

STOP MALARIA CAMPAIGN

GOAL: To contribute to reduction in morbidity and mortality of Malaria by promoting key behaviours that prevent new infections and enable effective treatment of infections when they do occur.

	Testing & Treatment	IPTp	ITN usage
KEY DRIVERS of high incidence of and morbidity/mortality due to Malaria	<ul style="list-style-type: none"> • Lack of diagnostic testing for malaria • Delayed care-seeking • Self-treatment • Poor feeding practices for sick children 	<ul style="list-style-type: none"> • Delayed initiation of IPTp (delayed ANC visit) • Refusal of IPTp 	<ul style="list-style-type: none"> • Lack of consistent use of ITNs by most vulnerable (pregnant women and children under 5)
BEHAVIOURAL OBJECTIVES/ KEY OUTCOMES	<ul style="list-style-type: none"> • Increase # of pregnant women who seek early malaria testing and treatment from the health center. • Increase # of mothers/ fathers/ guardians of children < 5 who seek early malaria testing and treatment for their child from the health center. • Increase # of pregnant women and children < 5 who complete their malaria treatment. • Increase # of mothers who feed their children with small, frequent meals during illness. • Increase # of health workers who use RDT's to diagnose malaria. 	<ul style="list-style-type: none"> • Increase the number of pregnant women who attend ANC before month 4 and demand IPTp • Increase the number of pregnant women who complete at least three courses of IPTp 	<ul style="list-style-type: none"> • Increase the number of pregnant women who sleep under ITNs consistently. • Increase the number of children less than five years who consistently sleep under ITNs.
BARRIERS TO BEHAVIOR CHANGE	<p>Cross-cutting:</p> <ul style="list-style-type: none"> • The perception that malaria is not a serious disease that requires prompt attention and vigilant prevention all year round especially for the most vulnerable 		
	<ul style="list-style-type: none"> • Fear that a malaria test will be perceived as an HIV test/subsequent stigmatization • Worry that going for a test will be expensive/take too much time • Lack of easy access to a facility for testing • Widespread availability of malaria medication in communities and lack of awareness on dangers of self-diagnosis 	<ul style="list-style-type: none"> • The lack of knowledge about when to initiate ANC • Lack of support for early initiation of ANC by family members • A belief that IPT is harmful to the baby • A fear of IPT side-effects (nausea, bad-taste) 	<ul style="list-style-type: none"> • A lack of self-efficacy around hanging a bednet • A perception that treated bednets are not safe • Use of bednets by heads of households instead of most vulnerable members
COMMUNICATION OBJECTIVES	<p>Cross-cutting:</p> <ul style="list-style-type: none"> • Increase perception by community members that malaria is a very serious, potentially fatal illness especially for young children and pregnant women. • Increase number of community members who feel that they have the power to stop malaria. 		
	<ul style="list-style-type: none"> • Reinforce knowledge of pregnant women/care takers of children <5 on the signs & symptoms of malaria. • Increase knowledge of pregnant women/care takers of children < 5 on the dangers of self-treatment and the need to seek early testing & treatment. • Increase knowledge of mothers and caregivers on how to feed children when they are sick • Reduce perception that a malaria test might be an HIV test • Increase positive perception of the experience one will have at health center 	<ul style="list-style-type: none"> • Increase knowledge among families that a woman must go to an ANC visit and get IPTp right when she finds out she's pregnant • Persuade pregnant mothers that IPTp is safe and offer tips on how to deal with the side effects 	<ul style="list-style-type: none"> • Increase number of heads of household who feel capable of hanging a bednet in their home. • Increase number of family members who believe that treated nets are safe to use • Increase intention of families to ensure ALL young children and pregnant women sleep under a treated bednet every night of the year



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