

THE SBCC HANG UP, KEEP UP FOR IG2 NETS

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MOH, BASF and PACE





ITNs UCC 2023 Updates, lessons

AMP 8th August 2024

STING
CHIEVE
NDA
ION
SAL
COVERAGE CAMPAIGN 2006 - 2017



"Aryemo Malaria, Sleep Under a Mosquito Net"

Ministry of Health
Plot 6 Lourdel Road, Wandegaya
P. O. Box 7272, Kampala, Uganda
October 2016

Goal 2023

To reduce malaria Incidence through the Universal coverage with LLINs



The campaign focuses on behaviour change to achieve net care, consistent net use, net repair and repurposing; and tackling the social norms that affect utilization



Review of waving plan

Under the Net



- ❖ Malaria Epidemic
- ❖ Insecticide resistance Mapping
- ❖ Micro Planning readiness
- ❖ Delivery Schedules
- ❖ In country QA clearance status
- ❖ Contiguous distribution mechanism



Distribution of ITNs by Wave

Under the Net



Wave	# Districts	# Parishes	# Bales	# Nets	Status
Wave 1	17	1,075	82,286	3,291,440	Completed
Wave 2	29	2,144	115,394	4,615,760	Completed
Wave 3	40	2,996	198,460	7,938,400	Completed
Wave 4	39	2,909	170,976	6,839,040	Completed
Wave 5	21	1,946	139,326	5,785,040	Completed
Sub-Totals	146	11,070	706,442	28,469,680	





Achievements

Operations

- ☐ Achieved **nationwide coverage** of the campaign
- ☐ Successfully **ran a short campaign** (May-Dec 2023)
- ☐ Decentralization of campaign activities **leveraging on existing structures**
- ☐ **Active stakeholder collaboration** through-out the campaign.
 - *Implementation of district led campaign*
 - *Development and implementation of the Urban strategy*
- ☐ Sustained the **mainstreaming of Refugees**



SBCC turn around landmark

Under
the Net



- ❑ **Intensive Mass Media Campaign** with a reach of **87%** (IPSOS report) countrywide with ***integrated Malaria messages***
- ❑ **IPC and community engagement** activations increased acceptance of Malaria **prevention practices**
- ❑ **Extensive recruitment of Malaria** champions among social influencers has created a wealth of Malaria communicators - **Buganda and other kingdoms**
- ❑ **High-level advocacy** made the campaign a model to be used in other health mobilization campaigns eg Yellow fever, IRS

Challenges	Mitigation
Limited funding for post distribution activities	☐SBC considered under GC7 ☐BASf hang upkeep up support. ☐AMF to support PDM

Outline

- Objectives
- Background
- Project coverage
- Baseline findings
- household follow ups
- End line findings
- DHIS2



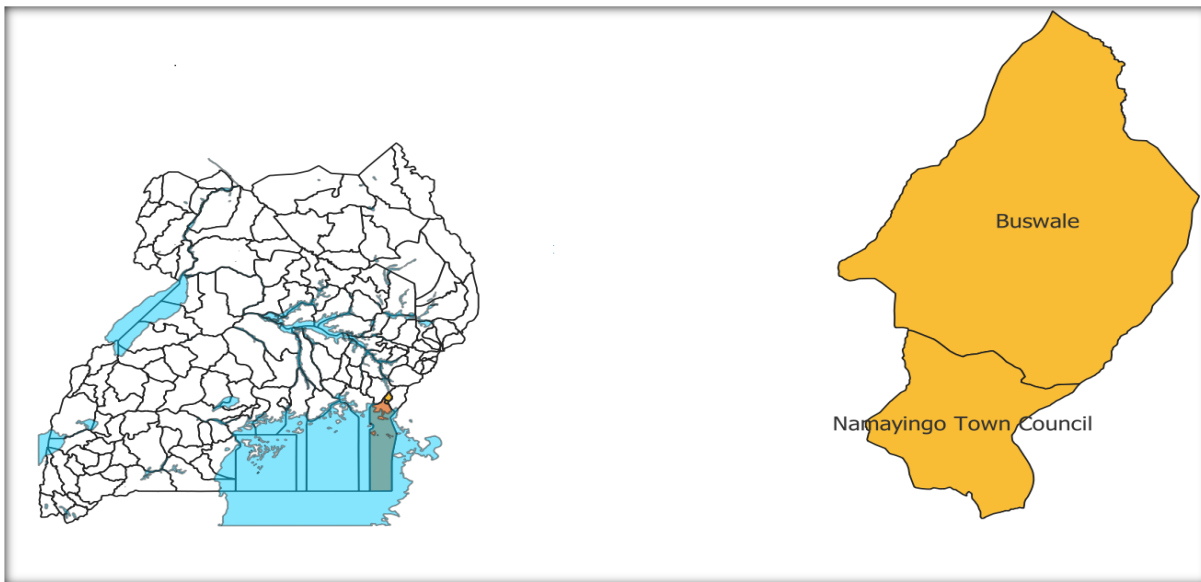
Background

- The Program for Accessible Health Communication and Education (PACE), with support from BASF, is implementing a social behavioral change campaign focused on promoting the use of Interceptor (IG2) ITNs as a vector control intervention in the fight against malaria in Uganda.
- PACE conducted a post-distribution Social and Behavioral Change (SBC) campaign focusing on hang-up, keep-up, and net care activities as a proof of concept in two sub-counties (Namayingo Town Council and Buswale) within Namayingo district.
- Namayingo district was selected based on epidemic response visits and malaria cases in 2022. The data assessed includes the number of confirmed malaria cases per household, the financial burden on households, and the number of work and school days lost due to the illness.

Objectives

- To enhance the utilization of Interceptor (IG2), leading to a decrease in malaria cases and the associated impacts on household well-being and expenditures.
- To enhance awareness and understanding of the IG2 net's role in malaria prevention by linking it to the impact of malaria on individual, family, and community health.
- To evaluate the impact of SBC interventions on IG2 net durability through regular observation during visits, specifically focusing on hang-up practices, consistent utilization, and net maintenance.

Project Coverage



Selected Malaria indicators as for the year 2022 in Namayingo districts

District	Malaria Cases <5Yrs	Malaria Cases >5Yrs	Malaria in pregnancy 10-14 Yrs	Malaria in pregnancy 15+ Yrs
Namayingo	47068	108297	0	569

- ❖ **Geographical Coverage:** Two Sub counties in Namayingo District [Buswale and Namayingo Town Council]
- ❖ **Approach:** Work with Village Health Teams (VHT) to strengthen case-based community surveillance of malaria district and promote ITN use
- ❖ Implementing a digitalized data collection methodology using Kobocollect, to conduct Household Interpersonal communication (IPC)
- ❖ Monitoring is conducted by VHTs under district supervision
- ❖ The gathered insights are then shared with the community, district, and the Ministry of Health to inform and enhance program strategies related to infection prevention and control

Project Activities

- Advocacy entry meeting with districts.
- Trained the 6 VHT supervisors and 120 VHTs in IPC and use of Kobocollect to collect data and conduct follow ups.

The image displays two side-by-side screenshots of a mobile application interface, likely for a malaria control program. Both screens show a status bar at the top with the time 10:34, signal strength, and 39% battery.

Left Screenshot: The title bar reads "IG2 HUNG UP, KEEP UP...". Below it, the main heading is "malaria messages and barriers to net use?". A list of barriers is presented with checkboxes:

- ☐ Test all fever cases then treat
- ☐ Complete Dosing with ACTs
- ☐ IPT for pregnant Women
- ☐ Children under 5 years
- ☐ Environmental Management
- ☐ IRS
- ☐ Net Care
- ☐ Bedbag management
- ☐ Rats management

At the bottom, there are two buttons: "< Back" and "Next >".

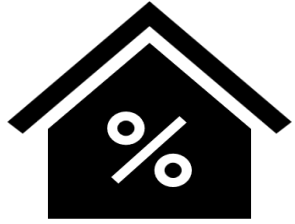
Right Screenshot: The title bar also reads "IG2 HUNG UP, KEEP UP...". Below it, the main heading is "Group". Underneath, it says "Topic of Discussion". A section titled "* Addressed barriers to consistent net use observed" is followed by a list of barriers with checkboxes:

- ☐ Nets are only for children & Women
- ☐ Nets cause allergies & other diseases
- ☐ Can't use nets when weather is hot
- ☐ Nets bring bedbugs
- ☐ Nets are torn because of rats

Below this list, there is a section titled "* Are they aware of other chase" (partially visible). At the bottom, there are two buttons: "< Back" and "Next >".

- Conducted baseline after one month of distribution.
- To assess net hang presence and use. Conducted digitalized bimonthly follow ups to the households by the VHTs.
- Provided VHTs with IPC flipcharts to use while conducting follow ups.
- **District leadership supported the SBC activity with limited funding of USD 20K**

Hang Up, Keep up: Key baseline Results of 8,195 Households



Housing Conditions

- 56.5% Grass/Thatch houses
- 43.2% Zinc/Iron/Aluminum sheet houses
- 3.0% Others
- Potential risk to net damage



LLIN Access

- 94% HHs received ITNs in September 2023



Net Use

- At Baseline 80% did not hang or use the nets

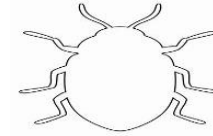
Coverage Discrepancies

- 83.5% in Namayingo Town Council
- 86.0% in Buswale
- Reported receiving less than the national target of one net per 2 people.



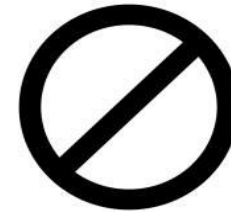
Bedbugs Presence

34.8 % HHs acknowledged bed bugs presence.



Rodent Presence

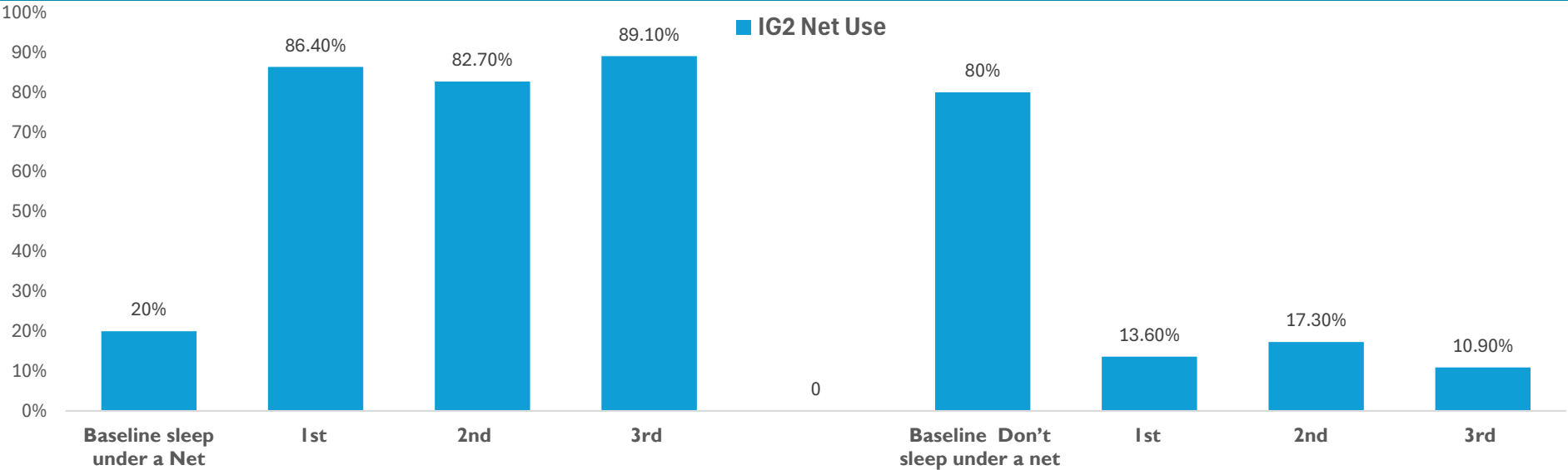
- 65.5% HHs acknowledged rodent presence



Reasons for Non-Usage

- Smell/Irritation: 32%
- Perception of Heat: 26%
- Intention to Hang Later: 24%
- Practical Issues (Hanging Difficulty): 2%
- Lack of Space: 9%

Household follow-up findings



Barriers consistent net use	First follow up	Second follow up	Third follow up	% at first follow up	% at second follow up	% at third follow up
Can't use nets when weather is hot	816	314	107	17%	17%	12%
Nets are only for children & Women	1295	501	186	27%	28%	22%
Nets are torn because of rats	1549	599	354	32%	33%	41%
Nets bring bedbugs	682	251	114	14%	14%	13%
Nets cause allergies & other diseases	454	156	102	9%	9%	12%
Grand Total	4796	1820	863	100%	100%	100%

NET STATUS

* Did the Household receive nets in 2023?

Select Answer

* Do they hung up nets over their beds?

☐ Hung Up

☐ Don't Hung Up

* Do all house hold members sleep under the nets every night ?

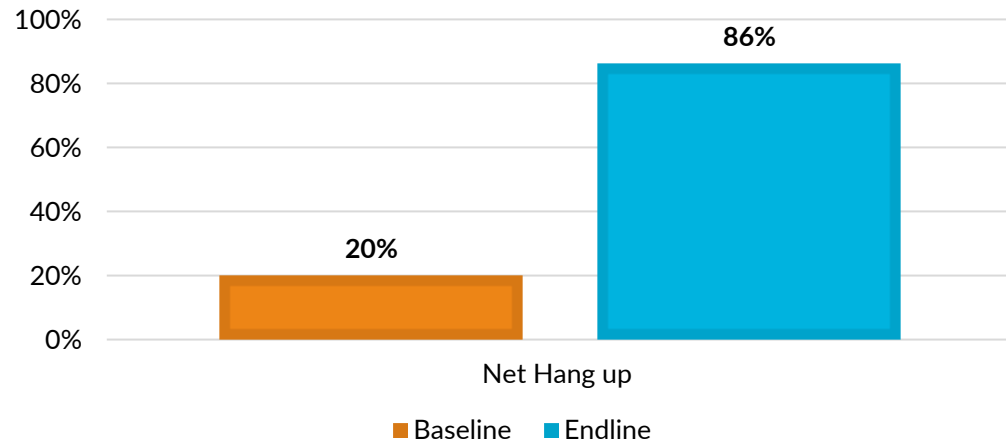
Select Answer

< Back

Next >

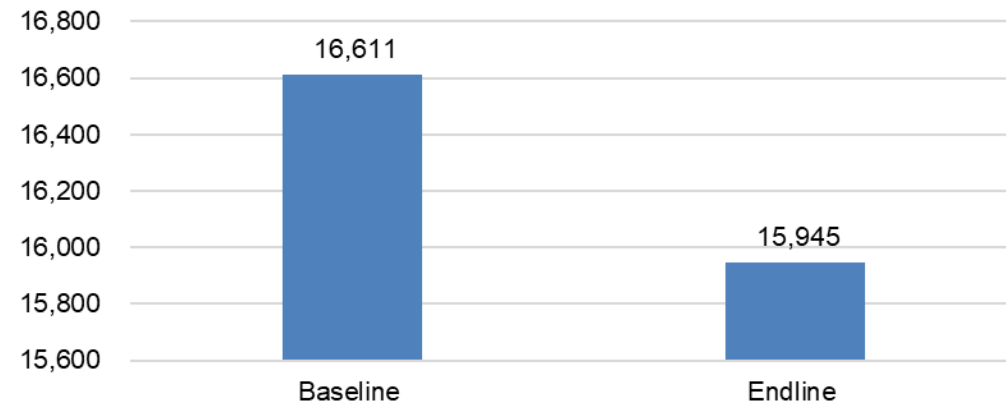
Endline Results

NET HANG UP AND USE

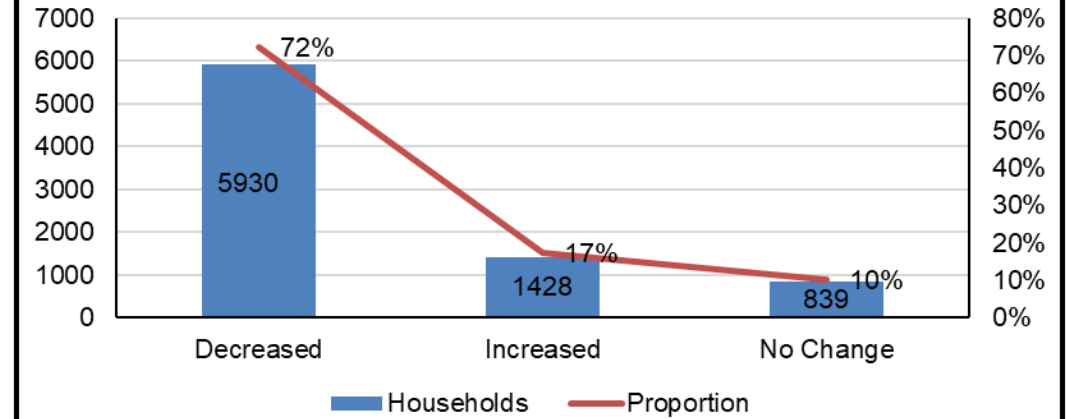


The national target for net use is 85%, compared to 86.4%, 82.7%, and 89.1% observed in follow-up assessments

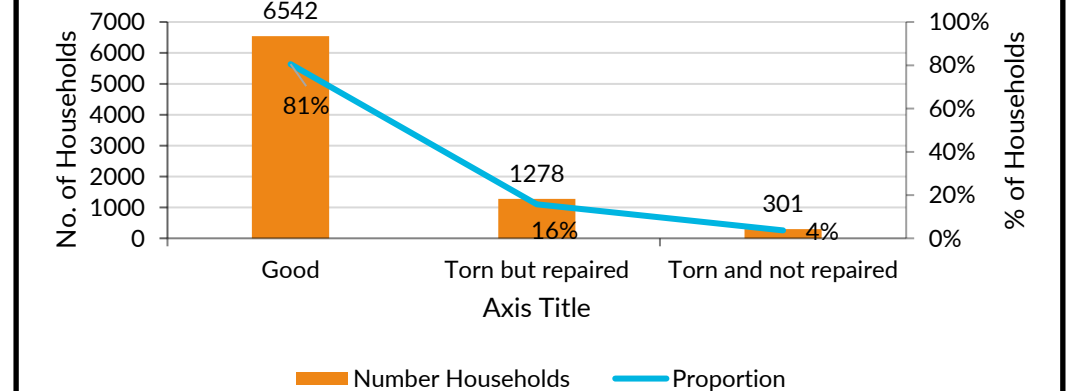
Average cost for malaria treatment



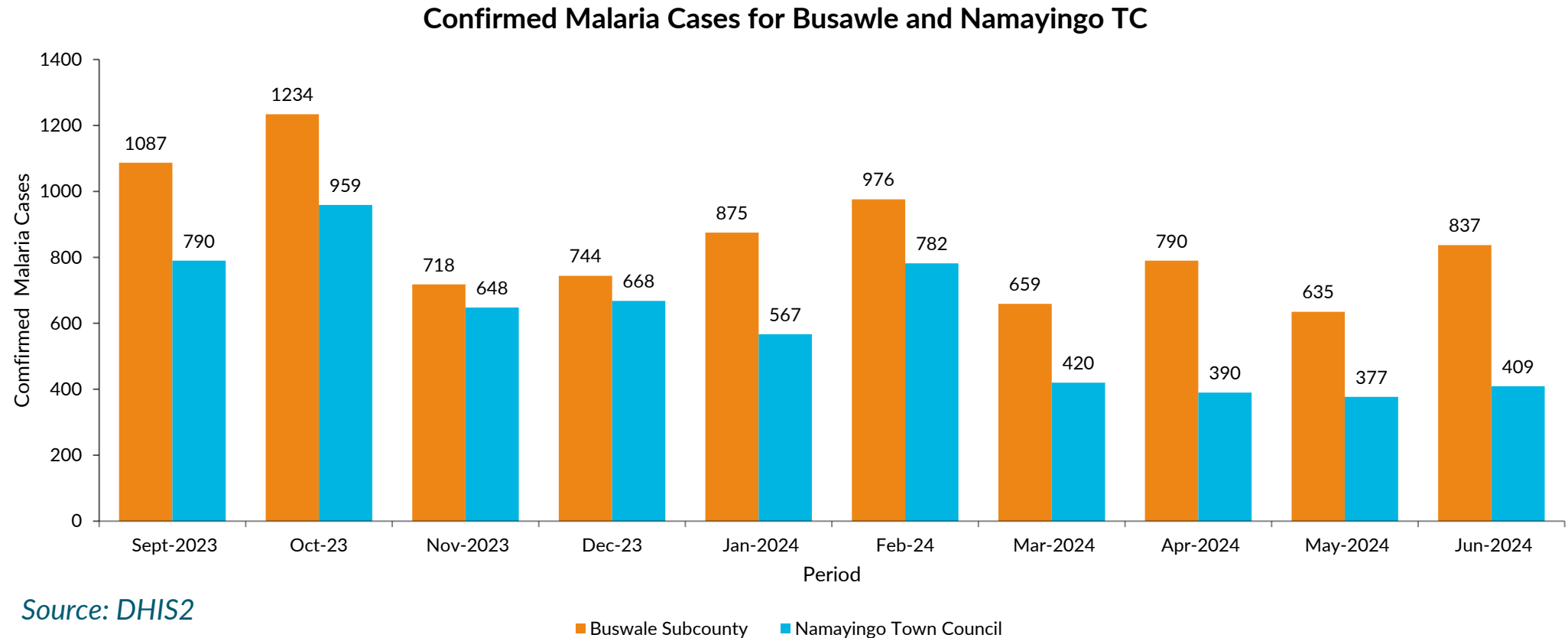
Household expenditure



Net Condition



Malaria cases



Buswale is a swampy area known for white ant farming from January to February. During this period, locals use nets to catch white ants. It is also strongly influenced by cultural beliefs regarding health related services.

Lessons Learned

- The campaign's SBC interventions promotes ITN usage and addressed barriers to net use, demonstrating the value of SBC in malaria prevention efforts.
- There is high compliance rate for net usage, derived from continuous home to home visits by the VHTs. This indicates a successful campaign to promote hang up, keep up.
- Harnessing the use of technologies like KoBoCollect for routine data collection helps in understanding monitoring intervention progress, hence providing refined interventions.

Challenges and recommendations

Challenges

- Limited funding for SBC activities hence the need for additional and sustained funding for SBC.
- Some barriers such as misconceptions (nets are only for children and women), cultural beliefs, hot weather, and concerns about bed bugs being brought by nets still exist. There is need of a more focused campaigns to address barriers to consistent net use.

Recommendations

- Increased funding for SBC immediately after the campaign.
- Digitization of SBC IPC messages for activities with limited funding.





Acknowledgement

- Ministry of Health Uganda
- Namayingo District
- BASF
- PACE

Thank you
Q&A