Experiences of Cambodia in Using Social Media to Increase ITN Use

Khorn Linna, Communication and SBC Manager, CRS

February 26, 2026

Photo by Eduardo Lovo/CRS

Progress and Challenges Towards Malaria Elimination in Cambodia

Under leadership and strategic efforts of the National Malaria Control Program (CNM), donors and partners, Cambodia made significant progress towards malaria elimination:

- Zero malaria deaths since 2018. Cambodia Malaria Elimination Action Framework (2021–2025) guides national commitment to eliminate malaria by 2025[1].
- Malaria cases dropped by 70%, from 355 (2024) to 107 (2025)[3].
- 75% of Pv eligible patients received G6PD tests in 2023[1].

Nevertheless, challenges remain, including:

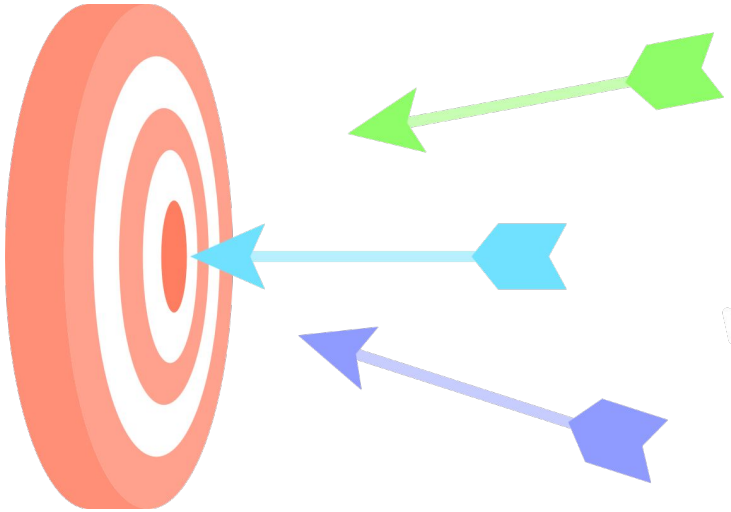
- Suboptimal use of ITNs among high-risk populations: ITN use is high (94.7%), but 32% of individuals will start sleeping under their nets after 7pm, increasing the opportunity for malaria transmission[1].
- Only 21% of people in endemic areas use mosquito repellent[2].
- Men, mobile populations, forest workers, forest goers, campers, and visitors from endemic countries have limited malaria knowledge[1].
- Some private providers do not fully comply with MoH guidance that does not allow them to test and treat malaria cases[1].

Sources:
[1]CNM's 2023 report and planning for 2024
[2]SBC Rapid Assessment in Five Cambodian Provinces, Cambodia Malaria Elimination Project 2 (CMEP2), 2023
[3]Malaraia Information System (MIS), CNM

Background to Using Social Media for Malaria in Cambodia

- Under the Global Fund's Regional Artemisinin-resistance Initiative 4 Elimination (RAI4E) project, CRS supports the CNM in 4 provinces to accelerate the elimination of all forms of malaria, maintaining zero mortality, and prevention of re-establishment (POR) of malaria.
- According to CNM's National Strategy, Social and Behavior Change (SBC) is a core component in the effort to eliminate malaria and prevent its reintroduction.
- CRS Cambodia has been supporting CNM to implement national malaria SBCC Facebook campaigns to:
  - Target high-risk populations, private health providers, international travelers who associate with imported cases.
  - Raise awareness of malaria and help target groups to adopt healthier behaviors on:
    - ITN and repellent use
    - Pv radical treatment compliance
    - Seeking malaria services at the public health facility or village/mobile malaria workers
    - Reinforce roles of private health providers in malaria elimination interventions

Communications Goals of the Campaigns



To enhance knowledge on malaria risk prior to getting under an ITN and importance of getting under an ITN early, ideally before 7pm.

To promote mosquito repellent acceptability, knowledge of where to get it, and correct repellent usage.

To increase knowledge on importance of G6PD test, encourage uptake of G6PD test and Pv radical cure treatment at the health facility.

To reinforce roles of private healthcare providers (PHP) in malaria intervention among PHPs, visitors and at-risk population. Promoting malaria services at the public health facility.

Behavior Change Goals

1

Increase percentage of target population who get into ITN early, ideally from/before 7pm from 68% to 70% between November 2025 to the end of March 2026.

2

Increase number of topical repellents distributed in 25 Operational Districts (ODs) by 40% compared between distributed number in November 2025 and ending months of the campaign in March 2026.

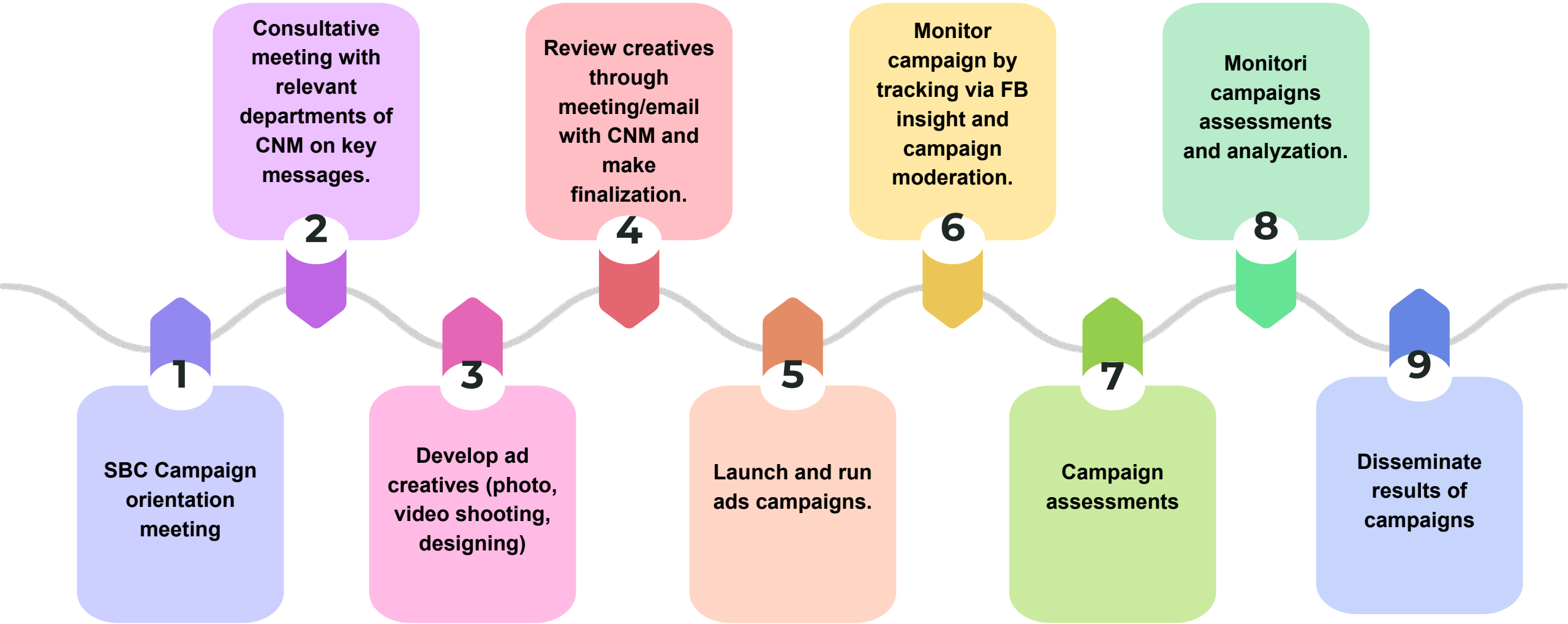
3

Increase number of Pv eligible individuals receiving G6PD test at the Health Center (HC) from 75% to 90% in 25 ODs between November 2025 to the end of March 2026.

4

PHPs, visitors and at-risk people understand PHP's role to refer suspected malaria patients to public health facility and not to test and treat malaria and malaria services available only at the public health facility.

Process of Campaigns Implementation

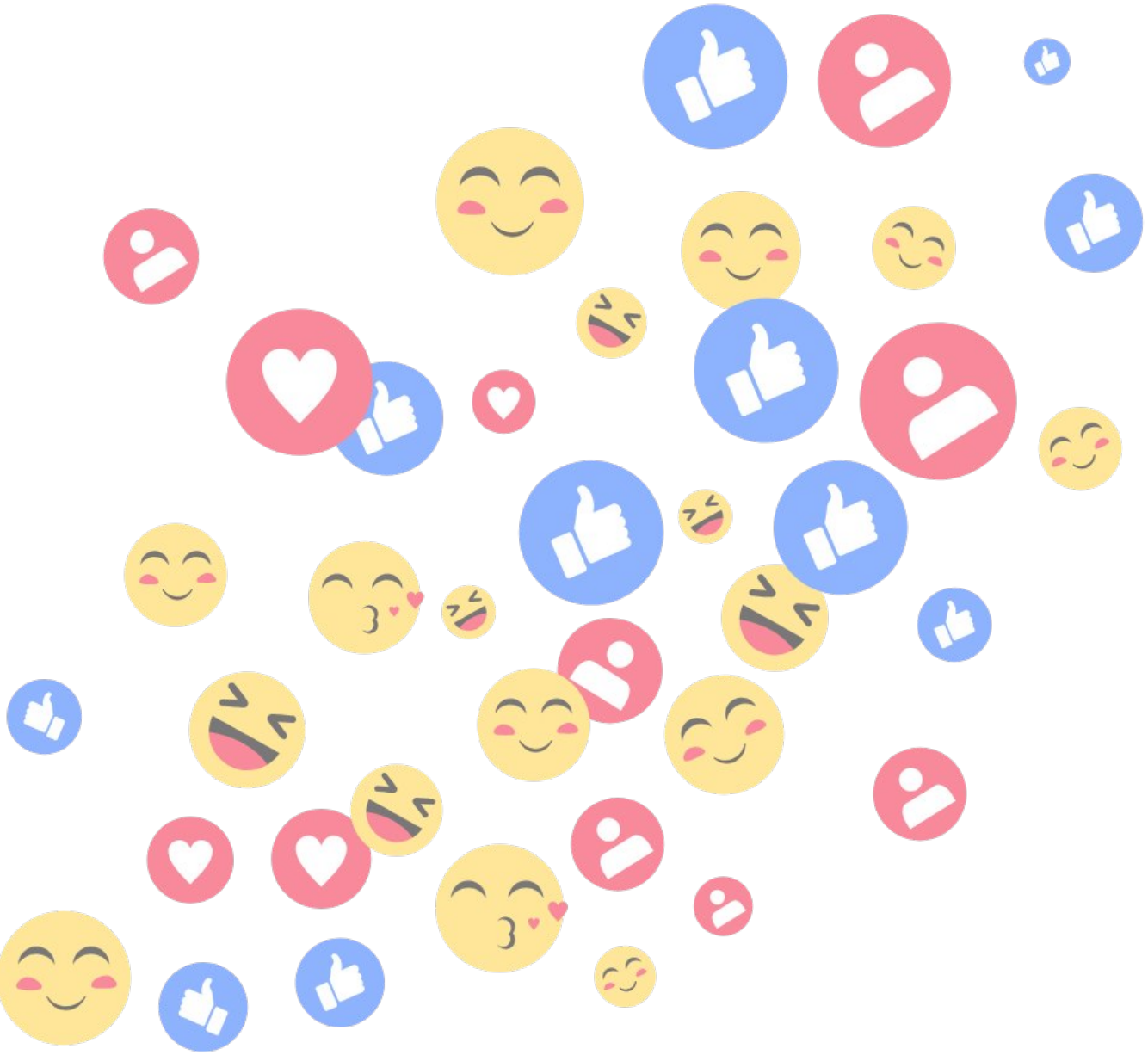


Campaign for Private Health Providers and International Travelers

- **Age range:** 18-49
- **Gender:** Women and men.
- **Geography:** 25 capital cities, 25 provinces, Cambodia.
- **Timeline:** 5 months
- **Budget:** USD 16,000

Campaign for High-Risk Populations

- **Age range:** 18-49
- **Gender:** Women and men
- **Geography:** 28 districts, 17 provinces
- **Timeline:** 5 months
- **Budget:** USD 20,000



Progress To Date

November 03, 2025-February 22, 2026

Results of the Campaigns

Campaign for private health providers and international travelers

12,143,624
Reach

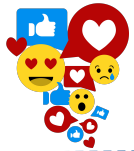
1

84,998,455
Impressions

2

7.00
Frequency

3



50,287
Post Reactions

4

109
Post Comments

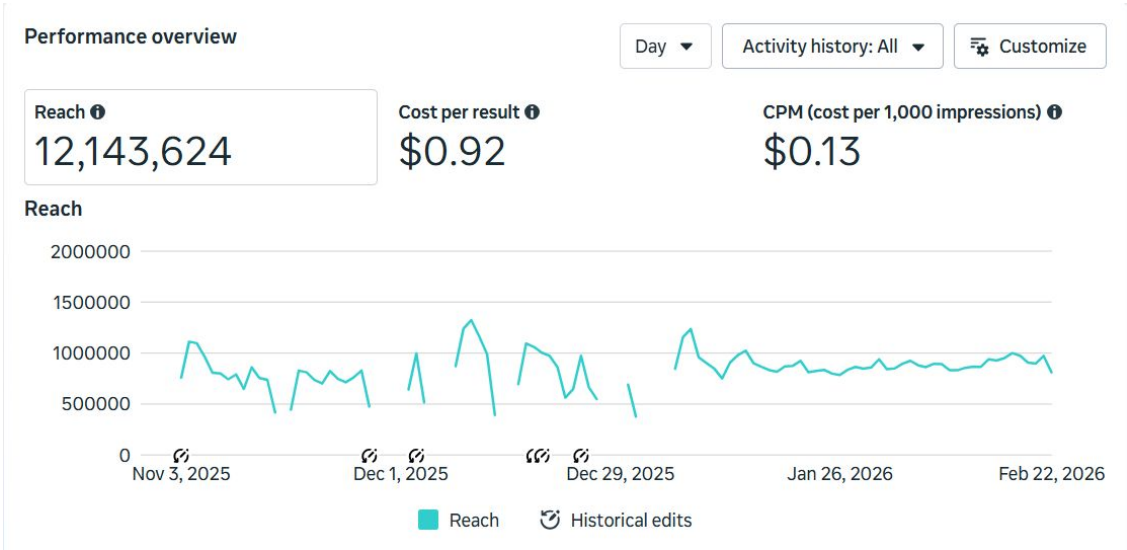
5

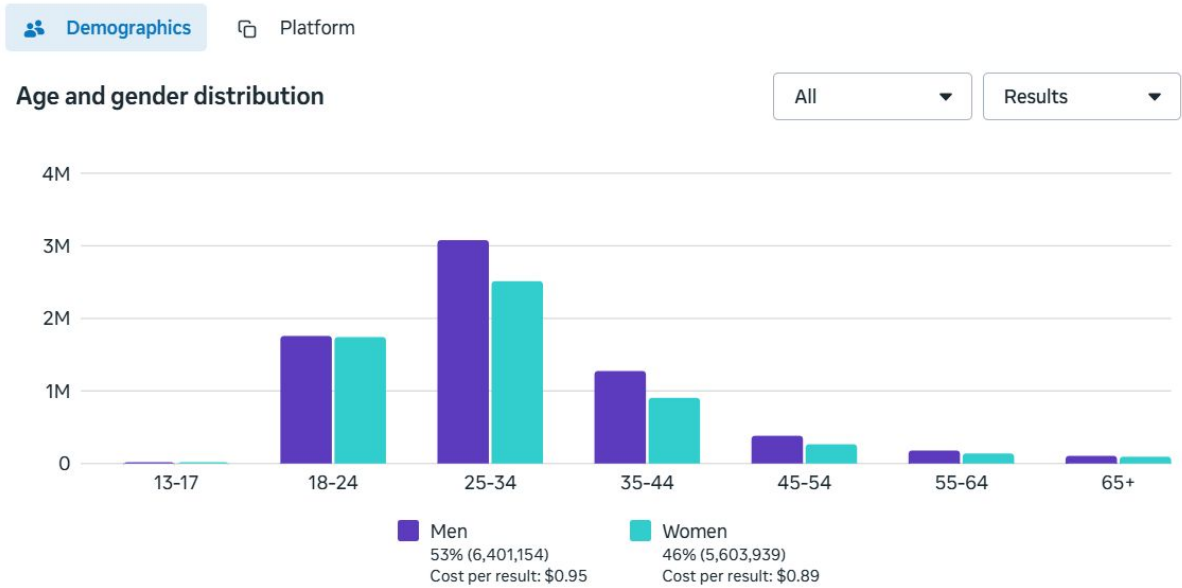
1,216
Post Shares

6

11,132.96
Budget Spent

7

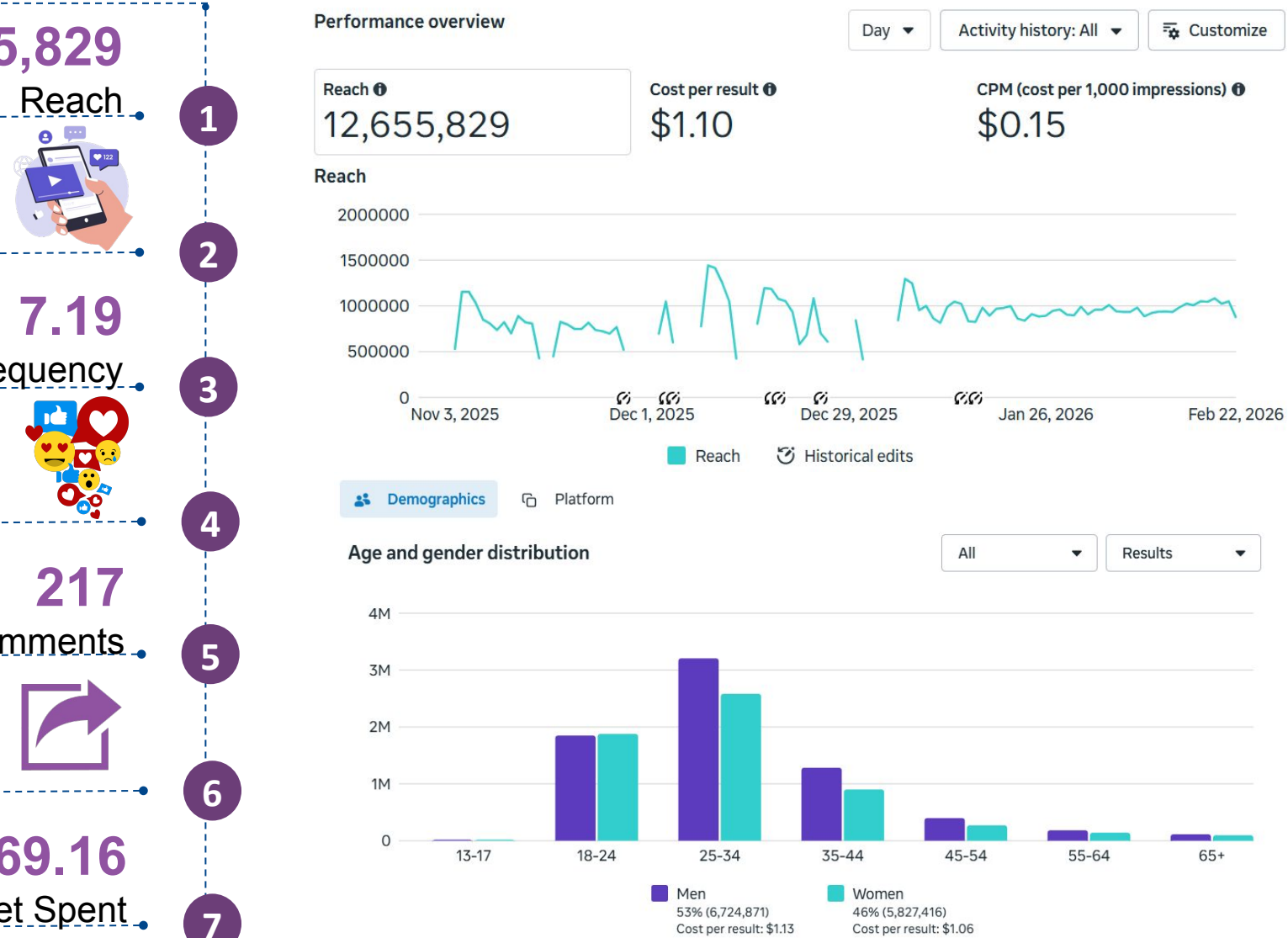




Results of the Campaigns (Cont.)

Campaign for high-risk populations

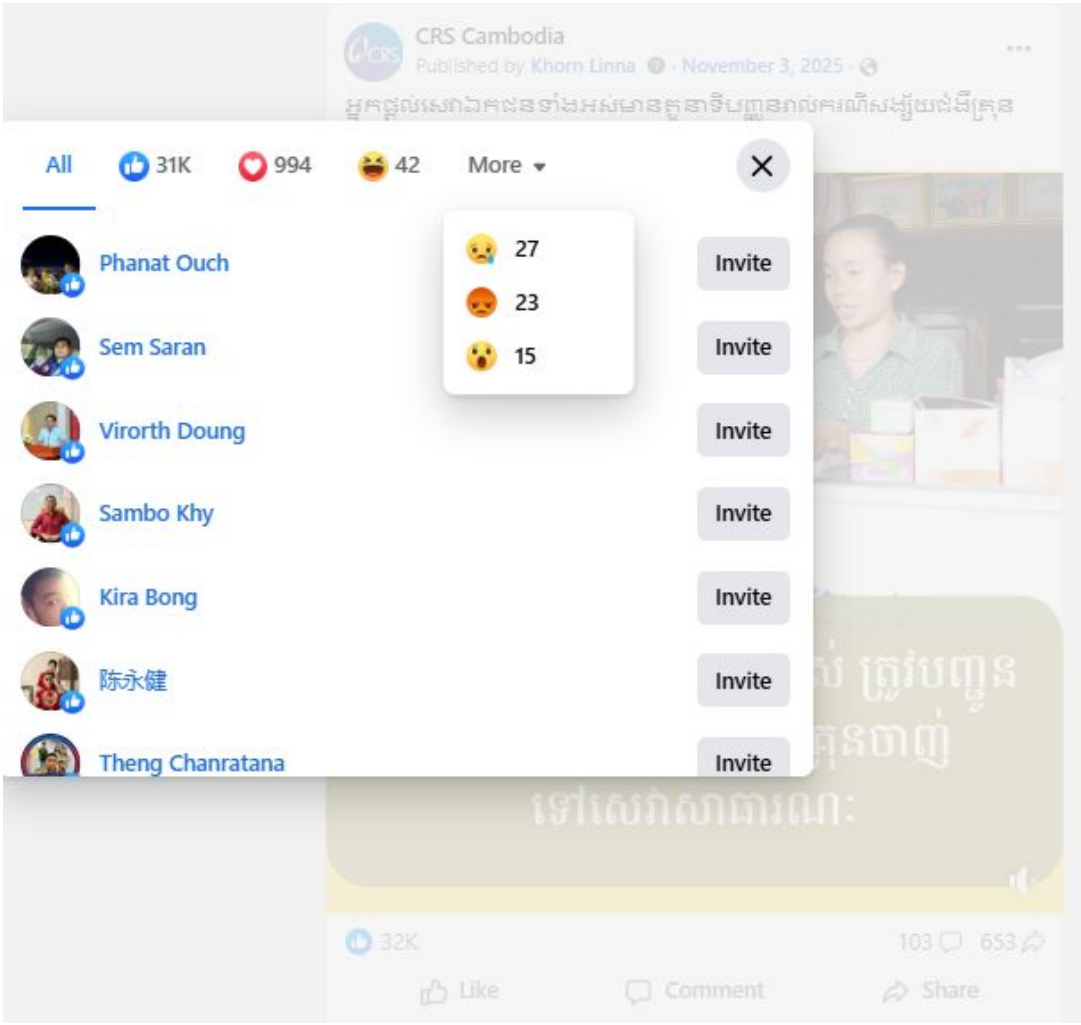
1. **12,655,829** Reach
2. **90,973,944** Impressions
3. **7.19** Frequency
4. **70,881** Post Reactions
5. **217** Post Comments
6. **1,286** Post Shares
7. **13,869.16** Budget Spent



Top Ad of Campaign for Private Health Providers and International Travelers

Post's Caption

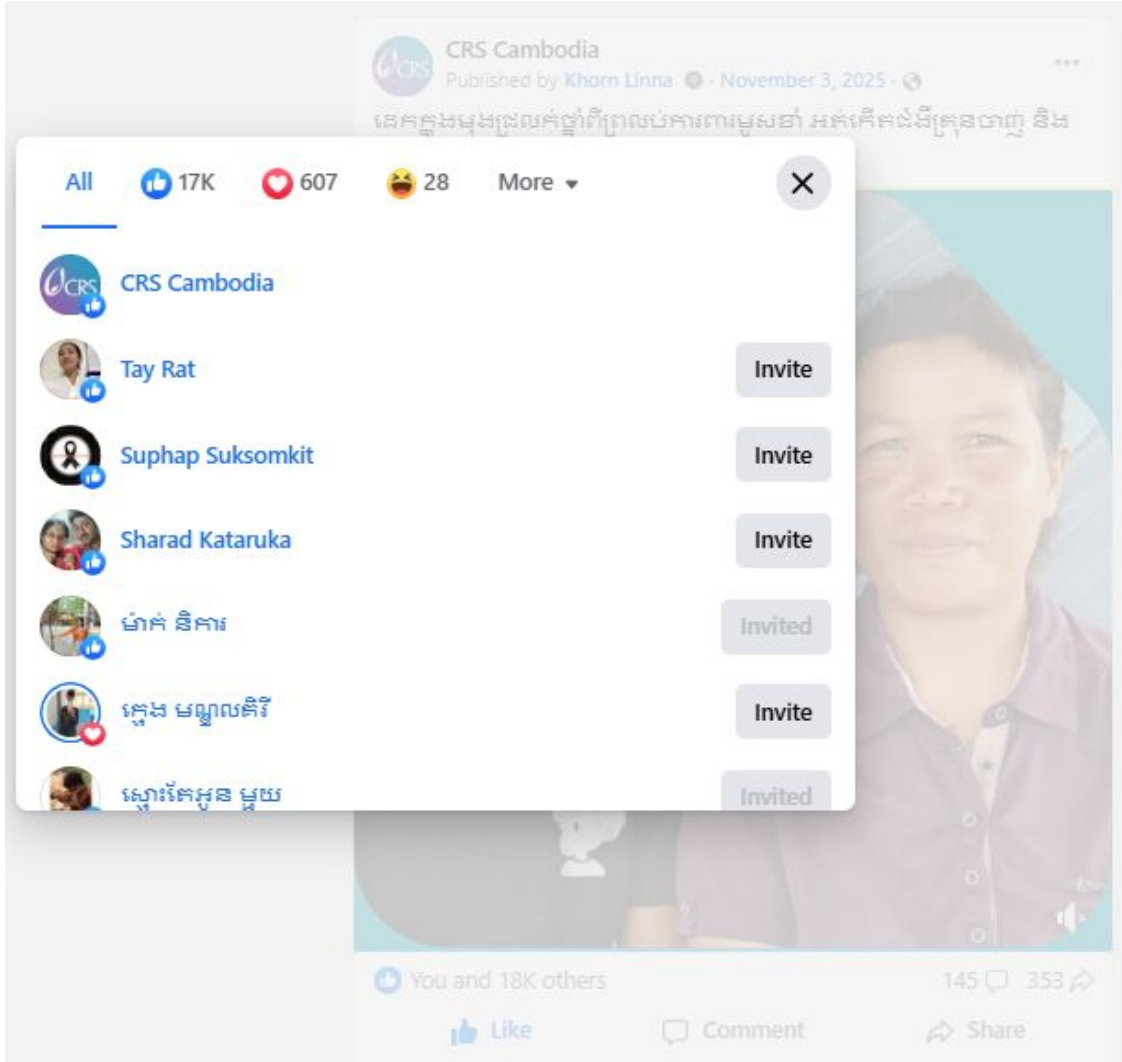
"All private health providers must refer all suspected malaria patients to public health facility!"



Top Ad Campaign for High-Risk Populations

Post's Caption

"Sleep under ITN, ideally, before 7pm protects mosquito bites, prevents malaria and be healthy"



Assessment of Private Health Providers (PHPs) and International Travelers Campaign

- Respondents as of Feb 22: 276
- Assessment locations: 7 cities, 7 provinces
- Sample size: PHPs: 184 and people live in cities: 184
- Data collection tool: Microsoft form poll

1

189 (68%)
respondents have seen the ads

2

Respondents applied preventive and treatment measures that they have seen in Facebook Ads:

- **107 (39%)** sleep under ITNs and use repellents regularly.
- **13 (5%)** sleep under conventional nets regularly.
- **100 (37%)** refer suspected patients to get test and treatment at the public health facility.

3

198 (72%)
respondents use ITN and repellent when they travel to malaria countries

4

268 (97%)
respondents seek malaria test and treatment at public health facility if they have malaria signs after returning from malaria countries.

5

255 (92%)
Respondents say PHPs must refer suspected malaria patients to public health facility if they suspect any patients.

Assessment of High-Risk Populations Campaign

- Respondents as of Feb 22: 241
- Assessment locations: 7 districts, 7 provinces
- Sample size: 216
- Data collection tool: Microsoft form poll

1

192 (80%) respondents have seen the ads

2

Respondents applied preventive and treatment measures that they have seen in Facebook Ads:

- **166 (75%)** sleep under ITNs and use repellents regularly.
- **14 (6%)** sleep under conventional nets.
- **14 (6%)** take anti-malaria medication as prescribed by health staff.

3

184 (76%) respondents slept under ITN last night.

4

202 (84%) respondents, using repellent properly is so important for malaria prevention.

5

224 (93%) respondents, taking anti-malaria correctly as prescribed is so important for Pv radical cure.

Thank You

art.kirby@crs.org

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