



Community and Faith Leaders in Malaria Control and Elimination

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PMI

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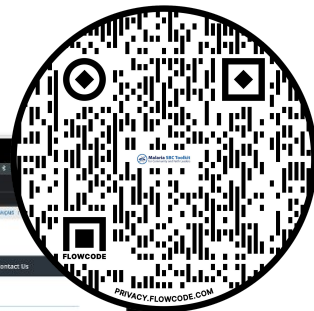
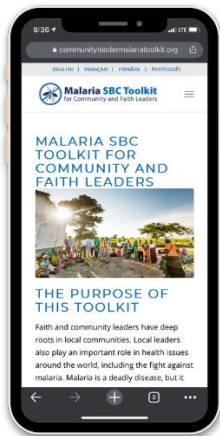
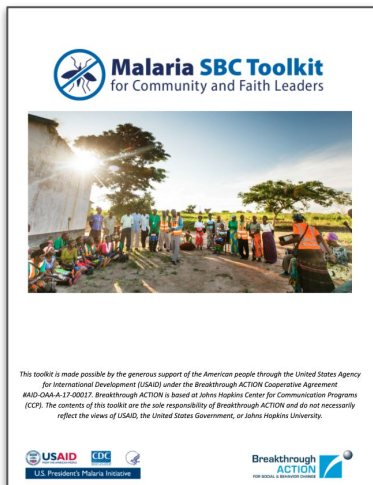


Breakthrough
ACTION
FOR SOCIAL & BEHAVIOR CHANGE





Community and Faith Leaders in Malaria Control and Elimination



communityleadermalaria toolkit.org

What is SBC? Why Does it Matter for Malaria?

- Many malaria interventions depend on human behavior to be successful and sustainable in the long run
 - Getting the information out is important for ITN campaigns
 - SBC can run deeper, beyond telling people how and when to register, how to hang nets, etc
- Social and behavior change impacts individual and community behavior by
 - Equipping people with skills, confidence, knowledge, attitudes and intentions for change
 - Changing underlying social norms
 - Creating an enabling environment
- SBC is driven by scientific theories of social change and behavior change
- SBC is evidence-based and strategic in its activities, targets and identification of audiences
- Uses many approaches, including health communication and community mobilization

Discussion Question:

In what ways is SBC incorporated into ITN campaigns?

De quelle manière la CSC est-elle intégrée dans les campagnes de l'ITN ?

Why Community and Faith Leaders?

- Local leaders are crucial in helping communities take action in the fight against malaria
- Important role in health issues around the world
 - Including malaria
- Deep roots in local communities
- Community and faith values often reflect those of malaria prevention programs
- Crucial role in social and behavior change
 - Community members need support from sources they know and trust, like local leaders
 - Local leaders can help families better understand malaria and how to change their behaviors
 - Leads to long-lasting, sustainable change
 - Social and behavior change is grounded in community engagement

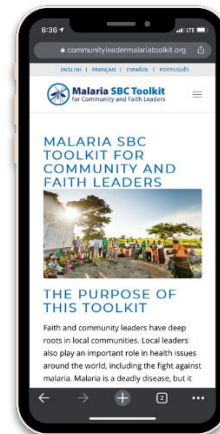
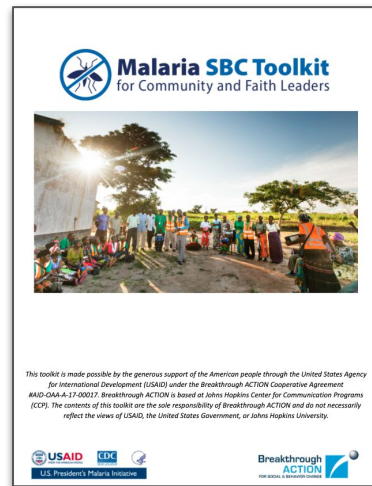
Discussion Question:

How have you engaged community and faith leaders in your ITN campaigns?

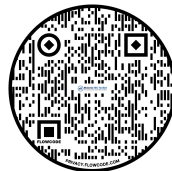
Comment engagé utilisé les leaders communautaires et religieux dans vos campagnes MII ?

communityleadermalaria toolkit.org

- Optimized for **print or mobile use** since current trends show many in malaria endemic countries access the internet on mobile devices
- Intended audience include **national and sub national leaders of faith and community based organizations**
- Available in **English, French, Spanish, and Portuguese**



Scan with
your phone's
camera to
visit the toolkit



This toolkit is YOURS!

- Adapt the content of the toolkit to fit your needs, **no permission needed**
 - Use the parts that are useful to you
 - Translate it into different languages
 - Change what you need to make it useful
- Share how you are using the toolkit with ashley.riley@jhu.edu



Malaria SBC Toolkit
for Community and Faith Leaders

Toolkit Content: Four Areas

TOOLKIT CONTENT



Context

[See more...](#)



Malaria Actions to Promote

[See more...](#)



Using Malaria SBC in Your Work

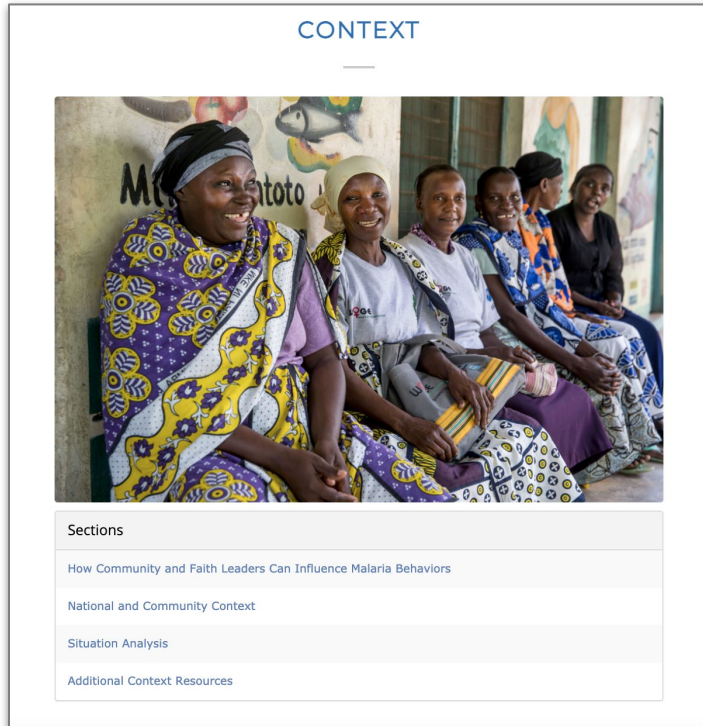
[See more...](#)



Advocacy

[See more...](#)

Context



- Section helps users:
 - Investigate the extent of the malaria problem in their areas
 - Learn what the ongoing efforts are
 - Identify who to coordinate with

Malaria Actions to Promote

- Teaches users more about **malaria**
- Clearly lays out what **key behaviors leaders should promote** to prevent and treat malaria

Sections
What is Malaria?
Key Action 1: Every Household Member Should Sleep Under an Insecticide-Treated Net (ITN) Every Night
Key Action 2: Properly Care For and Maintain Your Insecticide-Treated Net (ITN)
Key Action 3: Support Pregnant Women to Attend Antenatal Care (ANC) Visits and Receive an ITN and Preventive Antimalarial Treatment (IPTp)
Key Action 4: Know the Symptoms of Malaria and Seek Care within 24 Hours at a Health Facility or with a Community Health Worker
Key Action 5: Request a Malaria Test and Respect the Test Results
Key Action 6: Finish the Entire Malaria Treatment Prescribed by your Health Provider or Community Health Worker
Key Action 7: In Some Areas, Be Receptive to Initiatives to Spray Inside Homes*
Key Action 8: In Some Areas, Encourage Seasonal Malaria Chemoprevention (SMC) to Protect Children Under Five*
Additional Resources for Key Actions to Promote

Key Action 1: Every Household Member Should Sleep Under an Insecticide-Treated Net (ITN) Every Night

Behaviors to Promote:

- Every family member should sleep under an insecticide-treated net every night, all year round.

Key Messages (WHO Guidance on Malaria Vector Control):

- Insecticide-treated nets act as a barrier that keep mosquitoes away from people. Insecticide-treated nets are also treated with a chemical barrier that repels, weakens, and kills mosquitoes.
- Insecticide-treated nets are safe to use according to the World Health Organization and are not harmful to babies, children, or adults.
- Insecticide-treated nets protect people from malaria and should not be used for other purposes

Key Actions

What is Malaria?

Key Action 1: Every Household Member Should Sleep Under an Insecticide-Treated Net (ITN) Every Night

Key Action 2: Properly Care For and Maintain Your Insecticide-Treated Net (ITN)

Key Action 3: Support Pregnant Women to Attend Antenatal Care Visits and Receive an Insecticide-Treated Net (ITN) and Intermittent Preventive Treatment in Pregnancy (IPTp) Medication

Key Action 4: Know the Symptoms of Malaria and Seek Care within 24 Hours at a Health Facility or with a Community Health Worker

Key Action 5: Request a Malaria Test and Respect the Test Results

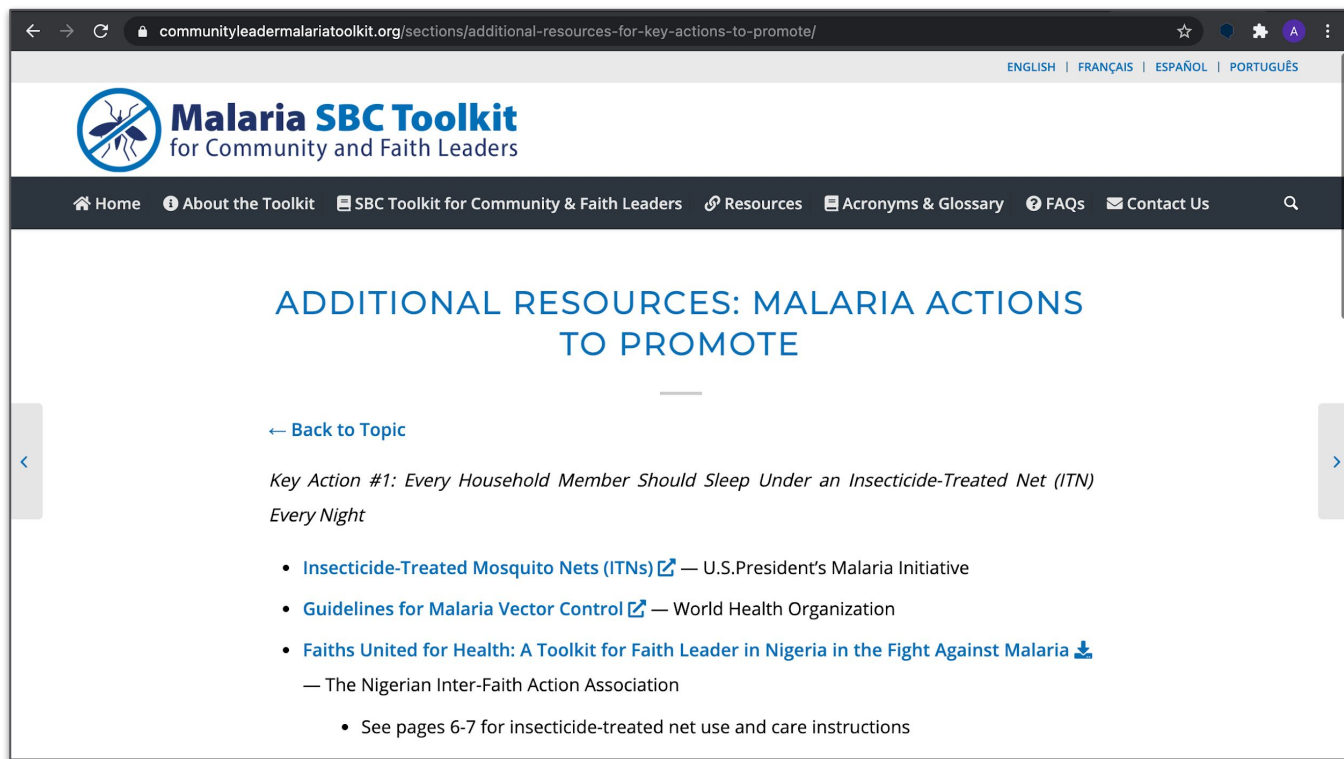
Key Action 6: Finish the Entire Malaria Treatment Prescribed by your Health Provider or Community Health Worker

Key Action 7: In Some Areas, Be Receptive to Initiatives to Spray Inside Homes*

Key Action 8: In Some Areas, Encourage Seasonal Malaria Chemoprevention (SMC) to Protect Children Under Five*

Additional Resources: Malaria Actions to Promote

Additional Resources for Malaria Actions to Promote



The screenshot shows a web browser displaying the 'Malaria SBC Toolkit' website. The URL in the address bar is 'communityleadermalaria toolkit.org/sections/additional-resources-for-key-actions-to-promote/'. The website has a dark header with the logo (a mosquito inside a blue circle with a diagonal line) and the text 'Malaria SBC Toolkit for Community and Faith Leaders'. Below the header is a navigation bar with links: Home, About the Toolkit, SBC Toolkit for Community & Faith Leaders, Resources, Acronyms & Glossary, FAQs, and Contact Us. The main content area has the title 'ADDITIONAL RESOURCES: MALARIA ACTIONS TO PROMOTE' in large blue letters. Below the title is a link '← Back to Topic'. The text 'Key Action #1: Every Household Member Should Sleep Under an Insecticide-Treated Net (ITN) Every Night' is displayed. A list of resources follows:

- [Insecticide-Treated Mosquito Nets \(ITNs\)](#) — U.S. President's Malaria Initiative
- [Guidelines for Malaria Vector Control](#) — World Health Organization
- [Faiths United for Health: A Toolkit for Faith Leader in Nigeria in the Fight Against Malaria](#) — The Nigerian Inter-Faith Action Association
 - See pages 6-7 for insecticide-treated net use and care instructions

Using Malaria SBC in Your Work

Steps for Planning

Careful planning of your malaria activities will help make sure your work will be sustainable and impactful in your community. Below are steps to consider when integrating malaria SBC activities into your work.

Sections

Step 1: Align Your Values

Step 2: Understand Your Audience

Step 3: Identify Your Strengths and Assets

Step 4: Chart the Timing of Your Malaria Activities

Step 5: Define Your Activities

Step 6: Tailor Your Messaging

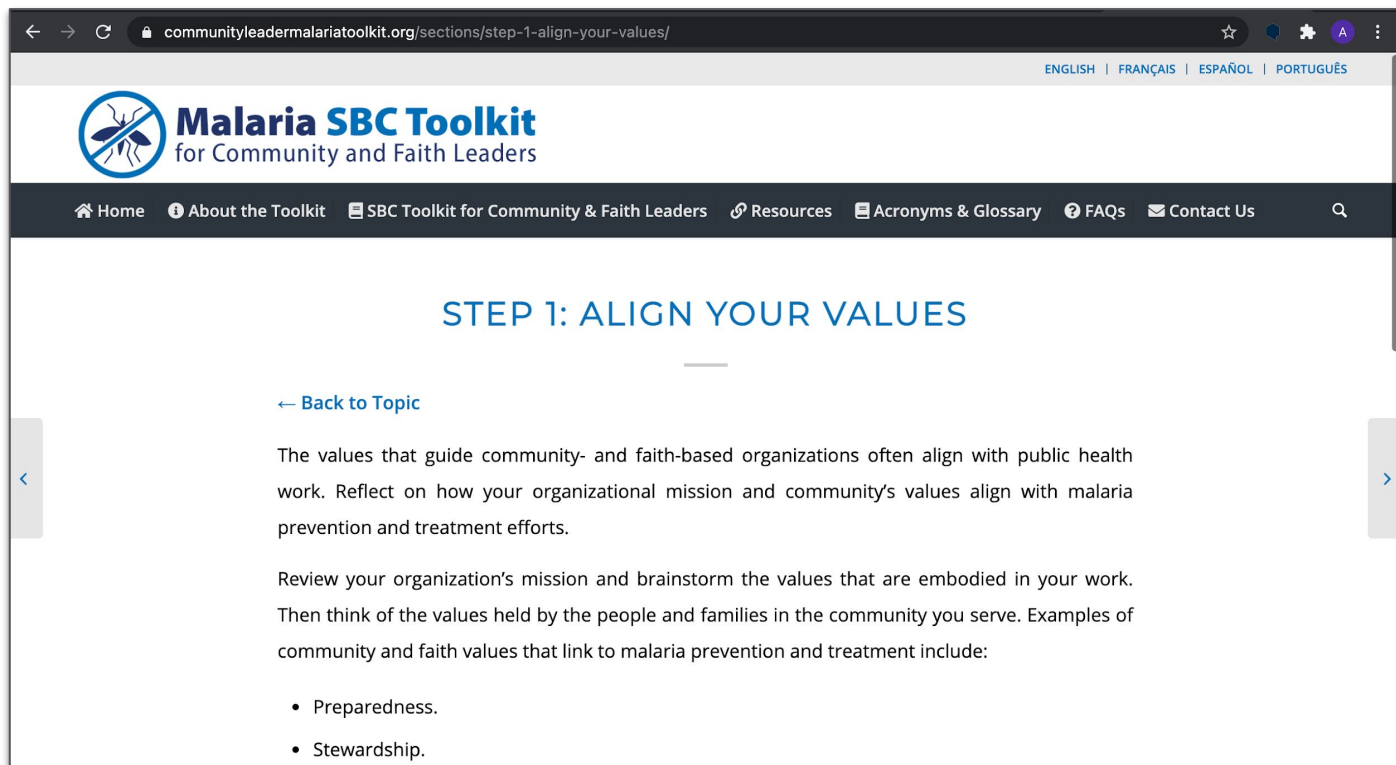
Step 7: Track Your Progress

COVID-19 Considerations

Additional Resources: Using Malaria SBC in Your Work

- Takes users [step by step in planning for integrating malaria social and behavior change efforts](#) into their ongoing activities
- Includes many resources to use directly


Step 1: Align Your Values



The screenshot shows a web browser displaying the 'Malaria SBC Toolkit' website. The URL in the address bar is 'communityleadermaliatoolkit.org/sections/step-1-align-your-values/'. The page features a dark navigation bar with the toolkit's logo and name, and a list of menu items including Home, About the Toolkit, SBC Toolkit for Community & Faith Leaders, Resources, Acronyms & Glossary, FAQs, and Contact Us. The main content area is titled 'STEP 1: ALIGN YOUR VALUES' in large blue letters. Below the title, there is a 'Back to Topic' link and a paragraph explaining that community and faith-based organizations often align with public health work. This is followed by a paragraph encouraging users to review their organization's mission and brainstorm values. A list of two values, 'Preparedness' and 'Stewardship', is provided at the bottom.

communityleadermaliatoolkit.org/sections/step-1-align-your-values/

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STEP 1: ALIGN YOUR VALUES

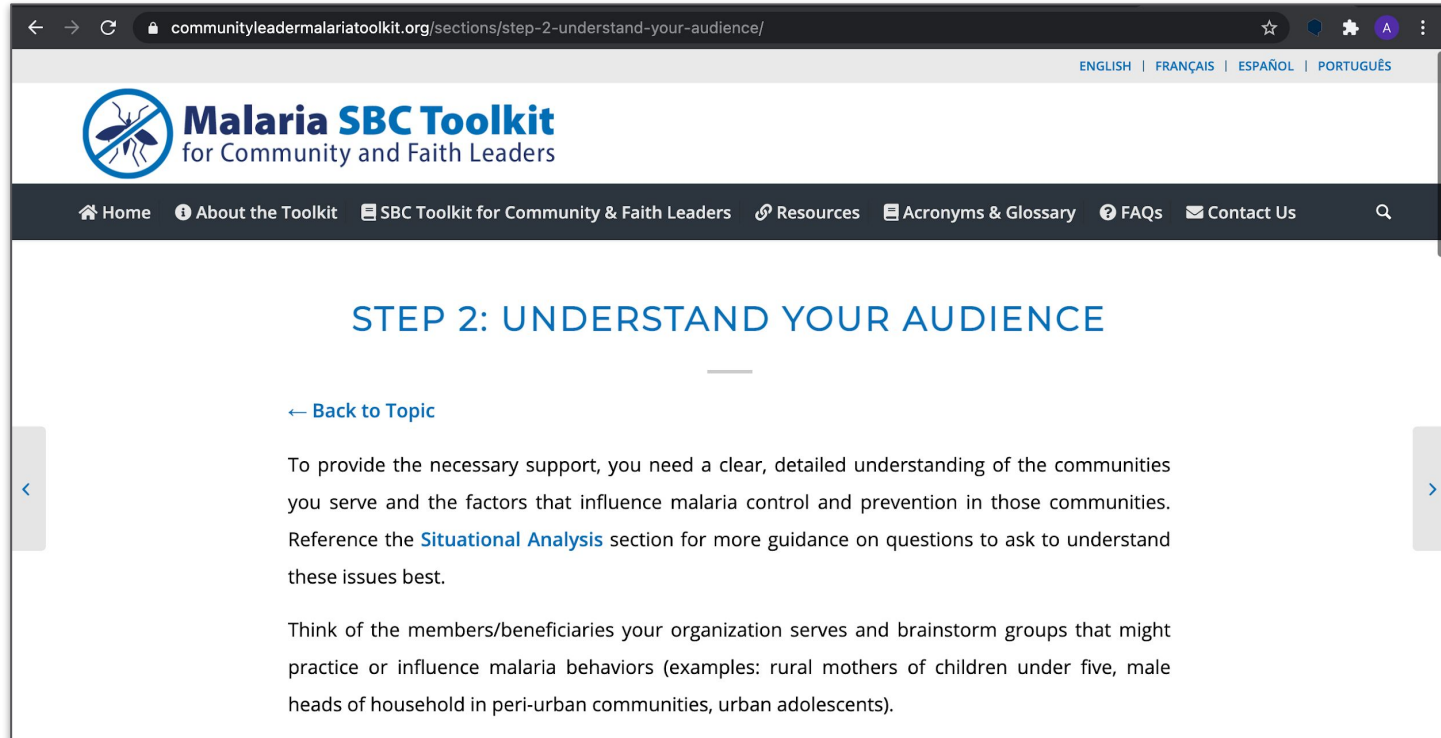
[← Back to Topic](#)

The values that guide community- and faith-based organizations often align with public health work. Reflect on how your organizational mission and community's values align with malaria prevention and treatment efforts.

Review your organization's mission and brainstorm the values that are embodied in your work. Then think of the values held by the people and families in the community you serve. Examples of community and faith values that link to malaria prevention and treatment include:

- Preparedness.
- Stewardship.


Step 2: Understand Your Audience



The screenshot shows a web browser displaying the 'Malaria SBC Toolkit' website. The URL in the address bar is 'communityleadermalariatoolkit.org/sections/step-2-understand-your-audience/'. The page features a dark navigation bar with links to Home, About the Toolkit, SBC Toolkit for Community & Faith Leaders, Resources, Acronyms & Glossary, FAQs, and Contact Us. The main content area is titled 'STEP 2: UNDERSTAND YOUR AUDIENCE' in large blue letters. Below the title, there is a link to '← Back to Topic'. The text explains that to provide necessary support, a clear understanding of the communities served and factors influencing malaria control is needed. It references the 'Situational Analysis' section for more guidance. The text concludes by encouraging users to think of the members/beneficiaries their organization serves and brainstorm groups that might practice or influence malaria behaviors, with examples like rural mothers of children under five, male heads of household in peri-urban communities, and urban adolescents.

communityleadermalariatoolkit.org/sections/step-2-understand-your-audience/

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STEP 2: UNDERSTAND YOUR AUDIENCE

[← Back to Topic](#)

To provide the necessary support, you need a clear, detailed understanding of the communities you serve and the factors that influence malaria control and prevention in those communities. Reference the [Situational Analysis](#) section for more guidance on questions to ask to understand these issues best.

Think of the members/beneficiaries your organization serves and brainstorm groups that might practice or influence malaria behaviors (examples: rural mothers of children under five, male heads of household in peri-urban communities, urban adolescents).

Example Worksheets

Community
Asset Map
Worksheet

Associations

- Women's microcredit groups
- Mother's groups
- Football teams and clubs
- Trade unions
- Political groups
- Religious groups
- Other related groups

Physical Space

- Sub County planning office boardroom
- Health center waiting area
- School yard
- School classrooms
- Local hotels with small conference spaces
- Open space near centre of town
- Madrasa yard
- Soccer pitch

Individuals

- Gifts, Skills, Capacities, Knowledge and Traits of:
- Students
- Parents
- Teachers and local government officials
- Health officials
- Religious/community leaders

Local Economy

- For profit micro businesses
- Merchants-markets, transportation, services
- NGOs
- Micro-credit

My Community

Organizational
Assets
Worksheet

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Organizational Assets Worksheet

Your organization's assets

How can these assets be connected to malaria activities at the community level?

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Tailoring Your
Messages
Worksheet

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Tailoring Your Messages Worksheet

Audience	Description	Desired behavior/ practice (desired malaria control and prevention behavior)	Actual behavior/practice	Priority behaviors for change	Barriers/ constraints	Key constraint

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Activity Timing
Table

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Table to Help Plan Activities

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Peak malaria transmission season												
Rainy Season												
Planned malaria activities by local government												
Malaria/Child Health												
Insecticide-Treated Nets												
Case Management for Malaria												

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Key
Audiences
Worksheet

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Key Audience Worksheet: Magongo Mosque Outreach Council

Key Audience	Describe the Characteristics of the Members Age, Gender, Marital Status, Number of Children, Education Level, Income, Occupation, Location, Access to Health Facilities	Effect of Malaria on this Group (Low/Medium/High)	Does your organization have a unique ability to reach and influence this audience?	Can They Make Decisions About Whether to Adopt Positive Malaria Behaviors? (Yes or No)
Younger mothers of children under five years old	10-25 years old, married, local market workers, low income, live within 2 kms of a facility	High	Yes	Yes
Younger attending Madrasa students	Students up to nine years old attending the mosque's morning Madrasa classes, sleep at home every night, some attend regular school as well	High	Yes	Somewhat
Mother in loss of younger mothers	40-75 years old, married, retired, low literacy rates	Medium	Yes	Yes and indirectly others' behaviors

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Additional Resources

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[Home](#) | [About the Toolkit](#) | [SBC Toolkit for Community & Faith Leaders](#) | [Resources](#) | [Acronyms & Glossary](#) | [FAQs](#) | [Contact Us](#) | [Search](#)

ADDITIONAL RESOURCES: USING MALARIA SBC IN YOUR WORK


[← Back to Topic](#)

Step 1: Align Your Values

- [How to Develop a Mission Statement](#) — Compass for Social and Behavior Change
- [How to Establish Values on a Small Team](#) — Harvard Business Review
- [Purpose, Mission, and Values Alignment](#) — Beehive Strategic Communication

Advocacy

ADVOCACY



At times, larger factors outside of your control can affect your ability to successfully support prevention and treatment behaviors. For example, your community may not have enough ITNs for each household or your community may not have access to a healthcare facility for malaria treatment. In these cases, advocacy can be a useful tool for overcoming barriers. Through advocacy, communities can demand the resources and tools they need from leaders to enact behavior change.

Questions to Ask for Overcoming Barriers:

- What are the structural barriers that exist that might prevent community members from accessing the goods and services they need to do the recommended malaria behaviors?
- What advocacy might need to happen at a national level? At the local level?

Sections

- [Engaging with Other Leaders and Collaborators](#)
- [Building Interest](#)
- [Additional Advocacy Resources](#)

- These types of leaders are often well placed to be good advocates for local health and malaria policy and domestic resources mobilization.
- Shows users how advocacy can **help communities raise political will** and additional malaria resources and **better use available resources**.

Discussion Question:

Please share a positive or negative example of advocacy efforts and what made them successful (or something that did not work)

Veuillez partager un exemple positif ou négatif d'efforts de plaidoyer et ce qui en a fait le succès (ou quelque chose qui n'a pas fonctionné) (ou ce qui n'a pas fonctionné)

Frequently Asked Questions

- Prepares toolkit users for questions or issues that may come up during their malaria work and **how to effectively and correctly respond**.

This section is designed to help community- and faith-leaders use this toolkit and also to help answer questions that may arise about malaria.

How to use the toolkit

Malaria Frequently Asked Questions

Please note that this list of Malaria FAQs is by no means exhaustive. If you are faced with a question that is not on this list, please refer people to a community health worker or nearby health facility.

Does eating specific foods cause malaria?

Malaria is carried by mosquitoes. The only way you can get malaria is through the bite of a mosquito infected with malaria. It is not caused by eating any specific food.

Does witchcraft cause malaria?

Malaria is carried by mosquitoes. The only way you can get malaria is through the bite of a mosquito infected with malaria. That being said, malaria can cause complications which may be misinterpreted as witchcraft. For example, malaria, if untreated, can become severe and cause convulsions. You might view this as a sign of "being possessed" or witchcraft. However, this is a known symptom of severe malaria.

Why should I use a bednet?

Sleeping under an insecticide-treated bednet each and every night is one of the most important actions you can take to prevent malaria. The type of mosquitoes that carry malaria almost always bite between sunset and sunrise. Bednets provide a physical barrier to ensure mosquitoes cannot bite you when you are sleeping, and bednets treated with insecticides provide even greater protection by killing or repelling mosquitoes.

How do I use a bednet?

Whether you sleep inside or outside, you should always use an insecticide-treated bednet. If you are sleeping indoors, hang the net from the walls or roof to ensure that your bed or sleeping mat is covered completely. The net should be hung so that it can be tucked tightly under your bed or sleeping mat. If you are having trouble hanging your bednet, you can seek assistance from a community health worker.

Are bednets uncomfortable to sleep in?

Some find it hot to sleep under a bednet. However, sleeping under a bednet each and every night is one of the most effective actions you can take to protect yourself and your family from malaria. One added benefit of bednets is that they may help you sleep by preventing mosquitoes and other insects from flying around and making noise.

Discussion Question:

How do you see yourself using this toolkit?

Comment envisagez-vous d'utiliser cette boîte à outils ?

Thank you

For more information, please contact:

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