opportunity for additional messaging on other health topics.

Key strategic and operational guidelines to good hang-up are as follows:

- Appropriate planning for hang-up is crucial. The number of volunteers must be sufficient to reach the targeted households and the supervisor to volunteer ratio must be calculated to ensure that all volunteers can be visited over the course of the activity. Community mapping carried out during microplanning to ensure adequate personnel for household registration can be used as the basis for planning for door-to-door hang-up post-campaign. Weaknesses identified during the household registration should be addressed prior to the hang up period (e.g. areas missed on maps or not enough personnel to reach households as planned).
- Where low net use is observed in urban areas, door-to-door hang up approaches should be weighed against other, less human-resource intensive approaches, such as using SMS messaging, radio and television spots, etc. Volunteers are less effective in urban areas because the barriers to using ITNs may be unrelated to access or behavioural barriers specific to the nets, but more to the fact that households use fans, air conditioning, or other means to prevent mosquitoes from biting. In addition, the challenges with reaching households for the registration process will be similar during the post-campaign period.
- Time household visits for when people will be at home, as per planning for household registration. Maximize the impact of the visits by making them when the whole family, and particularly the head of family, is likely to be at home, and available for a discussion.
- Strong training is essential. Allocate enough time and resources to the training to ensure that volunteers are fully knowledgeable about the key messages they are to deliver, the data collection forms they are to fill out, and the difficult situations they may encounter. Ensure that practical exercises and role plays are included in the training agenda. If possible, visit households with volunteers and observe them actually talking to household members and filling in the form. Corrective action can be undertaken during the training to ensure success in rolling out the actual activity.
- Some households need extra help to get the net hanging, while others will benefit more from the interpersonal communication with the hang-up volunteer. Some householders might need some physical help with hanging, but data from Uganda show that even when strings were not included in the net packaging, the vast majority of nets were still hung correctly. If strings are provided, they should be procured at the same time as the nets.
- Supervision of activities is recommended to ensure quality of household visits and that all households are covered.
- Data collection is important to justify the investment in the activity and determine its utility in increasing nightly hanging and use of ITNs in households. Data collection methods and analysis should be appropriate for evaluating the actual contribution of the hang-up activity (for example, not just the number of ITNs hung by the hang-up personnel, but also the total number of nets available to the household and the number that were already hanging at the start of the visit).