

## Planning and operational recommendations for multi-product ITN campaigns

V2. November 2021

Many countries are planning or implementing insecticide-treated net (ITN) campaigns that include more than one type of ITN targeted to specific areas in the country<sup>1</sup>. These may include pyrethroid-only ITNs, pyrethroid-PBO<sup>2</sup> ITNs, and/or new types of ITNs containing more than one active ingredient (AI) in addition to pyrethroid insecticide.

This document summarizes some key issues that national malaria programmes and implementing partners will need to consider when planning and implementing a multi-product ITN campaign. It is updated based on country experiences, lessons learned and best practices as and when these are identified and acts as a supplement to existing guidance for planning and implementing mass campaigns that can be found in the Alliance for Malaria Prevention Toolkit 2.0 and updated resources (<https://allianceformalariaprevention.com/tools-guidance/amp-toolkit/>). Further guidance for countries where the operating environment is considered to be complex (e.g. in conflict situations or disaster) can be found at: <https://allianceformalariaprevention.com/tools-guidance/complex-operating-environments/>. Further guidance for countries considering expansion of ITN continuous distribution channels can be found at: <https://continuousdistribution.org> and at <https://allianceformalariaprevention.com/tools-guidance/continuous-distribution-assessment-toolkit/>.

The information contained herein is specific to operational aspects of multi-product ITN campaigns and their planning. It does not touch on technical issues such as net type selection or the linkages to insecticide resistance data or monitoring. For more information about ITN type selection, please consult the WHO technical guidance including for ITN selection in areas with insecticide resistant mosquito populations (<https://www.who.int/teams/global-malaria-programme/prevention/vector-control>). For more information about insecticide resistance and its management, please consult the WHO technical guidance available (<https://www.who.int/teams/global-malaria-programme/prevention/insecticide-resistance>).

### Coordination, ITN procurement, macro and microplanning

Recommendations	Rationale
<b>Coordination and early planning</b>	
<ul style="list-style-type: none"> <li>➤ Establish the national coordination structure for the campaign early, identifying and engaging all key stakeholders and partners (including relevant government line ministries and departments) that need to be involved in decision-making about deployment of multiple ITN types; these may include partners that have not previously been engaged, for example, to strengthen social and behaviour change (SBC), waste management (particularly if ITNs are being delivered with individual plastic packages) or other campaign activities.</li> </ul>	<p>To ensure that all members of the national coordination structure will act as focal points for questions and answers about, as well as advocates for, the campaign. The members of the national coordination structure are responsible for tracking progress against plans and ensuring timely decision-making for issues arising to meet distribution timelines. The national</p>

<sup>1</sup> Note that net “type” does not refer to brand and should be linked to the “type” of nets differentiated within ITN campaign and continuous distribution planning.

<sup>2</sup> Piperonyl butoxide.

<ul style="list-style-type: none"> <li>➤ Ensure all stakeholders and partners understand and support the rationale for a multi-product campaign and the ITN type targeting decisions (for example, why net type A is targeted to specific area X while net type B is targeted to area Y, or why the same or different types of nets are being targeted to the same area for both campaign and continuous distribution channels).</li> <li>➤ Ensure that the national coordination structure leads and oversees the planning of the campaign according to the timelines established for key milestones, including determining strategies (for example digitization) that will be used for the registration of households and distribution of ITNs, training, data collection and management, supervision and monitoring.</li> <li>➤ Ensure that the national coordination structure oversees the implementation of the campaign, in particular management of communication concerning different ITN types and immediate response in case of problems or rumours arising.</li> <li>➤ Ensure the national coordination structure identifies technical capacity-related gaps and needs requiring external assistance.</li> </ul>	<p>coordination structure will also be responsible for decision-making in case of desynchronized ITN arrival vis-à-vis planning.</p>
<ul style="list-style-type: none"> <li>➤ Decide on the management of leftover campaign nets and ensure clear communication on these decisions to regional, district and sub-district Ministry of Health personnel and government authorities. Options for leftover nets include: <ul style="list-style-type: none"> <li>○ Lateral or reverse logistics to fill gaps in other areas receiving the same type of net.</li> <li>○ Transfer to health facilities for distribution through the routine system or to other continuous distribution channels (such as community-based distribution), particularly where these channels will fill gaps following the campaign either due to insufficient ITNs received at households or due to ITN deterioration or loss and need for replacement.</li> <li>○ Reverse logistics to a higher level (such as district or region) for inventory and subsequent deployment through routine or other channels.</li> </ul> <p>Planning for leftover campaign ITNs should be done by ITN type in line with decisions taken on transitioning ITN types for continuous distribution channels (see recommendation below).</p> </li> </ul>	<p>To avoid problems with final reconciliation and reverse logistics at the end of the distribution due to lack of clarity regarding roles and responsibilities in terms of “ownership” of the nets or regarding procedures for what should be done with leftover ITNs at the end of the campaign.</p>
<ul style="list-style-type: none"> <li>➤ Update plans for all channels of continuous distribution being used in line with the decisions made on targeting of different types of ITNs. These plans should be used to guide the management of any leftover campaign ITNs (as per the above recommendation). Ideally, planning should aim to have the same type of ITN being distributed through both campaign and continuous distribution channels in any one area. Decisions around sequencing and transitioning ITN types should be taken in collaboration with technical and financial partners and updated based on new data for insecticide resistance and ITN effectiveness and durability. Considerations will also include available funding, ITN availability,</li> </ul>	<p>To maximize coverage, and potentially impact, in the specific geographic locations.</p> <p>To help prevent stock ruptures or problems with reporting.</p> <p>To limit the need for post-distribution follow-up for rumours and mis- and disinformation where different ITN types are distributed through continuous distribution channels after the mass campaign.</p>

<p>and capacity for management of a more complex supply chain where multiple ITN types are being deployed in a single region<sup>3</sup>.</p> <ul style="list-style-type: none"> <li>➤ For areas transitioning from one type of net to another, consider the following: <ul style="list-style-type: none"> <li>○ Inform all levels that continuous distribution of existing ITNs in stock should carry on until other nets are provided. There should be no halt in continuous distribution through any channels used due to differences in net type.</li> <li>○ Inventory existing ITN stock at all health facilities implementing routine distribution or community storage sites for community-based distribution where a change in ITN type is planned. While it may be challenging to implement a stock inventory, this is a critical activity to ensure accountability for all ITN types in the supply chain, and national malaria programmes should plan and budget accordingly so that these data are available on time to allow for decision-making around ITN transition. Ideally, existing stock should be left in place and continue to be distributed, with stock of the new ITN type being distributed once the existing stock is depleted.</li> <li>○ Train health facility staff and provide them with the correct tools and materials so that the ITNs are managed and accounted for separately <b>by type</b> (e.g. separate stock sheets, specification of ITN type on reporting tools). It is recommended that staff responsible for managing ITN stocks in health facilities or other storage locations (such as community stores) should receive training to ensure high ITN accountability in the continuous distribution systems in place when the ITN transition takes place. Where separate training is not possible, detailed standard operating procedures (SOP) should be developed and disseminated through whichever channels possible (such as email or WhatsApp groups) and on-the-job training should take place as part of routine supervision and monitoring activities. For further guidance on training requirements, see AMP: <i>New nets: planning for transition of insecticide-treated net types through continuous distribution channels post multi-product campaign distribution</i> (<a href="https://allianceformalariaprevention.com/tools-guidance/multi-product-itn-distribution/">https://allianceformalariaprevention.com/tools-guidance/multi-product-itn-distribution/</a>)</li> </ul> </li> </ul>	
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<b>ITN procurement</b>	
<ul style="list-style-type: none"> <li>➤ Quantify needs for ITNs by type for each targeted area based on a review and comparison of population data from the most recent national census projected to the year of the campaign, from the previous ITN campaign household registration and from other activities that may have taken place since the previous campaign that involved counting households or people, including elections.</li> </ul>	<p>To ensure that the quantity of ITNs procured is sufficient to meet the needs of the campaign, including all targeted groups, as well as other distribution channels, in line with plans for transitioning ITN types.</p>

<sup>3</sup> See AMP guidance: *New nets: planning for transition of insecticide-treated net (ITN) types through continuous distribution channels post multi-product distribution*. <https://allianceformalariaprevention.com/tools-guidance/multi-product-campaigns/>

<ul style="list-style-type: none"> <li>➤ Determine what approach is being used for “special populations” such as boarding schools, military barracks, internally displaced persons or refugees, people with disabilities and people with other barriers (as identified by the national malaria programme and partners) to ensure their participation in the ITN campaign. Ensure that quantification includes needs for these groups if they will receive ITNs during the campaign or before/after the campaign through a non-campaign channel. Planning and budgeting should account for the specific approaches needed to ensure that “special populations” have access to needed nets.</li> <li>➤ Quantify ITNs by type for continuous distribution channels that are being used in the country, ensuring that ITNs existing in-country or in the pipeline are factored into the quantification of needs.</li> </ul>	
<ul style="list-style-type: none"> <li>➤ Order (or instruct procurement agent to order) different bale colours (by preference) or different coloured labels on bales for each ITN type. <ul style="list-style-type: none"> <li>○ Note that net “type” does not refer to brand and should be linked to the “type” of nets differentiated within ITN campaign and continuous distribution planning (i.e. pyrethroid-only differentiated into alphacypermethrin and deltamethrin where this is part of the stratification of ITN types, pyrethroid-PBO or new types of ITNs containing dual AIs). It does not mean that each different brand of nets of a specific “type” should be differentiated.</li> <li>○ Ensure that any accessories that pair with the ITNs, such as hanging supports or educational materials, are coded the same way.</li> <li>○ Ensure that bales have the same quantity of nets (e.g. all bales with 50 nets) to ensure that the colour coding of the bales or labels does not create confusion where the net type is the same but the number of nets per bale is different.</li> </ul> </li> <li>➤ Differentiate the bales by large visual markings (paint or labels) if it is not possible to procure with different coloured baling or labelling. Budget for what will be used to differentiate the bales of different types of nets if it will be done on arrival in-country.</li> <li>➤ Ensure pre/post shipment quality assurance/quality control (QA/QC) standards for new ITN types are understood and identify any steps required for importation to the country that may be different from pyrethroid-only nets.</li> </ul>	<p>To allow differentiation during storage and transport, particularly if different ITN types will be mixed in warehouses.</p> <p>To ensure that households receive the correct type of ITN that has been allocated to their area.</p> <p>To minimize delays related to QA/QC procedures.</p>
<ul style="list-style-type: none"> <li>➤ Submit procurement orders early, considering the different lead times for the different types of ITNs. Track net orders to ensure estimated dates of arrival for all ITN types align with the campaign timeline.</li> <li>➤ Shift timeline of activities as needed or consider phased distribution if there are delays in the arrival of one or more ITN types and based on the ITNs available in-country.</li> </ul>	<p>To ensure timely procurement of ITNs in line with campaign distribution timelines. As different ITN types have different lead times, it is critical to avoid last minute planning<sup>4,5</sup>.</p>

<sup>4</sup> See: <https://www.theglobalfund.org/en/sourcing-management/health-products/long-lasting-insecticidal-nets/>

<sup>5</sup> See: U.S. President’s Malaria Initiative FY 2022 Guidance, page 255. Commodity Procurement and Supply Chain Management Appendix 2: Average Lead Time Table. <https://d1u4sg1s9ptc4z.cloudfront.net/uploads/2021/03/pmi-technical-guidance-fy2022-1.pdf>

<ul style="list-style-type: none"> <li>➤ Develop a contingency plan and budget during macroplanning that includes activities and costs (such as longer storage periods or more supervision where a campaign is split into phases) that may be incurred in response to delayed delivery timelines for different ITN types.</li> <li>➤ Ensure inclusion of the possible desynchronized delivery of different ITN types in the risk and mitigation plan for the campaign.</li> </ul>	<p>To ensure timely modifications to campaign timelines if certain ITN types arrive later than others.</p> <p>To avoid late understanding of the potential financial implications of desynchronized ITN delivery timelines and insufficient funds for all campaign activities.</p>
<ul style="list-style-type: none"> <li>➤ Ensure that the ITN packaging requirements are reviewed and understood. If individual packages are being requested (as would be the case for ITNs being distributed through non-campaign channels or because the supplier always packages in this way), consider packaging options and costs, including country-specific artwork and messages. Once the ITN suppliers have been selected, request the standard artwork used to check the messages placed by the manufacturer on the packages and ensure consistency with messages about ITN use planned for the campaign.</li> <li>➤ Decide on ITN packaging and ensure that the requested specifications are available and can be included in the existing procurement budget. National malaria programmes need to confirm the packaging requirements and options with their ITN procurement partner for costing information from manufacturers for the different available options, including non-plastic packaging, to plan and budget accordingly. At a cost, ITN manufacturers may be able to supply ITNs in biodegradable packaging; if this option is being considered, it should be discussed with funding and procurement partners as there will be budget implications.</li> </ul>	<p>To ensure that packaging options are understood and decisions taken are communicated to all campaign planning sub-committees as well as stakeholders involved in continuous distribution where ITNs for other channels are being procured at the same time.</p> <p>To allow for timely planning for the logistics sub-committee, particularly for waste management.</p> <p>To allow for timely planning for the social and behaviour change sub-committee, in terms of understanding which types of ITNs are coming with packaging, as well as the type of packaging and messaging on each package and their consistency with campaign SBC.</p>
<ul style="list-style-type: none"> <li>➤ Decisions on procurement must consider the waste management environment of the country. Some countries have restrictions on the import of plastic products or have limited plastic waste management options at community and district levels which will require additional planning, coordination and budget. Consider available options such as the procurement of ITNs without plastic packaging or with biodegradable packaging (which has an additional cost), particularly for mass campaign distribution given the volume of ITNs that will be procured and distributed.</li> <li>➤ Ensure early planning for the waste that will be generated during the campaign, including a mapping of potential private sector opportunities and options that could be considered. Plan for early advocacy to better understand the opportunities and costs of engaging private sector recycling companies.</li> </ul>	<p>To ensure that the campaign is in line with national policies on the import of plastics and the management of waste and keeps environmental damage related to the campaign to a minimum.</p> <p>Allows for consideration of engagement of private sector for recycling of packaging.</p>
<b>Macro and microplanning</b>	
<ul style="list-style-type: none"> <li>➤ Develop or update the campaign plan of action (PoA) to include multi-product campaign modifications.</li> <li>➤ Review all macroplanning documents (PoA, logistics plan, SBC plan, monitoring and evaluation [M&amp;E] plan, timeline, budget and risk assessment and mitigation plan) to reflect the guidance provided in this document. Finalize macroplanning documents for validation 9—12 months before the planned distribution date.</li> <li>➤ Develop a detailed risk assessment and mitigation framework that includes the potential risks of a multi-product campaign and</li> </ul>	<p>To align approaches, strategies, needs and budgets across campaign areas.</p> <p>To identify and mitigate against the potential risks involved with a multi-product campaign.</p> <p>To reduce the chance of delays in rolling out activities.</p>

<p>identifies mitigating approaches. Examples of specific multi-product campaign risks may include: ITN type delivery to the wrong area; misinformation or rumours due to different ITN types being distributed; delays to the campaign due to desynchronized ITN delivery that have human resources, training, logistics, SBC and other implications, primarily financial, such as storing ITNs that arrived earlier for longer periods; insufficient ITNs of a specific type following microplanning or household registration, etc.</p> <ul style="list-style-type: none"> <li>➤ Identify waste management options and requirements, such as availability of functional and appropriate incinerators, in line with the WHO guidelines on the management of ITN waste from campaigns to inform waste management plans and budgets<sup>6,7,8</sup>.</li> </ul>	<p>To ensure early implementation of mitigation strategies based on the timeline established.</p> <p>To effectively use and not overburden staff and volunteers with unforeseen challenges and delays.</p>
<ul style="list-style-type: none"> <li>➤ Develop district-level risk assessment and mitigation plans during microplanning, based on the national level risk and mitigation planning, and ensure that local health staff and community members provide inputs, especially in areas that will use a different ITN type from those people have been used to receiving.</li> </ul>	<p>To allow for district-specific mitigation of risks to be built into the operations, logistics and SBC operational plans and budgets on time.</p>
<ul style="list-style-type: none"> <li>➤ At the macroplanning stage, do not set caps (maximum number) on the number of ITNs that a household should receive. The quantification used for procurement should be sufficient to meet the needs of the entire population.</li> <li>➤ Develop justification for the cap(s) to be set, if it is decided they are needed, and how the capping will be decided based on data either (1) following the compilation of microplans after the data regarding population and ITN needs has been validated and shows gaps between ITN needs and ITNs available, or (2) following the compilation of the household registration data when the exact number of ITNs required is known and there is a gap between ITNs needed and available. Where caps will not be set until after the household registration, ensure that a process for retroactive capping has been described in the campaign plan of action and that the time for the final ITN allocation decisions is built into the overall campaign timeline.</li> <li>➤ Do not set a cap in intervention and comparator areas where operations research or other types of evaluations will be taking place to look at the effectiveness of the new ITN types.</li> </ul>	<p>To ensure maximum coverage with ITNs available and, where necessary, determine caps to be applied, including where and how, based on data.</p> <p>To maximize the equity of the distribution by making decisions on capping following the results of the household registration (retroactive capping) to allow for different caps to be set for different regions or districts, allocating ITNs available across households of all sizes to avoid penalizing larger households as significantly as when caps are set in advance.</p> <p>To facilitate high coverage of newly distributed nets in all areas where pilot evaluations are conducted.</p>
<ul style="list-style-type: none"> <li>➤ Ensure that microplanning templates, training and workshops include waste management planning based on the decisions taken by the national coordination structure; develop and cost district-level waste management plans, including identifying the transport requirements to move waste to the required location and any costs associated with its management in the required location (e.g. human resources for incineration of all of the plastic).</li> </ul>	<p>To ensure adequate resources are available and the risk of environmental damage from the campaign is minimized.</p>

## Logistics: transport, storage and tracking

Recommendations	Rationale
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<sup>6</sup> WHO (2019) *Overview of technologies for the treatment of infectious and sharp waste from health care facilities*. <https://apps.who.int/iris/bitstream/handle/10665/328146/9789241516228-eng.pdf?ua=1>

<sup>7</sup> [https://www.who.int/malaria/publications/atoz/recommendations\\_management\\_lin\\_packaging\\_nov11.pdf](https://www.who.int/malaria/publications/atoz/recommendations_management_lin_packaging_nov11.pdf)

<sup>8</sup> See also AMP guidance (for management of waste in the COVID-19 context): <https://allianceformalariaprevention.com/wp-content/uploads/2021/02/Waste-Management-EN.pdf>

<ul style="list-style-type: none"> <li>- Ensure timely planning for the transition of ITN types in continuous distribution channels<sup>9</sup>, including quantification of any additional tracking tools that may be required (for example, to account for ITN types on separate stock sheets).</li> <li>➤ Ensure that an inventory of existing nets (if any) is done in advance of transferring the leftover campaign nets to the stock for continuous distribution (whether stored at community, health facility, district or other level) to ensure that there is sufficient storage available for the remaining campaign ITNs.</li> <li>➤ Ensure that stock and distribution reporting tools at all levels allow for identification of ITN type (see updated stock sheets on AMP website<sup>10</sup>).</li> </ul>	<p>To avoid a lack of accountability from mixing products on stock management and ITN distribution reporting forms.</p>
<ul style="list-style-type: none"> <li>➤ Develop detailed, costed micro-transport plans that will minimize, reduce or eliminate chances of mixing different types of ITNs.</li> <li>➤ Ensure adequate budget for lateral or reverse logistics, which may involve higher costs due to smaller quantities of a single ITN type in a vehicle to avoid mixing ITN types.</li> </ul>	<p>To allow for an adequate budget for transport and avoid a “field-fix” that creates more problems due to insufficient resources.</p>
<ul style="list-style-type: none"> <li>➤ Ensure additional storage space is planned for where multiple ITN types will be stored together. Estimate an additional 20—25 per cent (above the 20 per cent already recommended for single-product storage) space required when looking for appropriate warehousing.</li> <li>➤ Ensure that warehouse evaluation and verification (including access, security, etc.) takes place in advance of ITN arrival and that the space identified is sufficient for management of more than one type of ITN where this is planned.</li> </ul>	<p>To separate types of ITN types in storage and allow for regular physical inventories of all types of ITNs in stock.</p>
<ul style="list-style-type: none"> <li>➤ Update logistics training materials to reflect the needs of a multi-product campaign, including documentation required in warehouses, storage and stacking practices and inventories to avoid accountability problems.</li> <li>➤ Ensure that logistics training includes the plans for leftover ITNs and how these should be managed and accounted for based on the policy or guidance determined by the national malaria programme.</li> <li>➤ Develop SOPs for management of different types of ITNs for any continuous distribution channels where ITN types may be mixed (e.g. routine and community-based distribution) and ensure the SOPs are brought to the attention of relevant staff in case training is organized infrequently.</li> </ul>	<p>To ensure full accountability through correct use of tracking tools and appropriate ITN management for all types of ITNs delivered to the country for distribution.</p> <p>To plan and budget, as needed, for additional training to ensure the different ITNs are recorded separately and correctly for full accountability of all ITNs received.</p> <p>To ensure standardization of procedures and facilitate reporting.</p>
<ul style="list-style-type: none"> <li>➤ Avoid unloading/loading different types of ITNs at the same time. Logistics training should specify unloading one container (or truck or boat) at a time for ease in counting and appropriate stacking, as well as high accountability.</li> </ul>	<p>To ensure appropriate accounting for each type of ITN and minimize risk of mixing different products.</p>
<ul style="list-style-type: none"> <li>➤ Budget for the logistics sub-committee and national/regional supervisors to undertake spot checks, with purposeful sampling of locations where different types of ITNs should be delivered, as well as at different points during the logistics operation.</li> </ul>	<p>To ensure high accountability for all ITNs through correct use of tracking tools during loading and unloading.</p>

<sup>9</sup> See also: *New nets: planning for transition of insecticide-treated net types through continuous distribution channels post multi-product campaign distribution* (<https://allianceformalariaprevention.com/tools-guidance/multi-product-itn-distribution/>)

<sup>10</sup> See AMP Toolkit, Chapter 5, Appendix 1. [https://allianceformalariaprevention.com/wp-content/uploads/2021/03/AMP-Toolkit-report-2015\\_Chapter5\\_EN\\_LR-1.pdf](https://allianceformalariaprevention.com/wp-content/uploads/2021/03/AMP-Toolkit-report-2015_Chapter5_EN_LR-1.pdf)

	To verify that the right type of ITN is arriving in the right location in the right quantity.
<ul style="list-style-type: none"> <li>➤ Ensure ITN reconciliation and reverse (or lateral) logistics take place as per the decisions taken during macroplanning and per communication that has been sent to the district and regional Ministry of Health teams.</li> <li>➤ Report immediately to the national malaria programme any challenges with the management of leftover nets.</li> </ul>	To minimize the risk that ITNs are not returned at the end of the campaign or are “lost” in terms of their accountability on the tracking tools, etc.
<ul style="list-style-type: none"> <li>➤ Do not remove old ITNs from households when providing new nets, even if the two are different types<sup>11</sup> unless specific operations research or planned evaluations require existing ITNs to be removed.</li> </ul>	To minimize coverage gaps that may be created by removing existing ITNs and to limit any unneeded repurposing, misuse and/or waste management challenges.

## Social and behaviour change<sup>12</sup>

Recommendations	Rationale
<ul style="list-style-type: none"> <li>➤ Decide whether SBC messages will include information about different types of ITNs going to different places and, if so, at which levels, when, to which audiences and through which channels: <ul style="list-style-type: none"> <li>○ If the decision is taken to communicate the differences, make sure the messaging is appropriate for the target audience. Examples might include communicating that the ITNs are targeted based on the epidemiological and entomological profile of different areas when communicating to district health management teams and other technical cadres. When communicating to communities and households, maps or other visual materials may be used that facilitate understanding by non-technical audiences. Regardless of the levels at which information will be shared about the introduction of new ITN types, messages should reinforce that all of the ITNs being distributed are effective in preventing malaria if used correctly<sup>13</sup>.</li> </ul> </li> <li>➤ Do not refer to certain nets as “better”, “new” or next generation.</li> <li>➤ Modify subnational SBC plans, if necessary, depending on the decisions taken around the SBC messages and channels.</li> <li>➤ Develop a rumour management plan during macroplanning that addresses different possible sources and content of rumours, and which can be adapted and deployed quickly by Ministry of Health staff, government authorities and partners. Ensure that the management of issues/rumours is reflected in the terms of reference of the coordination committees at all levels. Ensure that the risk assessment and mitigation plan captures the possibility for</li> </ul>	<p>To ensure clear and consistent communication and avoid any non-participation of targeted households due to the quality of information received.</p> <p>To ensure that the positives and negatives of communicating about new ITN types at the different levels of the campaign structure are considered. There are many factors that will influence the decisions on communicating about new ITN types including:</p> <ul style="list-style-type: none"> <li>● Preference to simplify messaging (e.g. to communicate a simple message about ITN hanging and use without specifying different net types)</li> <li>● Perceptions about ITNs received and their hanging and use (e.g. people not receiving a “new” or “different” net may decide that the net they will or have received is not as good, leading to low uptake, access, hanging and use rates)</li> </ul>

<sup>11</sup> See AMP guidance: *Messages on hanging of new types of insecticide-treated nets (ITNs)*.

<https://allianceformalariaprevention.com/tools-guidance/multi-product-campaigns/>

<sup>12</sup> Ibid.

<sup>13</sup> See: *Burkina Faso case study: Multi-product mass insecticide-treated nets campaign 2019*.

<https://allianceformalariaprevention.com/tools-guidance/multi-product-campaigns/>

<p>rumours and how risks will be minimized<sup>14</sup>. Ensure that a budget is developed for rapid implementation of the rumour management plan as and when needed.</p>	<ul style="list-style-type: none"> <li>● Transparency on the part of the government and avoidance of rumours (e.g. some national malaria programmes may communicate about different ITN types and clearly explain why they are being distributed to avoid rumours starting)</li> <li>● Political interference (e.g. for countries with upcoming elections or political sensitivities, there may be risks that the different ITN types become politicized as part of campaigning)</li> </ul> <p>To be prepared to address rumours in a timely manner.</p>
<ul style="list-style-type: none"> <li>➤ Ensure that advocacy meetings with political leaders, influential persons and key partners and stakeholders at the national level include clear and unambiguous information about the different types of ITNs that will be distributed and why (as per above).</li> <li>➤ Decide if advocacy meetings at lower levels with the same target groups should include information about different ITN types, particularly where the entire area (e.g. community or district) will only have one ITN type being distributed based on the planning.</li> </ul>	<p>To develop high awareness and sufficient engagement of key leaders at all levels as part of a coordinated response and to ensure a harmonized position in the case of rumours beginning or other issues arising.</p>
<ul style="list-style-type: none"> <li>➤ Emphasize that all ITNs being distributed through the campaign and continuous distribution channels are effective for malaria prevention and must be hung and used by the entire family, every night, throughout the year.</li> <li>➤ Maintain normal messages from previous campaigns related to airing of ITNs in the shade before hanging; ITN hanging, care and repair recommendations are the same for the new ITN types as for previously distributed ITN types.</li> <li>➤ Reinforce the importance of using all available nets, including nets received prior to the campaign (from a previous campaign or through continuous distribution channels), to cover everyone in the household.</li> <li>➤ Provide information to households about safely storing new ITNs until they are needed<sup>15</sup> in the case that sufficient serviceable nets to cover all members are available without using all of the new ITNs received during the campaign.</li> <li>➤ Encourage households receiving new ITN types in households with uncovered sleeping spaces to use the newly distributed net(s) for pregnant women and children as the most vulnerable population groups to malaria.</li> </ul>	<p>To ensure that campaign and country targets are met in terms of ITN use by the entire population at risk of malaria, particularly the most vulnerable groups.</p> <p>To minimize waste of usable ITNs. Nets currently hanging in households may be in good condition; determining when an ITN is no longer serviceable or is inactive is a household decision. Encouraging households to immediately replace existing, serviceable ITNs may (1) create coverage gaps if insufficient new ITNs were received to cover all household members and (2) lead to large quantities of ITNs being repurposed before their time or misused.</p>

<sup>14</sup> See also AMP guidance: *COVID-19 considerations for the development of rumour management plans related to ITN distribution*. <https://allianceformalariaprevention.com/tools-guidance/covid-19-pandemic/>

<sup>15</sup> See AMP guidance: *Messages on hanging of new types of insecticide-treated nets (ITNs)*. <https://allianceformalariaprevention.com/tools-guidance/multi-product-campaigns/>

<ul style="list-style-type: none"> <li>➤ Ensure messages about repurposing of old nets in line with the RBM <i>Consensus Statement on Repurposing ITNs</i><sup>16</sup> are given out during household registration and/or ITN distribution.</li> </ul>	
<ul style="list-style-type: none"> <li>➤ Ensure that SBC messages are developed where waste management of individual ITN packaging will be done at the household level. Even if biodegradable packaging is procured, households should still be provided with do's and don'ts for its management. The SBC sub-committee should work with the technical/M&amp;E sub-committee, as well as other relevant line ministries of the government, to ensure accurate messages are developed that reinforce management of ITN plastic waste, as per WHO guidelines.</li> </ul>	<p>To ensure that the campaign is in line with national policies and WHO guidelines on the management of waste and keeps environmental damage related to the campaign to a minimum.</p>
<ul style="list-style-type: none"> <li>➤ Plan and budget for post-distribution communication from the macroplanning period, including monitoring the hanging and use of new ITNs received, any rumours or mis- or disinformation arising and any issues related to the ITN types being distributed through continuous distribution channels.</li> <li>➤ Coordinate with other partners to leverage existing activities for post-distribution SBC; these may include governmental and non-governmental organizations or private sector actors who have existing resources, tools, materials and platforms that can be built upon.</li> <li>➤ Where funds for post-distribution SBC are limited, consider what messages should be disseminated for ITNs distributed through continuous distribution channels, if any. While a lack of funding for post-distribution SBC is raised as a critical issue by national malaria programmes, it is difficult to mobilize resources without a plan and budget.</li> </ul>	<p>To ensure that a plan and budget for post-distribution SBC are available and that gaps for critical activities are clearly highlighted to stakeholders for resource mobilization.</p> <p>To ensure that partners with ongoing malaria SBC activities are identified early and engaged for both campaign and post-distribution SBC.</p>
<ul style="list-style-type: none"> <li>➤ Ensure that SBC planning considers the transition of ITN types being distributed through continuous distribution channels. Where there is insufficient funding for post-distribution communication, the SBC sub-committee should consider including information about continuous distribution during advocacy meetings with leaders and other influencers so that they are aware of the plans for sustained access to ITNs and who to contact in case of any problems with uptake of ITNs through non-campaign channels.</li> </ul>	<p>To maximize the use of limited resources, to think beyond the campaign period and to determine the channels and audiences that could be engaged during the campaign for sustained SBC activities in the post-distribution period.</p>

## Data collection, supervision, monitoring and evaluation

Recommendations	Rationale
<ul style="list-style-type: none"> <li>➤ Ensure that data collection materials, as applicable, include information about the multi-product aspect of the campaign. For logistics in particular digital data collection about ITNs within the supply chain should include the ITN type on all forms.</li> <li>➤ Modify supervision and monitoring tools and checklists to ensure that they include information about the ITN type being distributed in the area being covered by supervisors and monitors and ensure</li> </ul>	<p>To ensure high accountability for all ITNs being distributed during the campaign by ITN type.</p> <p>To ensure that supervisors and monitors collect and communicate information for their area to allow for comparison of campaign challenges identified and</p>

<sup>16</sup> <https://www.vector-works.org/resources/consensus-statement-on-repurposing-itns-applications-for-bcc-messaging-and-actions-at-the-country-level/>

<p>that the information collected is discussed during daily review meetings.</p>	<p>establishment of an early warning system where specific issues are being observed in areas with one or another ITN type.</p>
<ul style="list-style-type: none"> <li>➤ Review the previous campaign reporting in terms of the effectiveness of the supervision and monitoring (internal and external) to ensure that weaknesses are addressed and successes are reinforced during the planning and budgeting for the campaign.</li> <li>➤ Ensure that quality control of the household registration, preferably external, is planned and budgeted to collect data for decision-making (e.g. mop-up in areas that were not covered during registration, non-communication of key messages during household registration visits, etc.)<sup>17</sup>.</li> <li>➤ Plan and budget for end process monitoring immediately post-distribution to collect data for decision-making (e.g. mop-up in areas that did not pick up nets, increased SBC in areas where nets received are not being aired and hung, etc.)<sup>18</sup>.</li> <li>➤ For post-distribution monitoring, ensure that questionnaires include differentiation by ITN type between existing and new ITNs in the household (when ITNs are being observed).</li> <li>➤ Determine the SBC questions for the monitoring questionnaires (both household registration and ITN distribution) about the ITNs planned/received based on decisions taken about communication on the different ITN types being distributed.</li> </ul>	<p>To ensure high-quality implementation of activities through a comprehensive supervision and monitoring plan. Quality control of the household registration will help to catch problems in real time so that they can be immediately addressed (such as splitting of households to receive more nets, over or under allocation of nets, duplicated registration). End process monitoring will allow for changes to be made to improve coverage and quality of the household registration (when used post-registration) and ITN coverage and use post-ITN distribution.</p>
<ul style="list-style-type: none"> <li>➤ Determine the priority national malaria programme and stakeholder evaluation questions and possible evaluation methods for answering such questions.</li> <li>➤ Assess whether any long-term research or evaluation of the different ITN types, associated distribution processes, and perceptions and usage is required.</li> <li>➤ Plan and budget for evaluation or research before ITNs are distributed.</li> <li>➤ Include qualitative questions around attitudes and behaviour during post campaign assessments to determine if and why there are differences in utilization between areas with different types of ITNs.</li> </ul>	<p>To ensure timely discussion with technical and financial partners if an evaluation is required or desired, particularly in light of already planned surveys (for example, Demographic and Health Survey, Malaria Indicator Survey, Multiple Indicator Cluster Survey, etc.; survey sampling plans may need to be adjusted to answer certain evaluation questions).</p> <p>To ensure any evaluation activities are appropriately planned and budgeted to avoid delays related to gaps.</p>

## Reporting

Recommendations	Rationale
<ul style="list-style-type: none"> <li>➤ Ensure that the campaign report includes a summary by district of the number of ITNs distributed, by type.</li> <li>➤ Ensure that the logistics report includes information about the delivery of ITNs by type and quantity at each level of the supply</li> </ul>	<p>To allow for accurate tracking of all ITNs received for distribution and for lessons learned and recommendations from multi-product campaigns to be shared</p>

<sup>17</sup> See AMP guidance: *Choosing tools and methods for assessment of the quality of household registration for ITN distribution campaigns*. <https://allianceformalariaprevention.com/tools-guidance/amp-toolkit/monitoring-and-evaluation/assessment-household-registration-and-post-campaign-coverage-access-and-use/>

<sup>18</sup> See AMP guidance: *Choosing tools and methods for post-campaign assessment of ITN coverage, access and use*. <https://allianceformalariaprevention.com/tools-guidance/amp-toolkit/monitoring-and-evaluation/assessment-household-registration-and-post-campaign-coverage-access-and-use/>

chain, including for the last delivery points to demonstrate that the right type of ITN was delivered in the right quantities to all pre-determined locations	with other national malaria programmes and partners.
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