# Effective Practices in Social and Behavior Change Communication: Selected Studies

## Malaria: Selected Studies

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| Increased knowledge of Malaria, increased discussion of Malaria | Participatory Health Education & Health Messengers, Ghana  
• In 2007-2008, a school-based malaria education program trained students to be community health messengers through participatory health education activities led by trained schoolteachers. Participatory methods of learning, such as surveying the schoolyard for breeding grounds, composing songs in the local language, and creating slogans to chant during school and in the village were used to increase knowledge. The results demonstrated success in decreasing the perception of multiple causes of malaria, and increased the percentage of adults who treated a bed net with insecticide in the last six months from 21% to 50%. | Multi   | Ayi et al. 2010               |
|                                             | School-based Malaria Control Program, Thailand  
• A pre-post intervention study was performed in Thailand to determine the effectiveness of a revised school-based malaria control curriculum (2003-2004) to change the behaviors of students. The intervention included teacher training and educational activities, such as lectures, writing assignments, mosquito surveys, destroying breeding sites, and repeating messages about malaria prevention. Post-intervention, school children were significantly more likely to care for mosquito bites, tell family members to sleep under a net, and report a fever to an adult. Teachers also reported feeling more prepared and competent to teach and lead malaria-related activities. | IPC     | Okabayashi et al. 2006        |
| Increased Utilization of ITNs               | Communication for Behavioral Impact (COMBI), Sudan  
• In 2005, the COMBI strategy was implemented using locally-driven communication approaches in a quasi-experimental design to increase the utilization of insecticide treated nets (ITN). This intervention was delivered through multiple channels including community mobilization, mass media, and interpersonal communication. Most notably, the utilization rate for ITNs increased dramatically from 8% at baseline to 48% at post-survey in the experimental communities, while no change was observed in the control group. | Multi-Channel | Elsheikh 2006  |
|                                             | Community-Based Ownership and Prevention using ITN, Ghana  
• In 2008, as a part of the Ghana Health and Education initiative, a collaborative effort between community-based organizations and communities themselves, participants agreed to adopt four adjustments to the standard pattern of ITN-based malaria prevention. These changes included: the requirement that Malaria Prevention Advocates hang nets during distribution with household members, distribution of nets should be to every sleeping site rather than individuals, education should be done in small groups at the household level, and each Advocate should follow-up with the household monthly. This comprehensive approach resulted in vast improvement in net utilization; rates for individual use significantly increased from 14% to 88% at 6 months and 96% at 12 months post-intervention. | IPC     | Rickard et al 2011           |
| Increased Utilization of IPT                | Promotional Campaign for Prevention of Malaria, Burkina Faso  
• From 2003-2006, a community-based promotional campaign was evaluated as part of a cluster-randomized trial for intermittent preventive treatment (IPT) of malaria during pregnancy in Burkina Faso. In preparation for the campaign, qualitative research was performed to assess local beliefs, traditions, and practice related to malaria and pregnancy through focus groups and interviews. The promotional campaign was delivered via pictorial material depicting the content and benefit of ANC visits and causes, signs, complications and prevention of malaria during pregnancy. Utilization of IPT was 71% with the promotional campaign, compared to 49% in control villages. Attendance of the four recommended ANC visits were also increased by 10% due to the promotional campaign. | Print/IPC | Gies et al 2009               |
Malaria: References of Selected Studies


