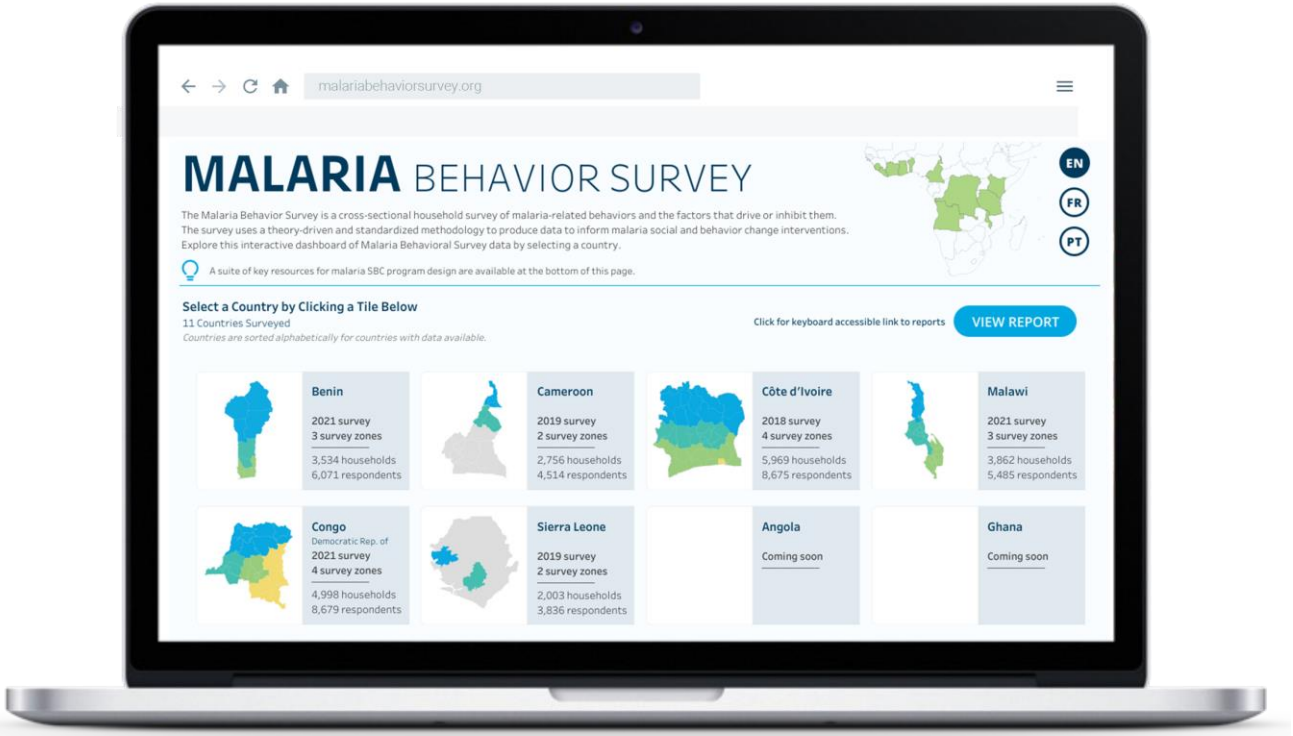
MalariaBehaviorSurvey.org/Dashboard



Designed for mobile and desktop, in even low-bandwidth environments

ITN use and care

Behaviors, determinants, and tailored observations and SBC recommendations

Who is sleeping under nets?

Are available nets being used?

Who has access to and uses nets?

Is net use considered a social norm?

Are there positive attitudes about net care?

What factors influence tying up nets?

How do these behavioral factors vary?

Are nets being tied up when not in use?

Are nets being washed too often?

Are nets being improperly dried in the sun?

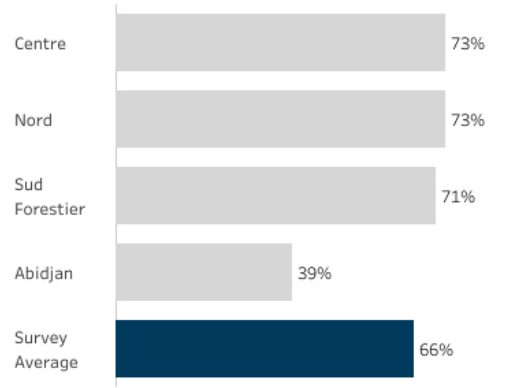
Are nets being washed with harmful products?

Who sleeps under nets consistently?

For maximum effect, net use must be habitual. Consistent use is defined as sleeping under a net every night of the week.

Select Demographic to View
Total

How do survey zones vary in consistent net use among respondents? *by Total*



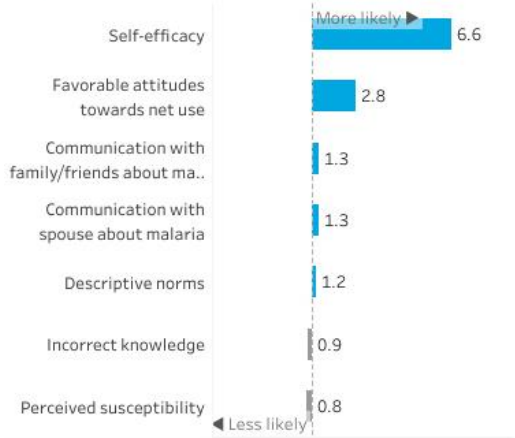
Observations: 66% of all respondents report they sleep under a net every night of the week. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Prioritize specific demographic groups where consistent net use is low or moderate to ensure SBC programming efforts are focused on where they are most needed to achieve consistent net use.

What factors influence consistent use?

Logistic regression revealed the following factors were significantly associated with consistent net use.

Which factors influence respondents consistently using a net? *Only showing statistically significant factors*



Observations: Self-efficacy influences consistent net use. This factor has the largest odds ratio among all the statistically significant results shown in this chart. Survey respondents with self-efficacy were 6.6 times more likely to sleep under a net every night.

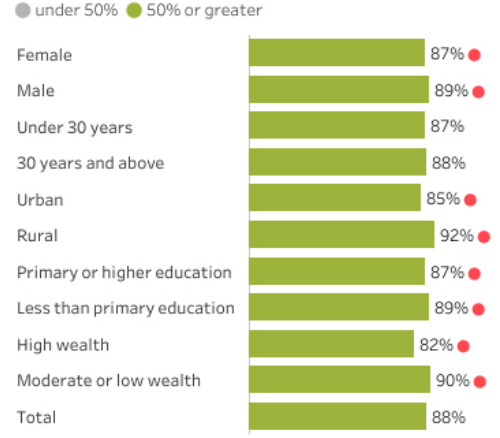
SBC Recommendations: As the most important factor associated with consistent net use, it is important for programs to strengthen self-efficacy. Because levels of self-efficacy can vary among segments, refer to the next chart to view self-efficacy for specific sub-groups and SBC

How do these behavioral factors vary?

Select a Factor
Favorable attitudes towards n..

Pick a Survey Zone
Survey Average

What is the percent distribution of respondents with favorable attitudes towards net use? *Zone: Survey Average*



Observations: When viewing each factor that is significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations:
High: Maintain positive attitudes by framing consistent net use as a social norm and emphasizing that its easy to habitually use a net. If the majority of respondents report this, prioritize other factors from this dropdown menu.
Low: Demonstrate the non-health benefits of consistent net use, such as a peaceful night's sleep and using an net for

Care-seeking for fever

Behaviors, determinants, and tailored observations and SBC recommendations

Who sought prompt care for febrile children under 5?

Who sought prompt and appropriate care?

Where did respondents first seek care?

What factors influence care-seeking?

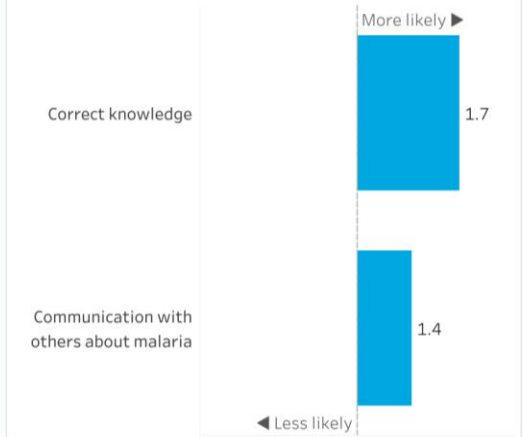
How do these behavioral factors vary?

Is prompt care-seeking considered a social norm?

What factors influence care-seeking?

Certain factors may increase or decrease the likelihood that respondents will promptly seek care for their febrile children.

Which factors influence seeking care for febrile children?
Only showing statistically significant factors



Observations: Correct knowledge is the most influencial factor influencing prompt care-seeking for fever, having the largest odds ratio among all the statistically significant results. Survey respondents with correct knowledge were 1.7 times more likely to have promptly sought care for a febrile child under 5 years old.

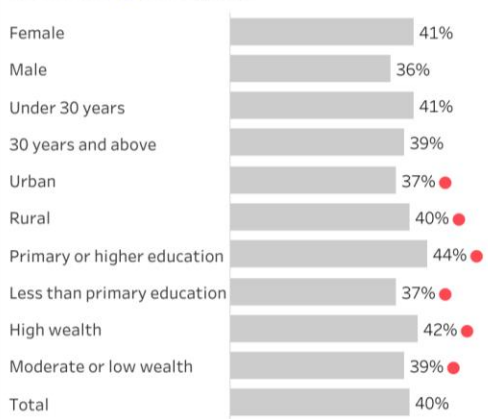
SBC Recommendations: As the most important factor associated with prompt and appropriate care-seeking, it is important for programs to strengthen correct knowledge. Because levels of correct knowledge can vary among segments, refer to the next chart to view correct knowledge for specific sub-groups and SBC recommendations.

How do these behavioral factors vary?

Select a Factor
Communication with others ab..

Pick a Survey Zone
Survey Average

What is the percent distribution of respondents with communication with others about malaria? *Zone: Survey Average*



Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

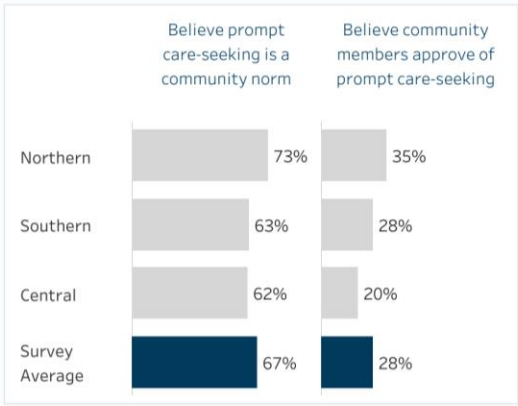
SBC Recommendations:
Encourage discussion about malaria and fever care-seeking among families and within communities. Influential individuals, community groups, and health workers can be leveraged to initiate and guide discussions around care-seeking for fever as normative behavior. Take care to encourage two-way dialogue and not one-way instruction.

Is prompt care-seeking a social norm?

The MBS measures two different and complementary social norms: The proportion of respondents who perceive that most people in their community promptly seek care for their children with fever and the proportion who feel their community approves of prompt care seeking for fever in children.

Select Demographic to View
Total

Norm Filter
All



Observations: 67% of all respondents reported they believe most people in their community seek prompt care for a child with fever and 28% of all respondents reported they believe most people in their community seek prompt care for a child with fever. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: People may be more likely to act if they feel that prompt care-seeking for children is the norm in their community. If social norms about prompt care-seeking are high, determine if the first recourse for care in the prior chart is appropriate and encourage exclusive care-seeking from qualified health workers. If social norms about prompt care-seeking are low, establish the norm by having influential and relatable individuals and local leaders to model this behavior.

Malaria in pregnancy

Behaviors, determinants, and tailored observations and SBC recommendations

Who had the recommended number of ANC visits?

Who sought ANC early in pregnancy?

What are the barriers to attending ANC early?

Who intents to access ANC early in the future?

What factors influence early ANC visit intention?

How do these behavioral factors vary?

Who obtained the recommended doses of IPTp?

Are there positive attitudes towards IPTp?

Who intents to take IPTp in the future?

What factors influence intention to take IPTp?

How do these behavioral factors vary?

Is ANC attendance considered a social norm?

Is taking IPTp considered a social norm?

Who intends to access ANC early in the future?

Women who expect a future pregnancy were asked in which month of the pregnancy they would make their first ANC visit.

Select Demographic to View
Total

What proportion of female respondents intend to seek ANC in the first trimester of a future pregnancy? *by Total*

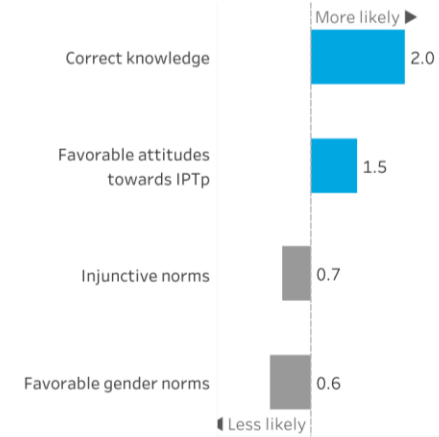
Observations: 72% of all women reported intending to receive ANC in the first trimester of their next pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Intention is a powerful predictor of future behavior. Raise early ANC intentions among women by leveraging interpersonal communication from trusted sources (family, women's groups, midwives) on the benefits of early ANC visits. Focus on those sub-groups where improvement in early ANC is most needed.

What factors influence early ANC visit intention?

Logistic regression revealed factors significantly associated with the intention to attend ANC visits in the first trimester of a future pregnancy.

Which factors influence female respondents intending to visit ANC in the first trimester in a future pregnancy? *Only showing statistically significant factors*



Observations: Correct knowledge influences intention to receive ANC in a future pregnancy, having the largest odds ratio among all the statistically significant results. Survey respondents with correct knowledge were 2.0 times more likely to report that they plan to receive ANC in a future pregnancy.

SBC Recommendations: As the most important factor associated with intention to seek ANC early in a future pregnancy, it is important for programs to strengthen correct knowledge. Because levels of correct knowledge can vary among segments, refer to the next chart to view correct knowledge for specific sub-groups and SBC recommendations.

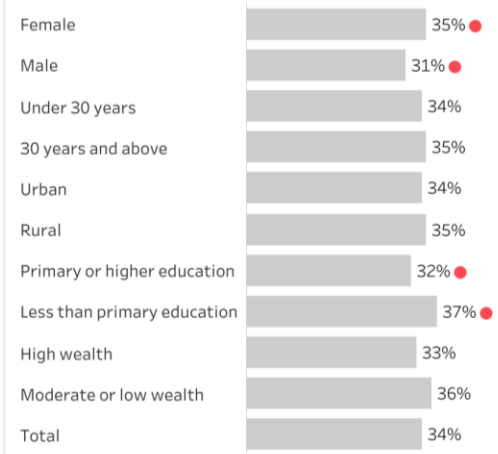
How do these behavioral factors vary?

Select a Factor
Correct knowledge

Pick a Survey Zone
Survey Average

What is the percent distribution of female respondents with correct knowledge? *Zone: Survey Average*

under 50% 50% or greater

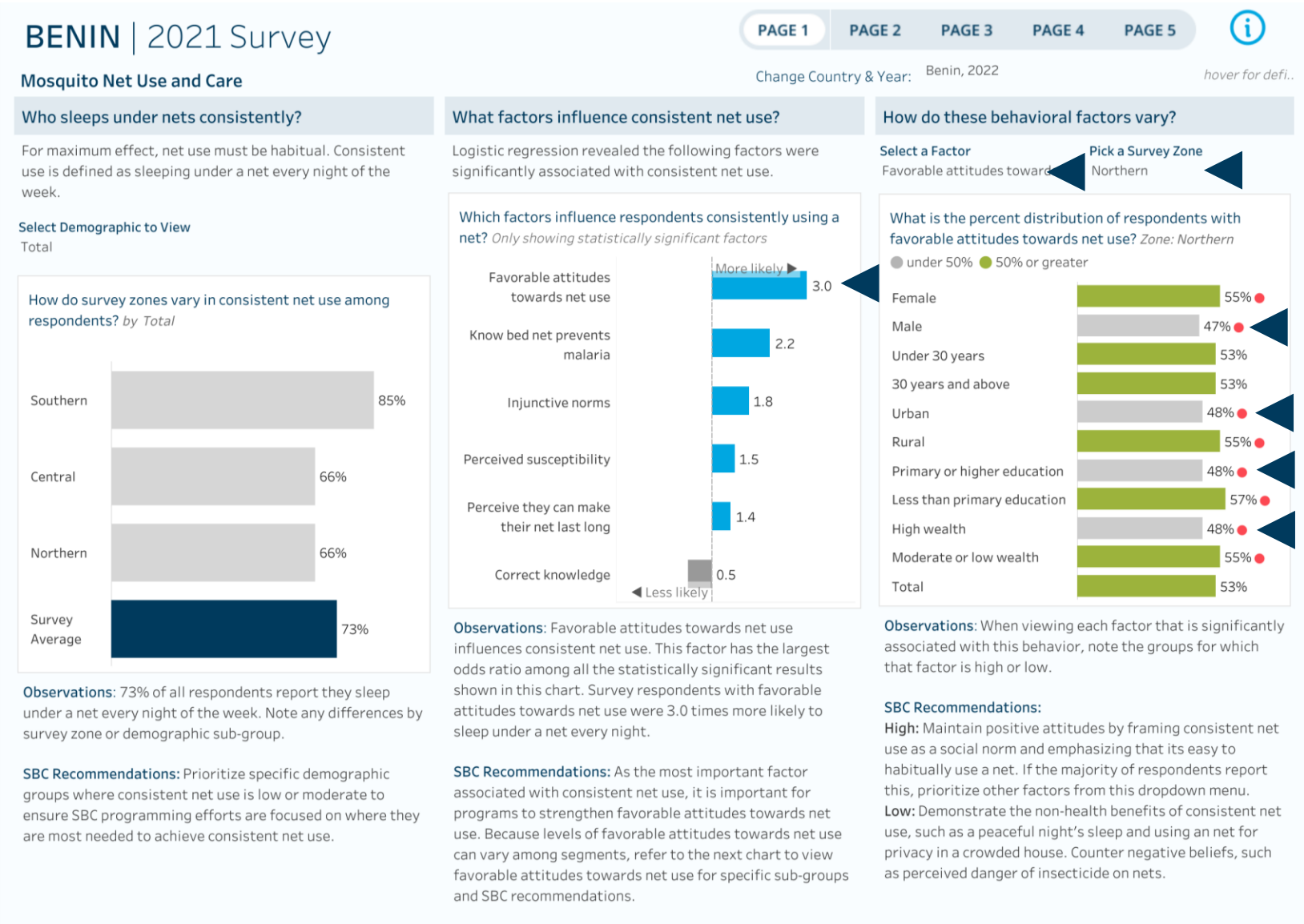


Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations:
High: Maintain correct knowledge about ANC and prioritize other factors from this dropdown menu. Assess whether access, gender or structural barriers affect intent to access ANC early in the future. Mobilize male support for ANC and strengthen provider communication skills to build an enabling environment.
Low: Explain why multiple doses are ideal. Establish the safety and efficacy of IPTp. Secondary audiences who support pregnant women should also be targeted for correct knowledge about IPTp.

Regression results

- Strongest to weakest odds ratios stacked vertically to show obvious differences (left)
- By selecting largest odds ratio (right) and survey zone, groups that need improvement are easily identified
- In this case, regression results indicate that encouraging wealthier, educated men in urban areas might prove most beneficial (most room for growth)
- SBC recommendations provide additional guidance, in this case suggesting emphasis on non-health benefits of nets to increase positive attitudes



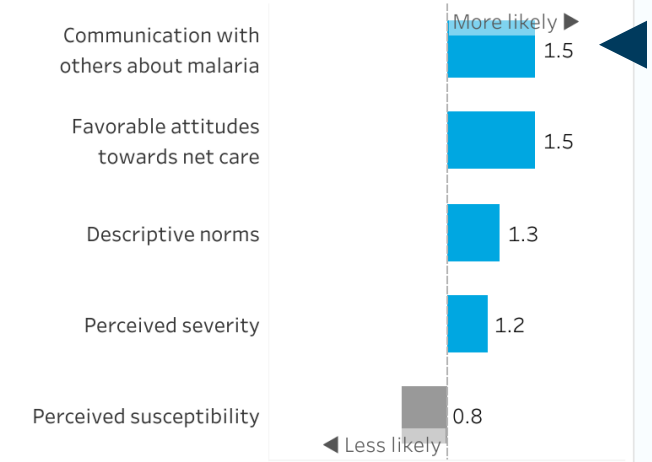
Regression results

- Strongest to weakest odds ratios stacked vertically to show obvious differences (left)
- By selecting largest odds ratio (right) and survey zone, groups that need improvement are easily identified
- In this case, regression results indicate that encouraging men 30 years of age and older with less than a primary education to communicate with the family about malaria might prove most beneficial (most room for growth)
- SBC recommendations provide additional guidance, in this case suggesting which groups to leverage to initiate and guide discussions about malaria

What factors influence tying up nets?

ITN durability studies show that tying up a net when not in use is one of the most important ways to prevent damage and extend net longevity. Logistic regression revealed factors significantly associated with tying up nets when not in use.

Which factors influence caring for nets (tying them up when not in use)? *Only showing statistically significant factors*



Observations: Communication with others about malaria influences (reported) tying up a net when not in use. This factor has the largest odds ratio among all the statistically significant results shown in this chart. Survey respondents with communication with others about malaria were 1.5 times more likely to tie up nets when not in use.

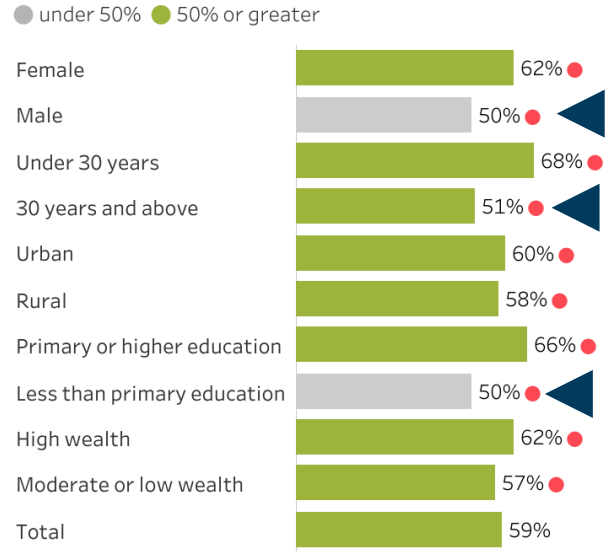
SBC Recommendations: As the most important factor associated with tying up nets when not in use, it is important for programs to strengthen communication with others about malaria. Because levels of communication with others about malaria can vary among segments, refer to the next chart to view communication with others about malaria for specific sub-groups and recommendations.

How do these behavioral factors vary?

Select a Factor
Communication with others a...

Pick a Survey Zone
Survey Average

What is the percent distribution of respondents with communication with others about malaria? *Zone: Survey Average*

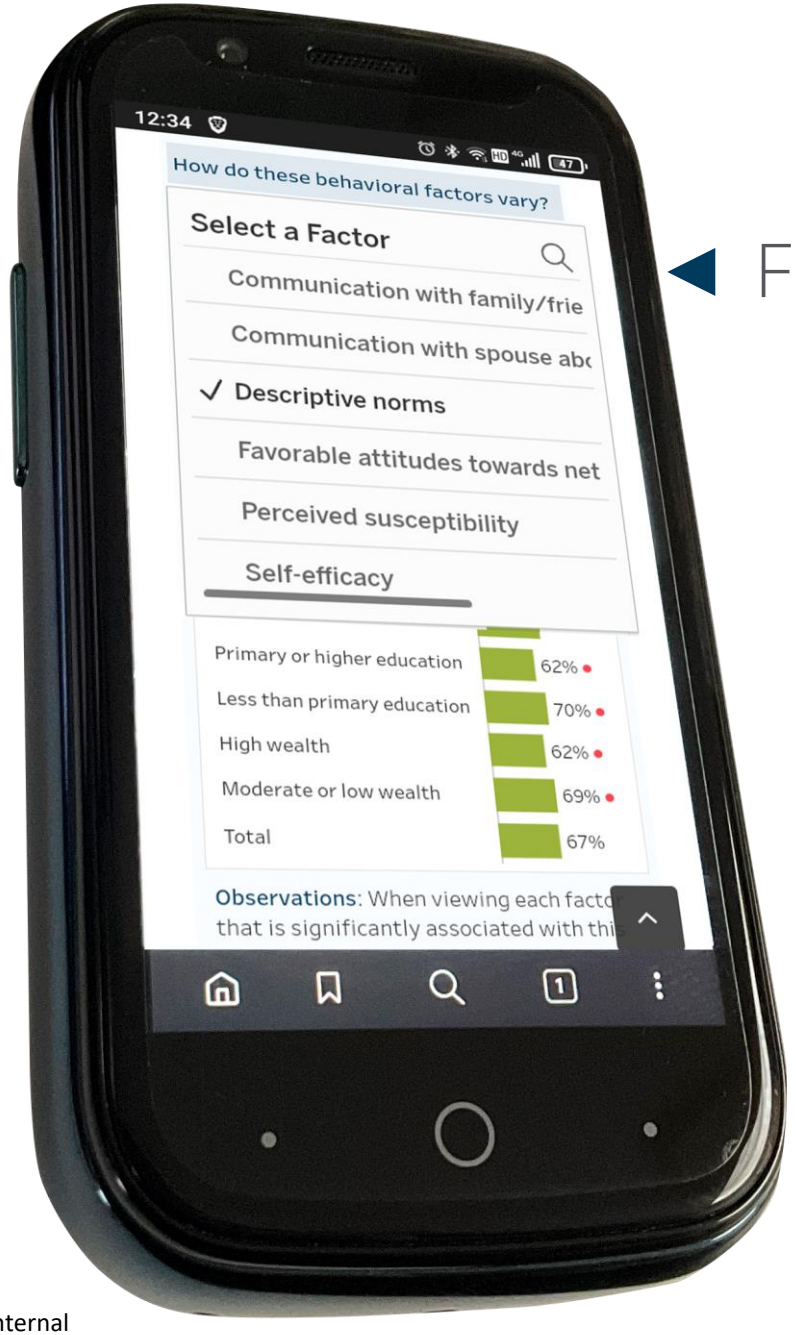


Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

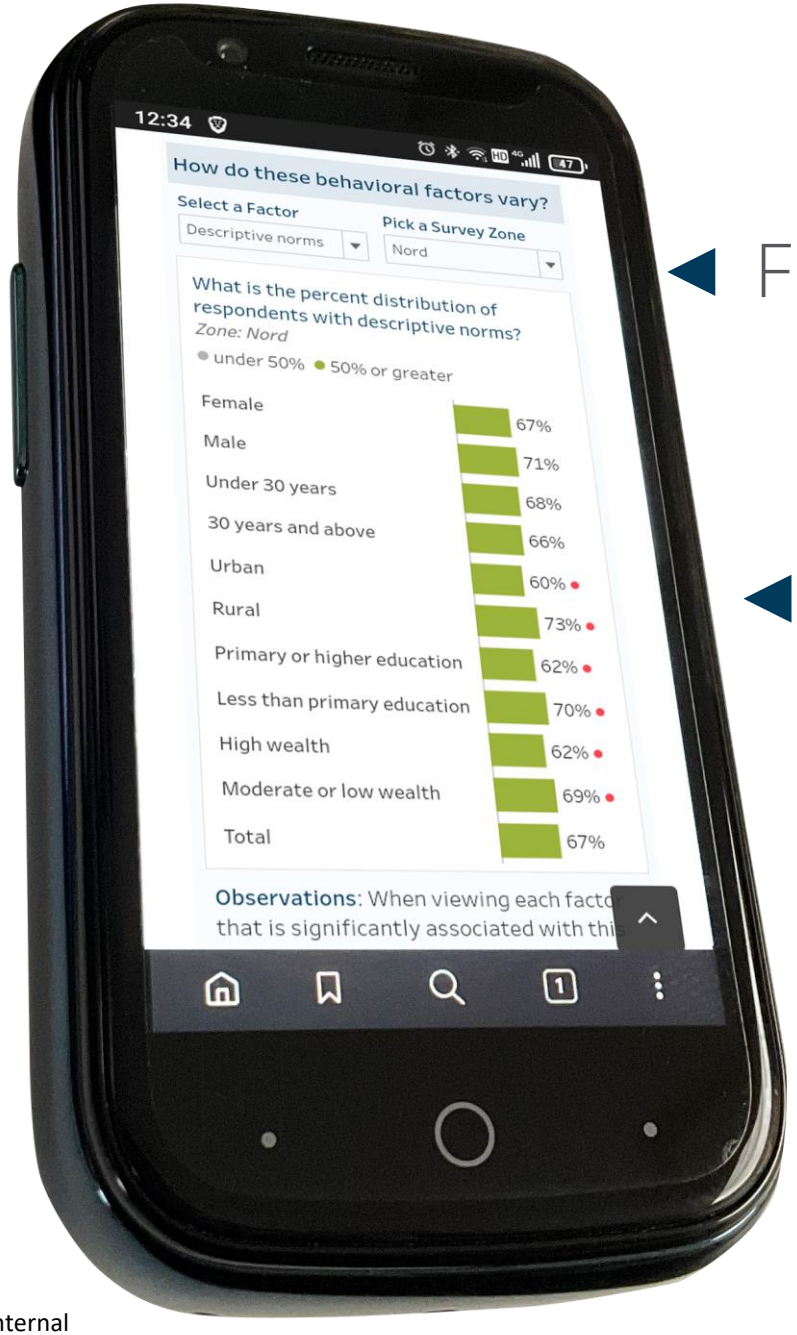
SBC Recommendations:
Encourage discussion about malaria and net care among families and within communities. Influential individuals, community groups, and health workers can be leveraged to initiate and guide discussions around net care as normative behavior. Take care to encourage two-way dialogue and not one-way instruction.

ITN use and care

- Filter by determinants and zone

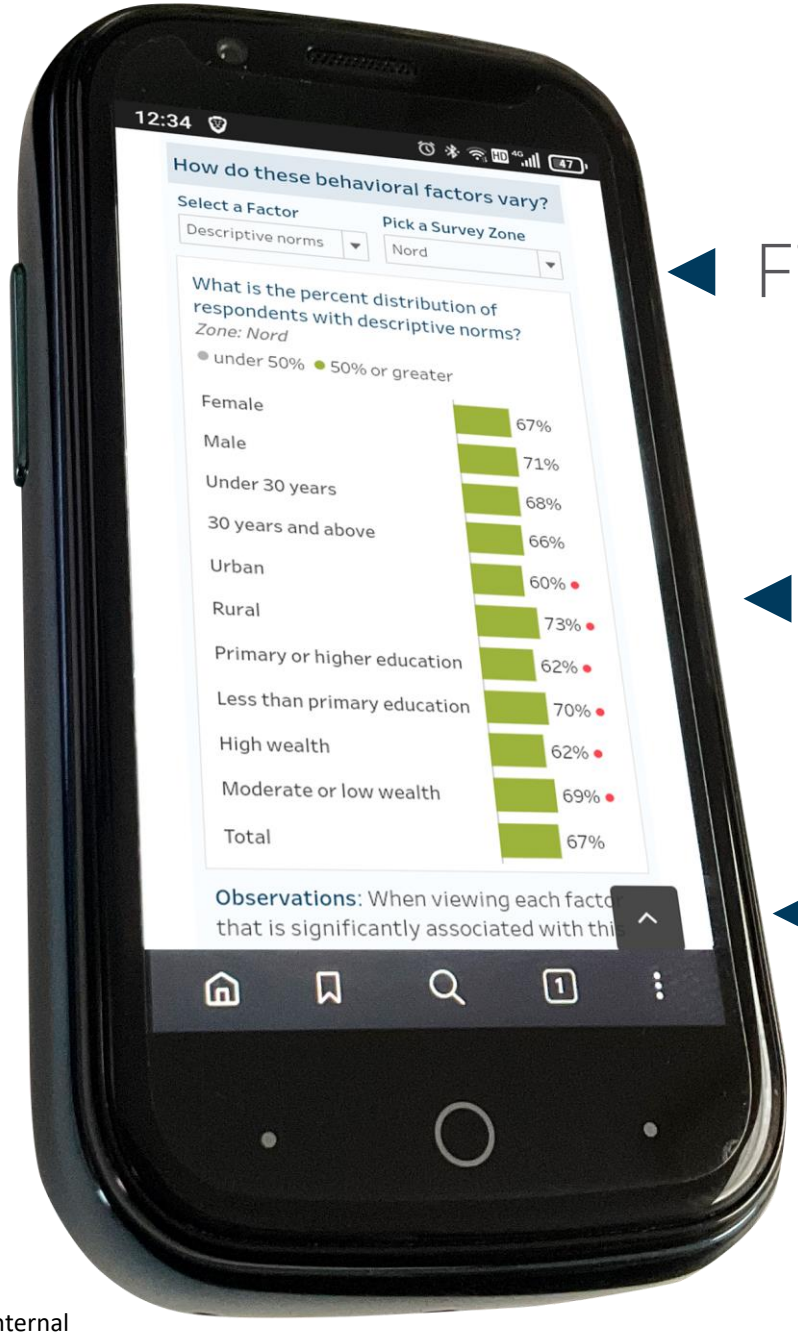


ITN use and care



- Filter by determinants and zone
- • = Statically significant results

ITN use and care

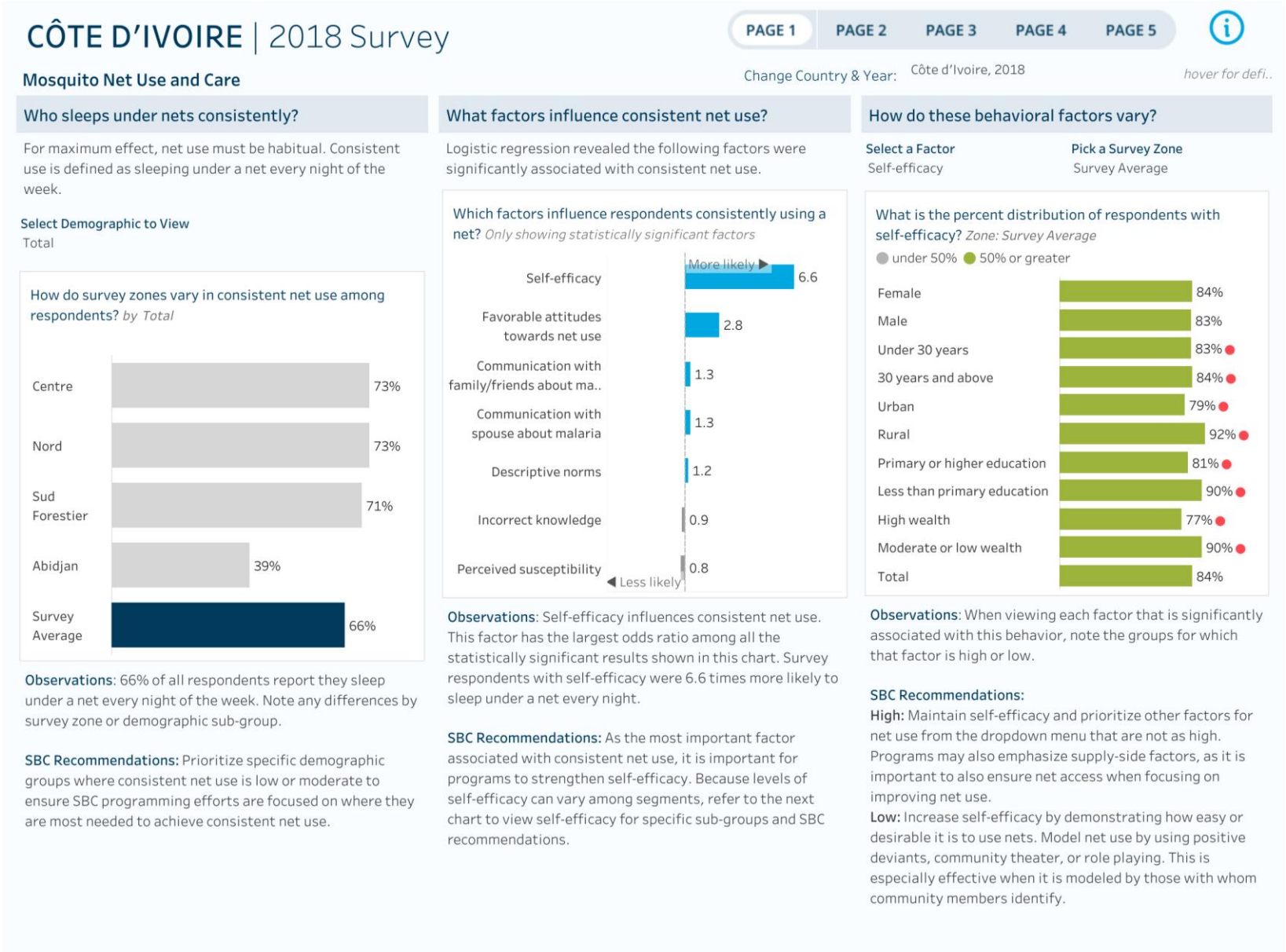


- Filter by determinants and zone
- • = Statically significant results
- Filter-specific observations and SBC recommendations

Observations and SBC recommendations

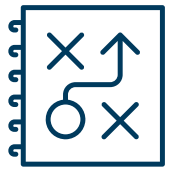
Goal is to funnel: help users *prioritize*

- 1st graph: prioritize specific demographic groups where use is low
- 2nd graph: focus on most important factor
- 3rd graph: (high) maintain self-efficacy but focus on other factors *vs* (low) recommendation with detail on how to increase self-efficacy



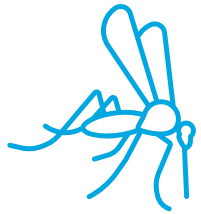
Dashboard Use-cases

Understand malaria behavior data quickly and easily



Ntnl. SBC Strategy

- Data visualizations are aligned with the format of the RBM malaria SBC strategy format and indicators
- Tailored SBC observations and recommendations make strategic decision-making and prioritization easier



ITN Campaign

- Filterable ownership, use, access, and care data quickly and easily accessible
- Nuanced behavioral data is simply organized and synthesized for ITN experts and non-experts alike
- Designed for easy use in small groups, workshops, or on-the-go

G.F. Concept Note

- Data visualizations can be downloaded for use in funding applications and reports
- Page by page reports can be generated as images, PPT slides, or for print (all pages are standard print size)
- Justifying proposed approaches with data

M&E

- Carefully structured data points help develop monitoring, evaluation, and learning plans that are logically ordered and accessible to experts and non-experts alike
- Data points are aligned with standard global indicators
- Baseline and targets for indicators and selection of indicators