



School Communities as Social and Behavior Change Communication (SBCC) Agent for Prompting Malaria Preventive Behaviors: Evidence from Ethiopia

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Outline

- Background
- Methods
- Results and Discussion
- Acknowledgments



Introduction

- Malaria remain health and development challenges ([WHO,MOH, 2015/2016/2017](#))
 - In 2015, **214 million cases**
 - **In Ethiopia, over 2 million cases documented**
- **Global vision: World free of malaria by 2030** ([WHO, 2015/2016](#))
- **Ethiopian's vision: To see malaria free Ethiopia 2030**([MOH, 2015/2016](#))
- **Community empowerment and mobilization-pillar in control program, especially in the era of elimination target ([2016-2020](#))**
 - [Ensure ownership of anti-malaria interventions](#)
 - [Sustain healthy behavior on malaria](#)
- Thus, most effective approaches needed to be in placed to ensure community involvement

National Malaria Strategic Plan: 2014 – 2020

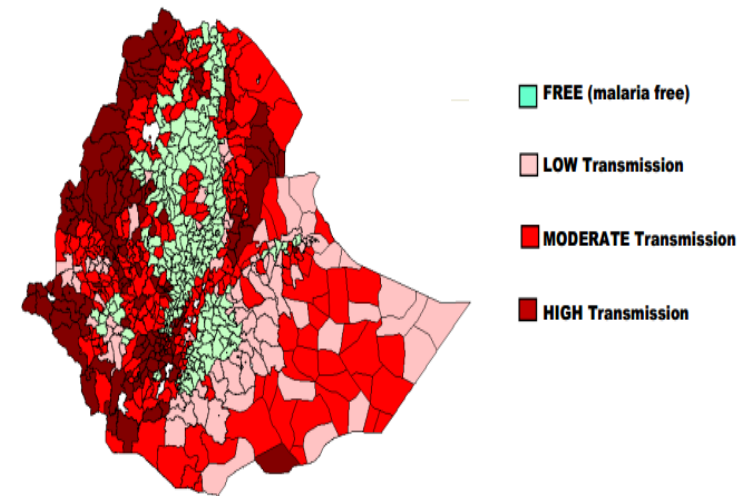


Figure 8 New Map of Malaria Strata in Ethiopia (©2014)

Introduction...

- School children have a potential to serve as change agent to promote community's appropriate behavior practices on malaria.
- Therefore, this study assessed the effectiveness of SBCC using school communities in improving malaria preventive behaviors at household level



Methods

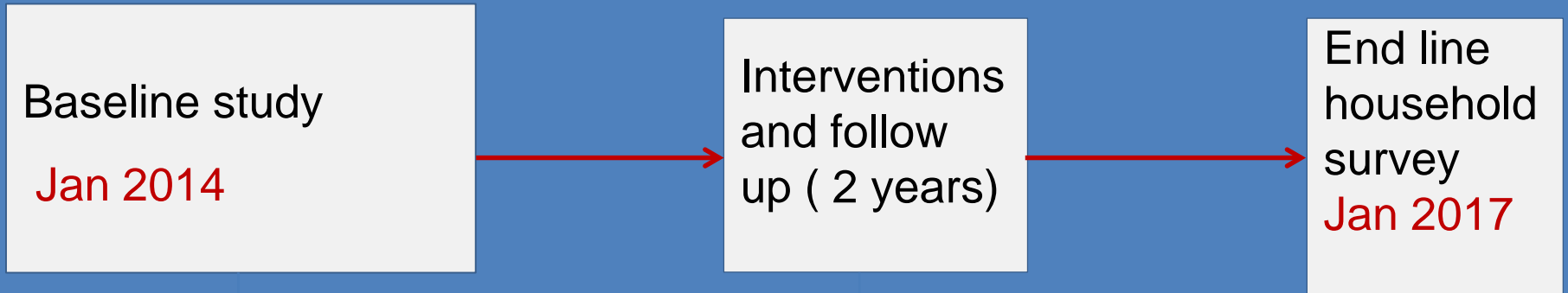
Study area: Three districts of Jimma Zone
Malaria is endemic

Study design: pre-posttest design with repeated cross sectional household surveys



Malaria is endemic in the three districts

Overall design of the project



Baseline data (n=798 households)

- ITN use, treatment seeking
- Anti-malaria drug use,
- Acceptance of IRS
- Knowledge and attitude

School based SBCC (90 primary schools)

- Peer education in primary schools
- Schools conducted variety of educational activities-[**Dramas, songs, poems, campaign**)
- Parents and community members reached through school students

End line survey (n= 811 households)

Assessed effects

Mix of educational activities



Discussion, Q/A



Data collection and analysis

- **Standard tool was used**
- **Data were collected through interviewer administered**
- **Households were sampled from schools catchment areas**
- **Analysis was done using stata 12.0**
- **Changes on key behaviors compared between baseline and end line**
 - ✓ **Knowledge**
 - ✓ **Attitude**
 - ✓ **ITN: ownership, access, and use**
 - ✓ **Care seeking for fever**

Results

Table 1. Participants, Jimma, Ethiopia

	Baseline	End line
	N (%)	N(%)
Household	798	811
Population	4107	4035
Response rate	95.7%	94.7%

Reach/exposure (12 months recall)

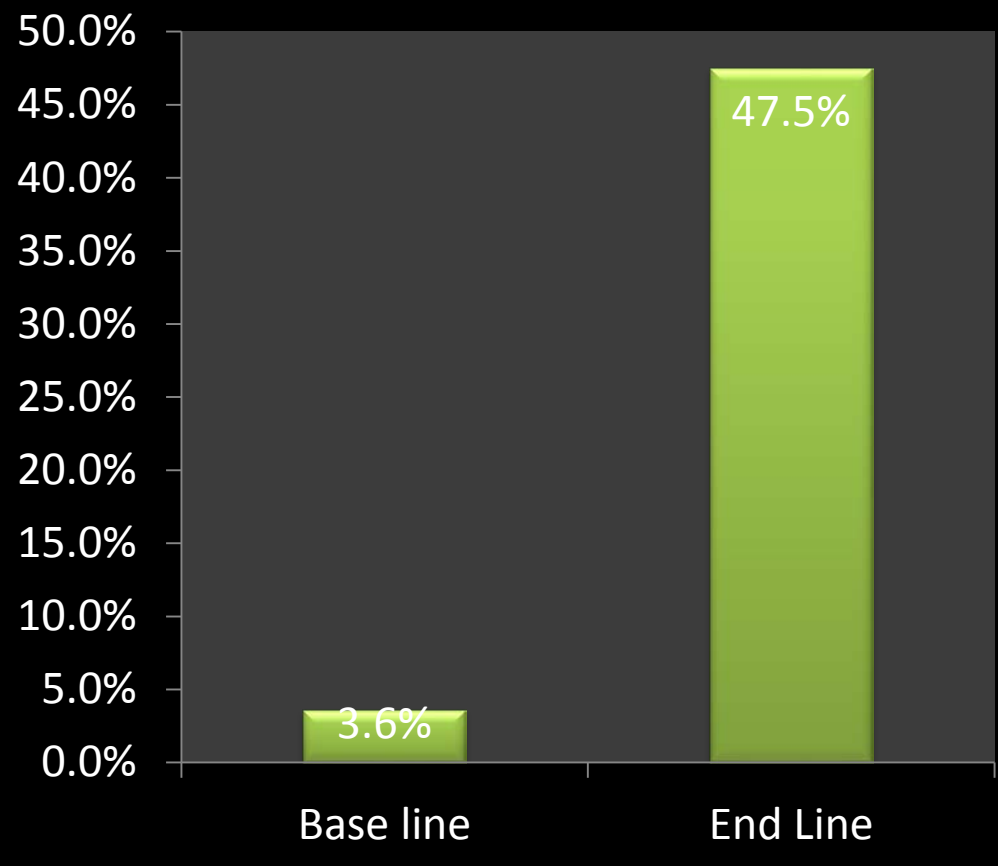


Fig 1. Exposure to malaria messages, Jimma, Ethiopia

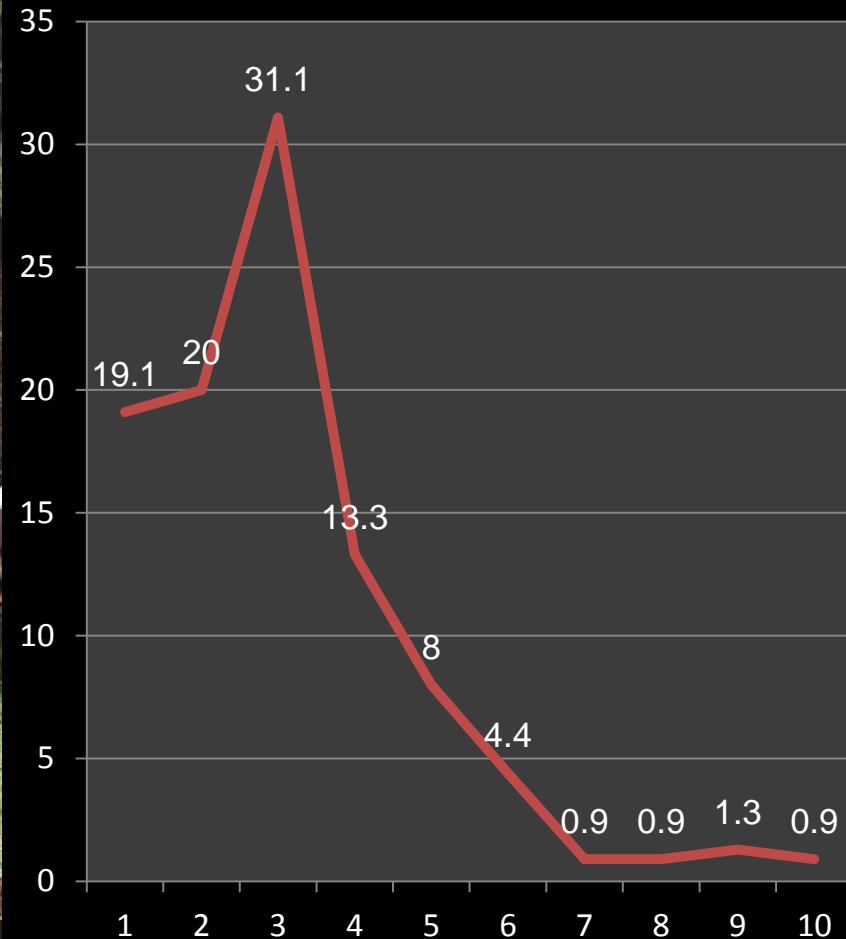
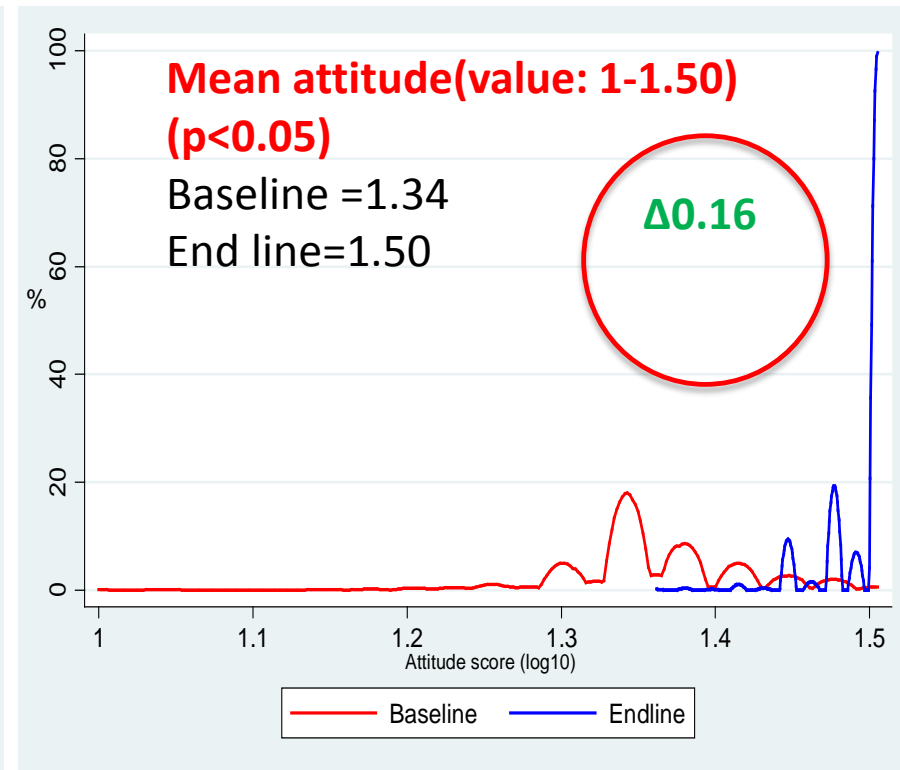
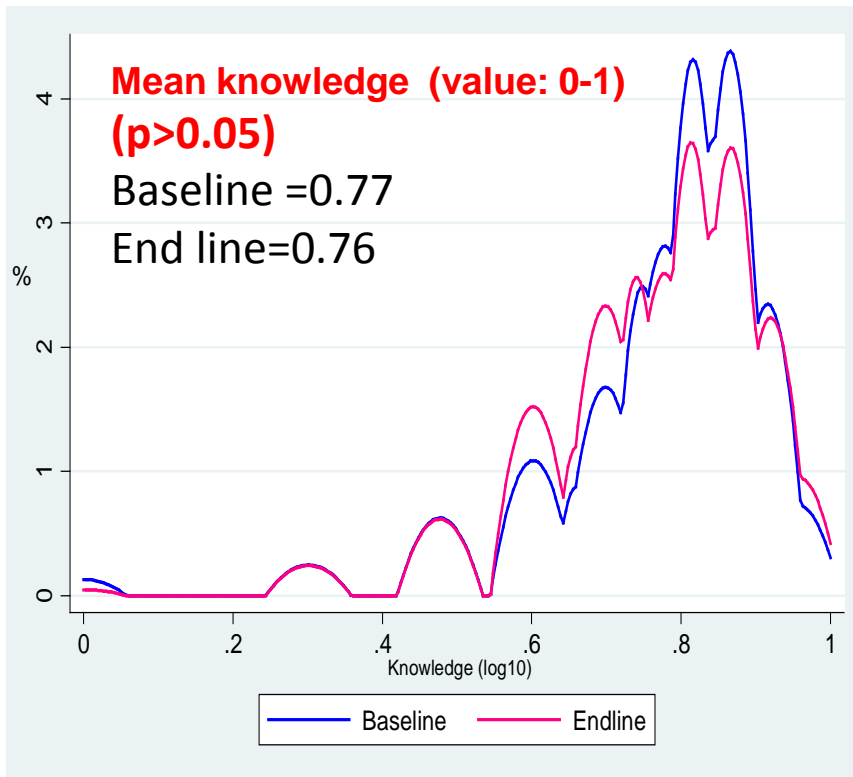


Fig 2. Frequency of exposure

Changes in Community malaria KAP

Effects of SBCC interventions on malaria related knowledge and attitude towards preventive measures



Schools children are powerful agent to influence attitude, creating motivations, focus on behavior

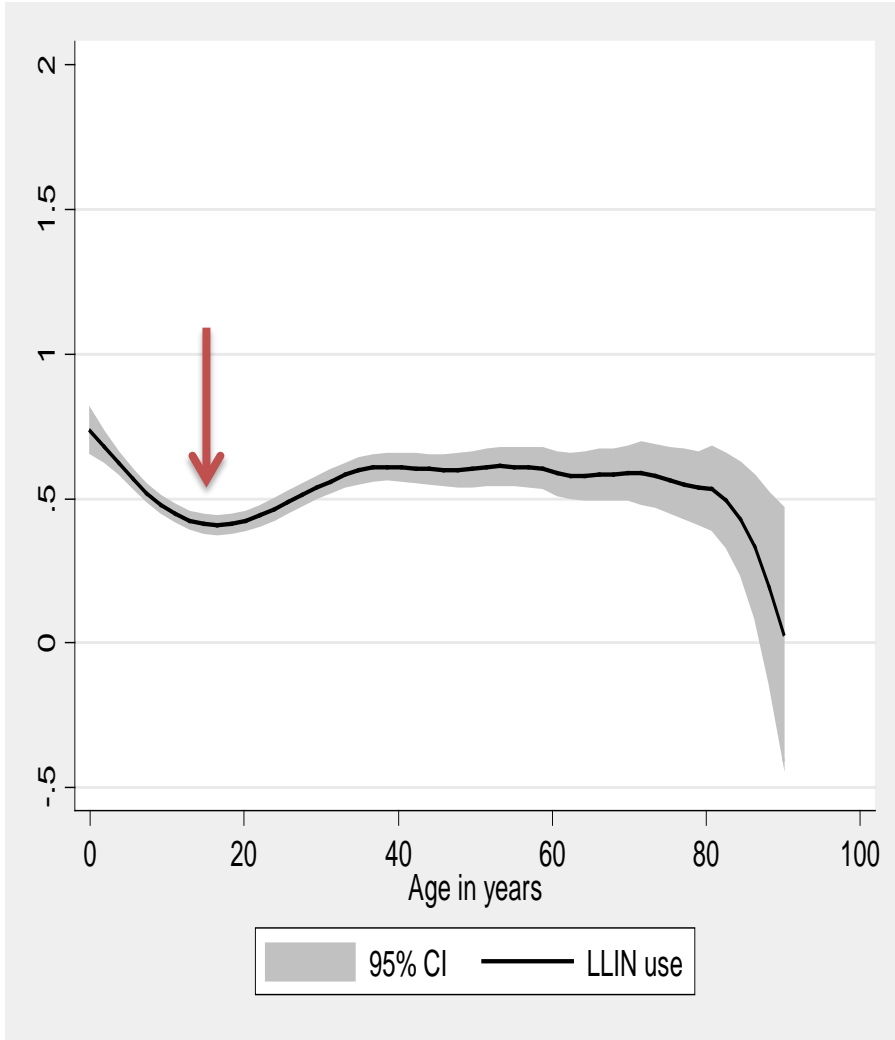
Changes in Community KAP...

- Ownership, access and use of ITN

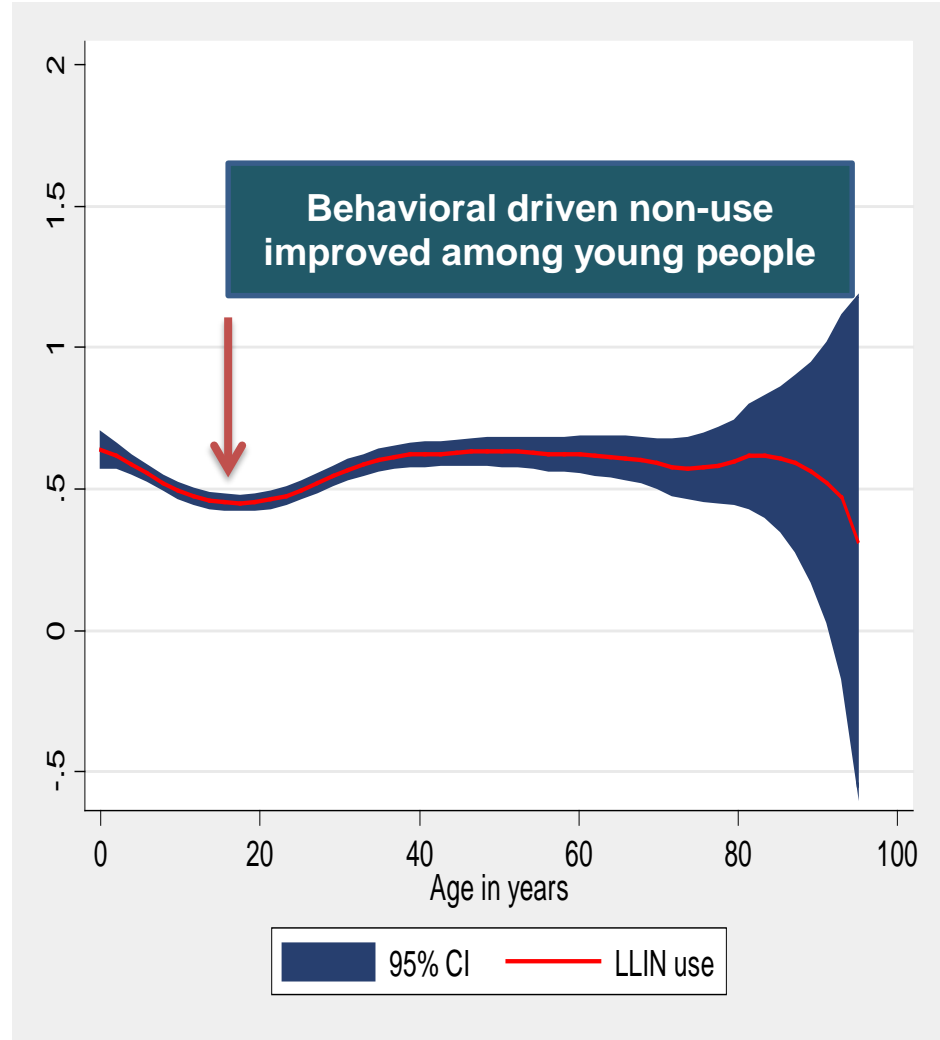
ITN indicators	Baseline	End line	Change points	95%CI	p-value
HHs at least with 1 ITN	70.9%	91.6%	↑20.7%	16.9-24.4%	p<0.05
HHs with at least 1 ITN for every 2 people <i>Access</i>	29.6%	43.2%	↑13.6%	8.8-18.3%	p<0.05
Previous night ITN use	38.4%	54.1%	↑15.7%	13.6-17.9%	p<0.05
Access to use ratio	70.2%	74.6%	↑4.4%		
Rate of behavioral driven non-use of ITN	29.8%	25.4%	↓4.4%		

ITN use by age

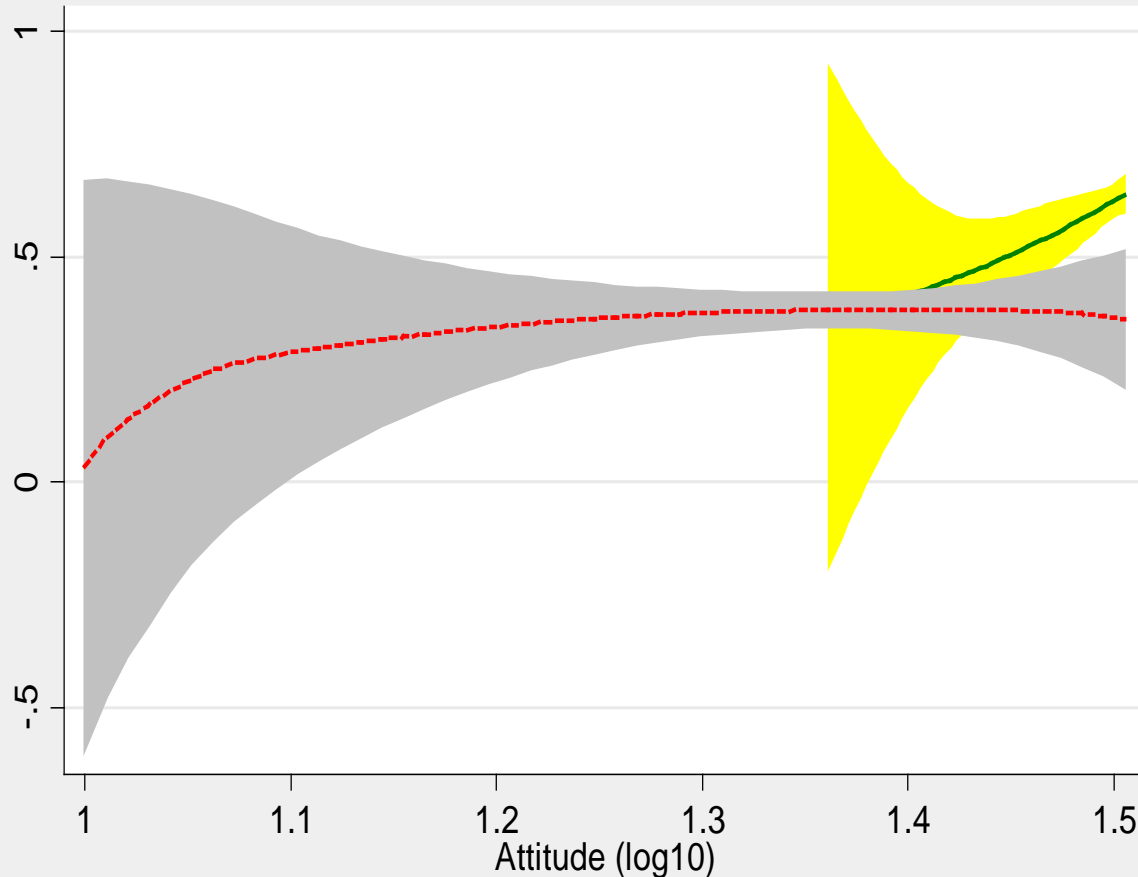
Baseline






End line



Changes in Community KAP... ITN use vs Attitude



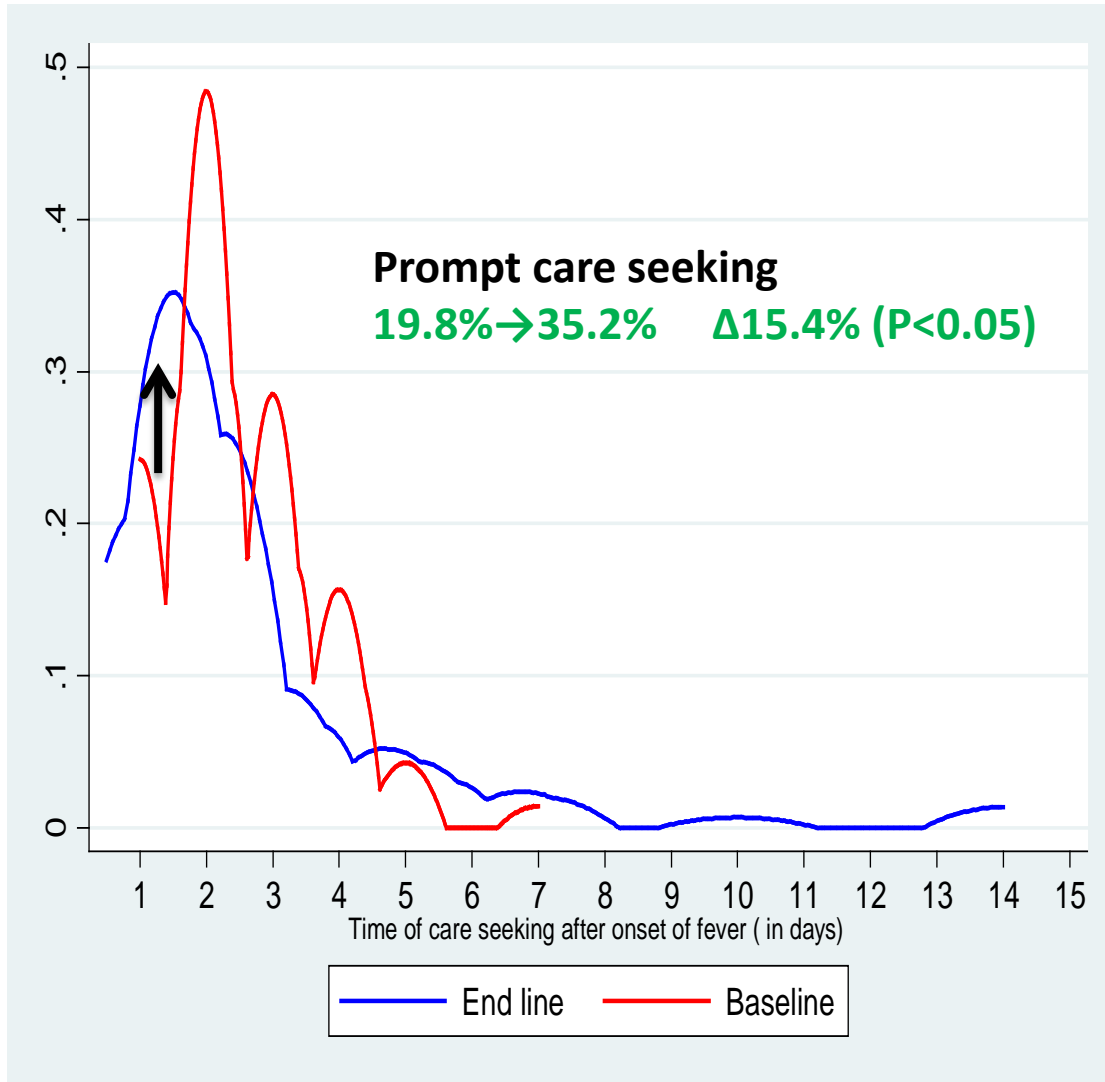
  95% CI LLIN use-end line
 LLIN use-Baseline

The |SBCC| interventions contributed to increased attitude and higher attitude increased the probability of ITN use



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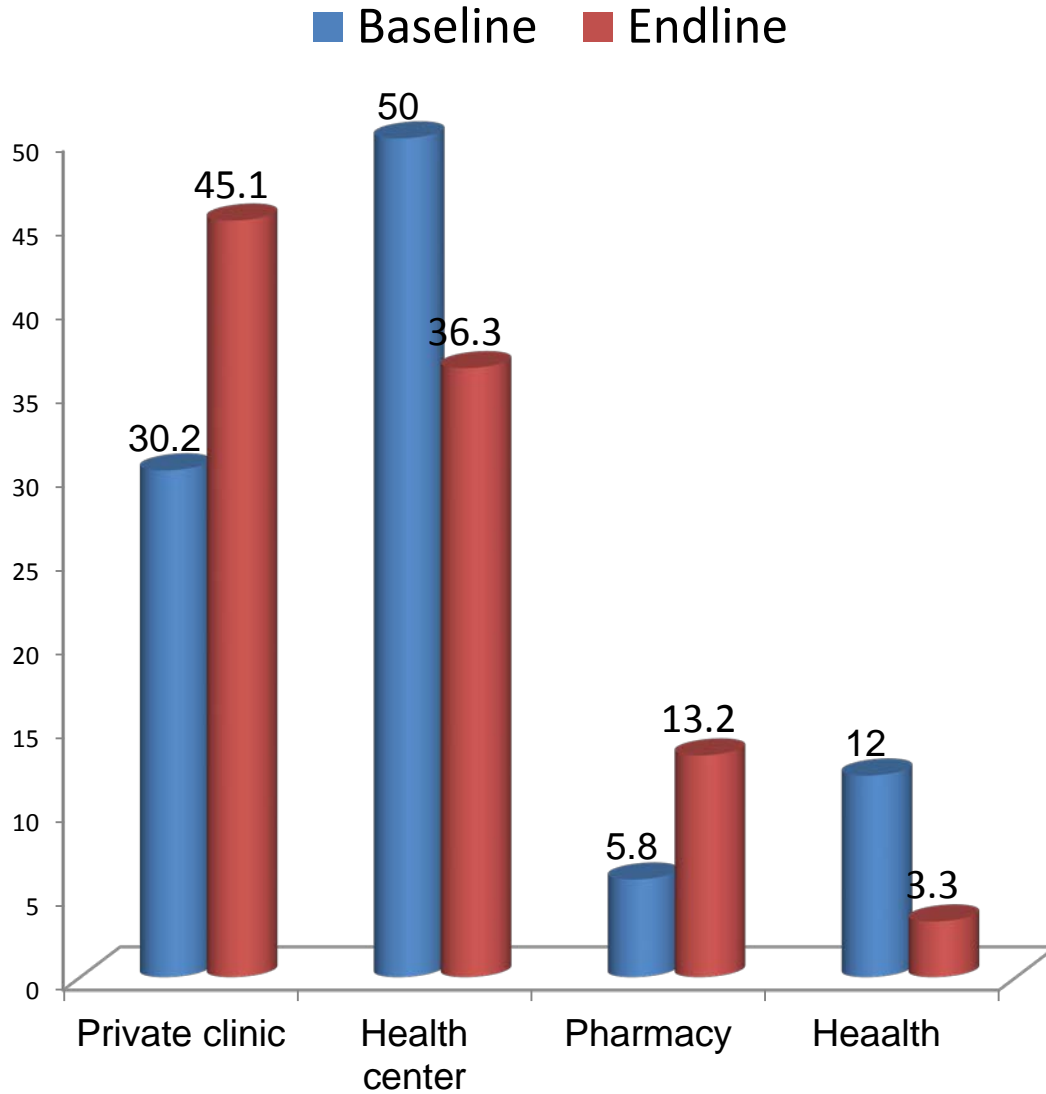
Prompt care seeking for fever...



The interventions improved prompt (within 24 hrs) care seeking behavior

Acceptance for IRS significantly increased from **74.1%** to **99.4%**

Source of care for fever/malaria



- Private sector becoming important source of care
- SBCC involving health private sectors
- Partnership

Lessons for SBCC Practices

- SBCC activities through school communities are powerful for promoting households' appropriate behaviors for malaria prevention and control
- Well designed with effective monitoring system, SBCC interventions would support and drive malaria elimination efforts.
- Integration of malaria SBCC into school programmes and enhance their involvement in community mobilization ensures ownership of anti-malarial interventions

Acknowledgements

- The SBCC project is supported by USAID | Ethiopia
- We are grateful to community members and those who participated in the surveys