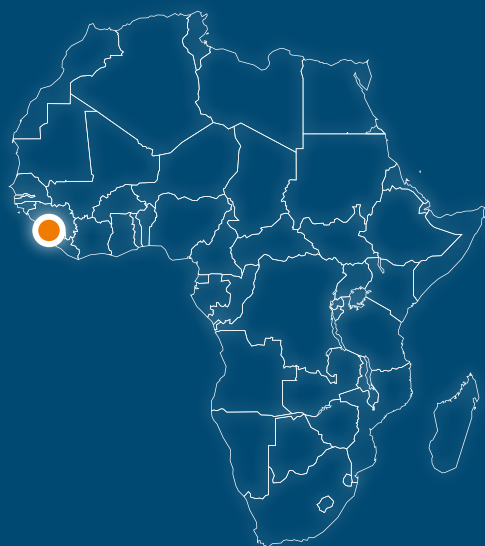


SOCIAL AND BEHAVIOUR CHANGE (SBC) WORKSHOP IN SIERRA LEONE



In May 2026, the Alliance for Malaria Prevention (AMP), with support from the RBM Partnership to End Malaria's Social and Behaviour Change (SBC) Working Group and the International Federation of Red Cross and Red Crescent Societies, organized a workshop in Sierra Leone focused on developing cost-effective and evidence-based SBC strategies, translating those strategies into actionable plans and fostering peer-to-peer learning across experts and countries.



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In the face of limited resources, SBC has been one of the areas that has been hardest hit with reduced funding for in-country activities, as well as reduced support at regional and global level. With limitations on the ability to respond to requests for SBC technical assistance, AMP

opted to bring together fourteen national malaria programme (NMP) and partner representatives from six countries to work together to design effective and sustainable evidence-based SBC strategies through peer-to-peer engagement.



As malaria programmes face increasing pressure to achieve greater impact with limited resources, the ability to use data,

engage communities effectively, advocate for support and address behavioural barriers becomes increasingly important.

Workshop topics aligned to identified challenges

Over the five-day workshop, participants worked collaboratively across multiple key areas of consideration for SBC planning and budgeting – such as SBC implications for operationalizing targeted ITN distribution – to arrive at the development of evidence-based, tailored SBC Plans of Action (PoAs) reflective of their national insecticide-treated net (ITN) distributions or

Seasonal Malaria Chemoprevention plans and their operational contexts.

The strong focus on peer review and exchange ensured participants benefited from sharing experiences, as well as from technical and operational guidance from experts.

Topics included

- Using data to inform SBC strategies and increase impact
- Advocacy for malaria interventions and resource mobilization
- SBC considerations for targeted ITN distributions
- Long-term sustainability of SBC activities
- Working in complex operating environments
- Crisis communication and rumour management
- Social media and digitalization
- Integrated SBC delivery approaches
- Community engagement and influencer mapping
- Gender considerations in malaria programming

Workshop approach focused on practical and experience-based learning and sharing

The approach ensured that learning could be immediately translated into programme improvements and consisted of technical concepts delivered through presentations, followed by application of those concepts through group work, peer review exercises and country experiences. The outputs, linked to planned activities, were concrete and practical SBC PoAs.

One of the workshop's greatest strengths was the opportunity for cross-country exchange and peer learning. Participants were able to discuss common challenges, share successful approaches, and learn from experiences from multiple malaria programmes.

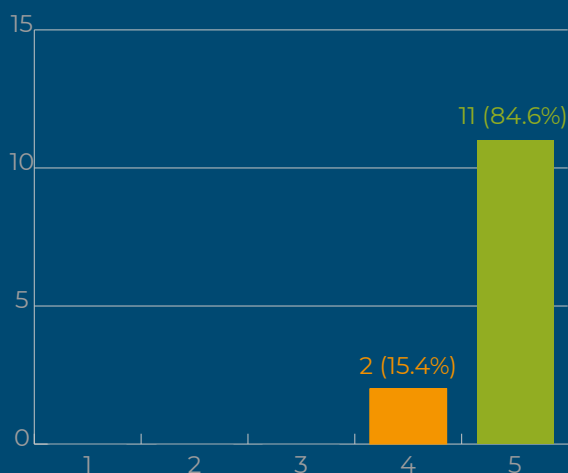


Positive participant feedback

The workshop evaluation demonstrated exceptionally high levels of participant satisfaction, with the overwhelming majority of respondents rating the workshop either 4 or 5 out of 5 overall.

How satisfied were you overall with the workshop?

13 responses



"The workshop was great especially the best practice sharing."

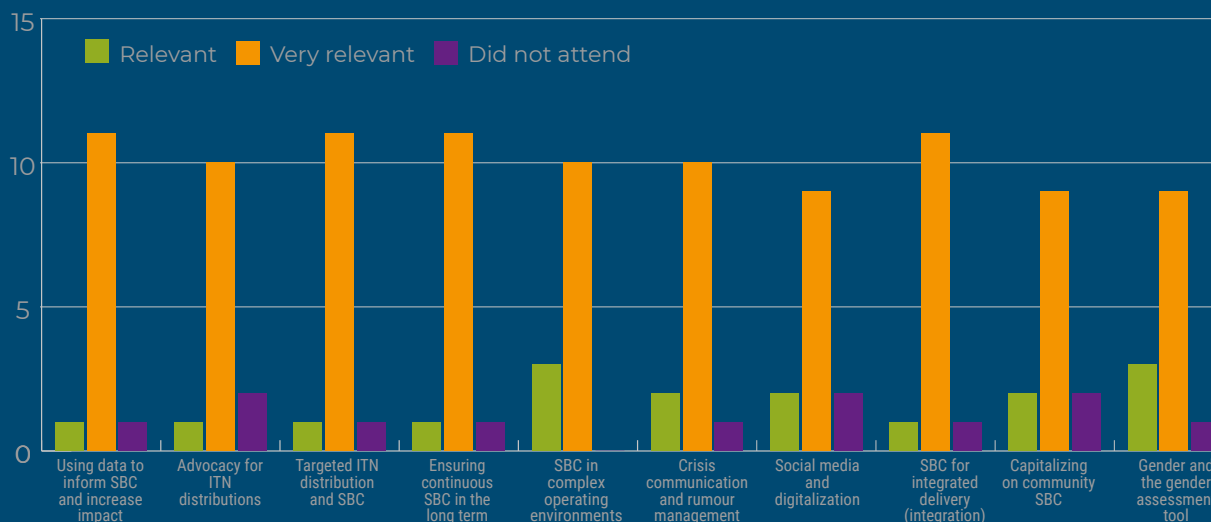
"Agenda was comprehensive and covered a broad range of topics."

"The workshop was well packaged and excellently delivered."

Feedback from participants highlighted the relevance and practicality of the content. Participants identified the use of data for decision-making, SBC implications for targeted

ITN distribution, continuous SBC and SBC for integrated delivery as the most valuable topics addressed in the workshop.

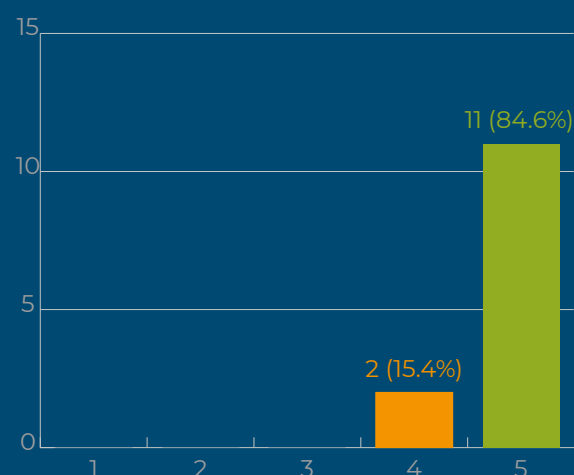
Which sessions did you find most relevant?



Participants ranked the sessions as relevant, practical, and applicable to their work.

How relevant and helpful was the workshop in helping you think about and develop current upcoming SBC strategies and plans of action for ITN distributions?

13 responses



“The workshop was friendly and educational; materials were well presented.”

“Collaboration and coordination are key in an ITN campaign.”

Participants also emphasized the importance of innovation and adaptation in a changing funding environment.

“Use the small resources you have to prioritize your activities and try to be innovative in the upcoming distribution.”



The importance of focused workshops for SBC

With the change in the funding landscape since 2025, many NMPs have lost SBC-focused partners that were providing support for malaria SBC. This has left NMPs with unsupported and limited SBC personnel that are trying to adapt to changing operational realities—including targeted distributions, funding constraints, digital communication challenges and opportunities, and increasing demands for evidence-based programming – without the ability to brainstorm and discuss options and lessons learned from other countries going through similar processes.

The Sierra Leone SBC Workshop demonstrates that targeted investment in SBC capacity-building can generate immediate value for malaria programmes. By equipping participants with practical tools, strengthening regional collaboration, and supporting the development of country-specific action plans, the workshop helped build the foundations for more effective and sustainable malaria prevention efforts.

The added value of small, focused workshops rather than individual technical assistance to one specific country, particularly for SBC, should be recognized.

“Increase the number of days for such workshops, please.”

Future SBC workshops should continue to combine technical training, peer learning, practical exercises and country-specific planning. Expanding these opportunities would strengthen NMP capacity, improve programme effectiveness, and ultimately contribute to greater uptake and sustained use of malaria prevention interventions.

The positive participant feedback and tangible outputs from the Sierra Leone workshop provide compelling evidence that regional SBC capacity-building workshops are a valuable investment that should be replicated and scaled up across malaria-endemic countries.



AMP CONTACTS

To join the weekly AMP conference call each Wednesday at 10:00 AM Eastern time (16.00 PM CET) use the following Zoom meeting line:

<https://us06web.zoom.us/j/88935481892?pwd=h3cuJ3x5LOsR58YXcEaub8ULqu5LMj.1>

You can find your local number to join the weekly call:

<https://zoom.us/u/acyOjklJ4>

To be added to the AMP mailing list visit:

<https://allianceformalariaprevention.com/join-us>

To contact AMP or join an AMP working group please e-mail:

info@allianceformalariaprevention.com

For further information please go to the AMP website:

<https://allianceformalariaprevention.com>