AMP TA Monthly Call

11 April 2024

Social Behavior Change (SBC)- Technical presentation of the Malaria SBC toolkit for Community and Faith Leaders.

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Resources shared during the meeting:

* [Presentation in English](https://docs.google.com/presentation/d/17p8PeTGJa-VW-oDQ8fQEOn4WS_etXPV0pi86_wKedzc/edit?usp=sharing)
* [Presentation in French](https://docs.google.com/presentation/d/1LTYS3gXskVO8Z274BwAYR-pSZ4Na6u7ai-zQnY2layI/edit?usp=sharing)
* <https://docs.google.com/presentation/d/1LTYS3gXskVO8Z274BwAYR-pSZ4Na6u7ai-zQnY2layI/edit?usp=sharing>
* <https://communityleadermalariatoolkit.org/>
* <https://mailchi.mp/eadf66939831/feb-29-recap> : use in Zambia
* <https://communityleadermalariatoolkit.org/sections/step-7-track-your-progress/> - help community partners to track they goals and activities and progress

In what ways is SBC incorporated into ITN campaigns?

* Ensuring population access to the ITN campaign in COE settings
* Ensure campaign targets are met, which cannot happen without SBC

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

* Identification des groupes et leaders, leur information, formation
* Ces leaders jouent un role important dans l'information des communautes, la participation des communautes dans le denombrement, la gestion des rumeurs
* Engaged them to be advocates and share campaign specific information and malaria messages as well as rumour management - Ghana
* Les leaders communautaires et religieux doivent être considérés comme parties prenantes de la CDM avec des rôles bien définis qu'ils devront jouer au sein de leur communautés
* A Madagascar, les leaders réligieux font partie d'un groupe qu'on appelle APART: Autorité Politico Administrative Réligieuse et Traditionnelle. Donc ils font partie de la cible de notre plaidoyer au début de chaque campagne. Ils font partie également des vecteurs de communication car ils communiquent avec leur croyant respectif après le plaidoyer.

Please share a positive or negative example of advocacy efforts and what made them successful

(or something that did not work)

* Au Burundi les leaders religieux détiennent l'un des plus importants canaux de communication pour les messages de communication sur la campagne dans les lieux de cultes
* It is clear from all these examples being shared that community and faith leaders have played crucial roles in various campaigns.
* A Madagascar, le plaidoyer au niveau des autorités administratives nous a permis d'émettre un arrêté prefectoral qui met en garde la communauté qui mal utilise les MII (Pêche, clôture des rizières ou étangs pour la pisciculture, ...)
* Pour question de de renforcement du plaidoyer au niveau des communautés , les leaders religieux sont parfois integrés aux comités de pilotages locaux au Mali

How do you see yourself using this toolkit?

* dans le cadre de l'elaboration des plans de communication des campagne
* communicating new issues at the community level. eg. urban de-prioritization, integrated campaigns and end of life ITNs
  + That’s a great point. These are challenging topics and the engagement of religious and community leaders can make a big difference in gaining trust on them.

**Question**: What process do you envision for monitoring the toolkit’s use and revising it based on field experience? How can users (especially from Ministries of Health/NMPs) provide on-going feedback and corrections?

* Series of dissemination webinars when launched the toolkit - emails sent to participants of the webinars to feedback - surveys and followed up on the use ( Malawi and Zambia) which were later used for sharing their experiences - Ashley and Gabrielle can follow up with this group as well to check
* Email Ashley and Gabrielle