



Partnership
To End Malaria

Social and Behaviour
Change Working Group

2023 Annual Meeting: Amplifying Impact



November 7-9, 2023
Abidjan, Côte d'Ivoire

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Background

The RBM Partnership to End Malaria (RBM) [Social and Behaviour Change Working Group](#) (SBC WG), consistent with its Terms of Reference, aims to examine the current state of the science and art in social and behaviour change communication. The SBC WG provides a forum to exchange malaria SBC best practices and experiences; advocate for political, social, and financial resources for SBC as a core component of malaria control; and promote the development of theory-informed, evidence-based SBC programming at the country level.



The SBC WG held the 10th Annual Meeting from November 7 to 9 in Abidjan, Côte d'Ivoire under the theme "Amplifying Impact."



Meeting Highlights

2023 Annual Meeting Highlights:

- The objectives of the 2023 Annual Meeting were to:
 - Bring together SBC professionals to learn, network, celebrate successes, and discuss challenges
 - Support SBC professionals to acquire new skills for amplifying impact
 - Collaboratively develop the SBC Working Group priorities for 2024
- The meeting participants numbered more than 130 from over 30 countries.
- More than 36 posters from National Malaria Programs (NMPs), implementing partners, and academic institutions were presented.
- The SBC WG membership gathered together again after four years. The membership has remained strong, and our online engagement has grown.

Meeting Resources

The presentation slides, workshop materials, and photos are available in English, French, and Portuguese on [EndMalaria.org](https://endmalaria.org).

Annual Meeting
Materials



Member Engagement

Stay engaged with the SBC WG membership through three online channels:

- Subscribe to the **SBC WG Email Listserv**: <https://mailchi.mp/621c2de42f86/rbm-sbc-wg-subscribe>
- Become a member of the **SBC WG's community on Springboard** and connect with over 150 members online: <https://springboardforsbc.org/topics/7020/feed>
- Visit the **RBM SBC WG website**: <https://endmalaria.org/our-work/working-groups/social-and-behaviour-change-communication>

Day One: 2023 Annual Meeting

November 7, 2023

Day One Key Takeaways:

- Members reflected on the successes of the SBC WG over the past year and considered activities for the future.
- Engaging technical presentations from participants on topics from CHWs to cross-border collaboration, to work with pharmacies, and more.
- Be ready to act! SBC can work together with Vector Control and other colleagues to support the response to the invasive *An. stephensi* mosquito.
- The membership received encouraging remarks from the office of the Minister of Health of Côte d'Ivoire, the USAID Health Office Director, and the RBM Partnership CEO.

Opening Ceremony

The 2023 Annual Meeting was officially opened by distinguished officials that discussed the importance of social and behaviour change in the fight against malaria in Côte d'Ivoire and globally. The following distinguished guests were present to commemorate the opening ceremony:

- Dr Aka Charles Koffi, Director of the Cabinet of the Ministry of Health
- Dr Ndri Raphael, In Charge of Malaria Issues at WHO in Côte d'Ivoire
- Dr Tanoh Mea Antoine, Director of the NMCP in Côte d'Ivoire
- Akua Kwateng-Addo, Health Office Director, USAID/Côte d'Ivoire

Day 1
Presentations

Opening statements were given by Dr Michael Adekunle Charles (CEO, RBM Partnership), Akua Kwateng-Addo (Health Office Director, USAID/Côte D'Ivoire), and Dr Aka Charles Koffi (Director of the Cabinet of the Ministry of Health Côte D'Ivoire).

"Social and behaviour change is very vital in terms of what we are doing. Changing behaviours is really the only way forward in the fight and the only way we will win it. There is nothing we can do without having SBC at the centre of it."

***- Dr Michael Adekunle Charles,
RBM Partnership CEO***



SBC for *Anopheles stephensi*



Corine Ngufor, Vector Control Working Group Co-Chair, provided an overview of the Vector Control WG's efforts and spoke about the importance of a strong and quick response to *An. stephensi*, a unique vector migrating to new areas in several African countries. Ngufor shared a [recent modelling study in Ethiopia](#) that showed a potential increase of 50% in *Plasmodium falciparum* cases if no additional interventions are introduced.

Desta Kebede Desta, FHI 360 - Ethiopia, presented on Ongoing Challenges and New Threats: Findings from Insights Gathering to Identify the Drivers of Priority Malaria Behaviours to Address *Anopheles stephensi* in Ethiopia. This USAID Healthy Behaviours project research aimed to "inform the development of an SBC guide and related SBC activities and materials addressing malaria prevention and care-seeking behaviours related to *Anopheles stephensi* prevention" through qualitative interviews. Key findings included:

- Perceived risk of malaria has increased, driven by increasing malaria cases in the community;
- Awareness of *An. stephensi* and its contribution to malaria risk and transmission is low;
- Low reported ITN use driven by low ownership and access, low perceived risk in dry season, house structure, net shape, perceived inconvenience, and outdoor sleeping practices;
- Awareness and participation in community larval source management is high, driven by desire to improve environmental conditions and reduce mosquito presence;
- Malaria control is viewed as a community responsibility; however, there were some feelings of powerlessness due to presence of breeding sites that cannot be addressed by individual actions;
- Water shortages require storing large amounts of water, contributing to potential breeding sites;
- Prompt care-seeking at a health facility for fever was seen as important, but participants also described home-based management of fever as common.

Gabrielle Hunter, Johns Hopkins Center for Communication Programs, presented on [Breakthrough ACTION's SBC Guidance for *Anopheles stephensi* in Africa](#). The SBC guidance focuses on individual, household, and community-level behaviours to mitigate this vector in Africa. Take-home messages include:

1. Individuals, households, and communities are critical to the response to *An. stephensi*
2. Act quickly to build trust
3. Tailor SBC to both the level of threat and current levels of target behaviours
4. Reinforce existing malaria behaviours when introducing new interventions
5. Be as specific as possible when promoting new behaviours
6. Identify and reach higher-risk and mobile groups in affected areas
7. Embrace opportunities for integrated approaches to SBC with other sectors or vector control programs

Malaria SBC Technical Presentations in Breakout Rooms

The 2023 Annual Meeting featured 15 malaria technical presentations across four breakout rooms.

CHWs and Providers

Key takeaways provided by Shelby Cash, Moderator:

- *Factors affecting provider malaria testing and treatment in the Democratic Republic of the Congo: Qualitative exploration of discrepancies in reporting of test results*
 - Presented by Augustin Ngandu on behalf of Florence William Mpata Ntentula
 - A number of factors influence provider adherence to RDT test results and inaccurate reporting, particularly when a patient presents with a fever and the RDT is negative.
 - This study compared automated RDT reporting by Deki readers to DHIS2 data and conducted qualitative research with malaria service providers in DRC. In health facilities where DHIS2 and Deki reader data were aligned, providers were more likely to say they would test for other illnesses to find the cause of the fever. The use of Deki readers can help to improve provider behaviour.
- *Multipurpose community health workers as a pillar of the communication strategy on perennial chemoprevention of malaria in rural and semi-rural areas in Cameroon*
 - Presented by Erica Mengue
 - Supportive supervision of SBC implementation for SMC campaigns is an important strategy to ensure quality of SBC implementation and facilitates uptake of SMC.
 - Agents de Santé Communautaire Polyvalents (ASCPs) are a critical aspect of the health system, yet, challenges remain to retain and motivate them. As a community, we should continue to identify strategies to motivate this cadre and highlight the SBC aspects of their work.
- *Perceptions of facility-based and community health workers in Kenya: Implications for programs based on findings from the Kenya Malaria Behaviour Survey*
 - Presented by James Andati
 - In Kenya, women are more likely to have favourable perceptions towards CHWs compared with men. With the changing landscape of malaria transmission, it will be important to further understand and address factors that men face to facilitate care-seeking and improved perceptions towards health workers.
 - Real and perceived perceptions of commodity availability may influence care-seeking practices. If we want to address the link between demand and uptake of health services, we must work collaboratively with supply chain and service delivery to bridge gaps.



- *Factors that influence utilisation of community health worker services: A literature review*
 - Presented by Ashley Riley
 - To improve demand for CHW services, the way forward should leverage the advantages that CHWs bring such as proximity, familiarity, and trust from the community, and counter the negatives such as stigma, lack of confidentiality, and lack of commodities.
 - ProCCM is a promising opportunity to facilitate increased demand for CHW services.



Engaging Religious Leaders and Schools

Key takeaways provided by Mike Toso and Elizabeth Chiyende, Moderator:

- *Improved malaria prevention in schools - Madagascar, 2019-2022*
 - Presented by Tiana Marie Joelle Ramanatiaray
 - A key ingredient for this school-based malaria prevention program was the authority of teachers. Because school children think quite literally, when instructed to do something by their teachers (like sleep under their nets), they are very likely to follow through.
 - A part of the program was awarding coloured bracelets to exemplary students, which were a visible signal that motivated the students.
- *Efforts by the FLAME (Faith Leader Advocacy for Malaria Elimination) coalition to increase mosquito net coverage in Angola*
 - Presented by João Lino Rafael
 - Equipped, organised, and trustworthy Angolan faith leaders are playing a key role in guaranteeing the quality of universal ITN campaigns, serving as strong examples of desired behaviour.
 - Malaria can only be eliminated if those who live in malaria endemic areas—and their leaders—have the knowledge, abilities, and resources to prevent and treat the disease and work for its elimination.
- *The use of SBC to improve knowledge amongst school-going children for increased ITN access, care, and use - Liberia*
 - Presented by Chrispin Williams
 - Presenter felt that that the key ingredient was intersectoral collaboration between the Ministry of Health, school health division and the National Malaria Control Program. A key benefit communicated was that healthy students remain in school.
 - A part of the program that was key, was going beyond just students. Parent Teacher Associations were involved.
- *Engaging religious leaders to improve malaria behaviours in Nigeria*
 - Presented by Olusola Adeoye
 - A key feature of this program was working with state-level governments and through religious umbrella organisations. They randomly attend religious ceremonies to follow-up on the religious leaders, taking great care not to make them feel they are being monitored.



- A key takeaway was the evaluation data presented: there was an increase in people referred to health centres, and an increase in uptake of services.

New Approaches for National Malaria Programs

Key Takeaways provided by Ibrahima Sanoh, Moderator:

- *Importance of comprehensive SBC package to support malaria elimination drive: Malawi country update*
 - Presented by Mavuto Thomas
 - Malawi's national malaria program presented on a number of guiding documents they developed to support malaria SBC nationally, including an SBC malaria research and learning agenda to maximise the impact of research and programmatic investments by guiding decision-making, fostering collective learning and reducing duplication of efforts.
 - A launch of the Zero Malaria Starts with Me campaign in June 2021 by the President of Malawi under the slogan Moyo ndi Mpamba (Life is precious) was intended to strengthen the commitment of stakeholders at all levels through the use of mass media, interpersonal communication, and social media.
- *SBC contribution to malaria prevention in 42 DDS in Côte d'Ivoire from 2020 to 2022*
 - Presented by Dr Monne Thérèse Bleu Bomin
 - The Côte d'Ivoire national malaria program highlighted how the Malaria Behaviour Survey (2018) and qualitative research (2019) helped guide the national SBC strategy.
 - Based on the results of these studies, community mobilisation and advocacy activities were organised to influence social norms, notably involving the National Chamber of Kings, Traditional Chiefs and community women's groups. These and other activities helped improve the attendance rate at health facilities and prenatal consultations.
- *Promoting the three (3Ts-Test, Treat, Track) in selected pharmacies and drug stores using the rapid diagnostic test kits to improve malaria case management practices in Sierra Leone*
 - Presented by Ngadi Lombi
 - The program worked with private sector pharmacies and drugstores to screen all suspected malaria cases with RDTs, treat only confirmed positive cases with ACT, and refer negative cases to hospitals for further investigation and appropriate management.
 - A key element of the program is to adjust the client's expectations for when they seek care at a private pharmacy or drugstore. One way this is being done is through SBC activities (engagement meetings, production of posters, jingles, radio broadcasts and SBC training for pharmacy staff) about the malaria testing, treatment and referral of fever guidelines.



- *The contribution of interpersonal communication to improving the dispensing of sulfadoxine-pyrimethamine to pregnant women in Mali*
 - Presented by Mory Camara
 - The PNLN had observed: inadequate interpersonal communication at antenatal care (ANC), reluctance of women to take regular SP, and initiating ANC late in pregnancy.
 - In response, the PNLN adopted a communication approach based on provider-client interaction through local formative supervision in health centres and training of ANC providers.
 - The work aims to improve both SP availability and service quality.



Insights and Emerging Issues

Key Takeaways provided by Lulu Msangi, Moderator:

- *Impact of a national social and behaviour change campaign on malaria prevention behaviours in Zambezia and Inhambane provinces in Mozambique: Findings from cross-sectional surveys*
 - Presented by Markos Yeshanew
 - Staff from the Health Promotion Unit and National Malaria Program were active participants in content development, sharing their health expertise with the scriptwriters, and simultaneously learning from Development Media International's (DMI) approach.
 - During discussion many questions were geared towards how DMI measures impact of the work they are doing.
- *Addressing equity barriers to malaria elimination - South African Development Community*
 - Presented by Chishala Siame
 - Treating migrant and mobile populations (MMPs) as a homogenous group is not effective, nor is targeting only MMPs effective.
 - Community-based health promotion and mobilisation needs to be intensified beyond traditional education approaches.
 - The audience in this session was interested in how MMPs are treated when accessing health services in other countries, with the presenter confirming MMPs are treated equally.
- *How important are the social determinants of health in malaria in pregnancy and care-seeking for febrile children in Mainland Tanzania?*
 - Presented by Caroline Mshanga
 - Respondents in rural areas, with lower levels of educational attainment, and in the lower wealth quintiles were less knowledgeable and less likely (or less able) to take preventive action.
 - Structural factors — key social determinants of health — should be more fully measured and applied to inform which programs are designed, where, and for whom.



Day Two: Skills-Building Workshops

November 8, 2023

Skills-Building Workshop Key Takeaways:

- Storytelling: Use an arc and incorporate emotion to create a story to bring positive social and behaviour change.
- Monitoring and Evaluation: Regardless of your limitations on time and money - there is probably something you can do to monitor your programming - and tools are available!
- Service Delivery: We can gain a deeper understanding of service delivery issues when we take a holistic and behavioural lens.
- Behavioural Economics: There are practical and simple ways to help people make decisions about malaria-related behaviours more easily.
- Workstream Meetings: Provided helpful input for our upcoming new and updated resources (CHW Toolkit for Malaria SBC and M&E Tools).

Skills-Building Workshops

Annual Meeting attendees were offered the opportunity to attend two of four skills-building workshops.

Skills-Building
Materials

Using the power of storytelling to generate change

This was an active learning workshop where participants learned what storytelling is and were guided through the process of effectively developing a storytelling plan and generating relatable content using data and emotion to influence malaria-related behaviour. Examples from a current Malaria Consortium storytelling project were shared to highlight successes and challenges faced when developing and evaluating storytelling aimed at generating changes in knowledge and behaviour.

Facilitators: Helen Hawkings and Dr Fantche Awokou - Malaria Consortium



Developing M&E plans for malaria SBC programs: An introduction

This session provided a foundation for developing Monitoring and Evaluation (M&E) plans for malaria Social and Behaviour Change (SBC) programs. Topics covered include SBC theory, data sources and benefits of outcome monitoring, and understanding malaria SBC indicators. Participants created M&E plans for different malaria intervention areas through a hands-on, action-oriented workshop.

Facilitators: Mike Toso, Angela Acosta, Benjamin Soro - Johns Hopkins Center for Communication Programs



Improving malaria control services: Identifying challenges, root causes and corrective actions through an integrative supervision tool

Despite progress, challenges remain in delivering high-quality malaria services, and there has been a need articulated for a rapid and flexible tool to help holistically examine the complex web of factors that influence facility-based health providers. The Assessing Malaria Service Delivery tool was presented during this workshop and participants learned how it could be used, in which types of situations, and how it can generate a deeper understanding of the service delivery challenges in a health facility and define action needed to resolve the challenges. The tool represents a structured, holistic, and participatory process for investigating and responding to service delivery concerns. Such tools can empower providers and other health system actors to truly understand issues with humility and curiosity, allowing for joint solutions to address the challenges.

Facilitators: Dr Nono Koka Ngombe - Programme National De Lutte Contre Le Paludisme - Democratic Republic of the Congo and Augustin Ngandu - Johns Hopkins Center for Communication Programs



Maximising uptake: apply lessons from behavioural economics and human decision-making to strengthen malaria SBC messages, materials and approaches

Drawing on behavioural economics scholarship, in this workshop, participants explored human decision-making with a focus on when and why people do not make the choice experts consider might be rational. One key takeaway is that making healthy decisions is not necessarily about having more information. From these foundations, participants discussed the implications for the malaria field, and how they might design messages, materials and approaches that better account for how people think and act.

Facilitators: Meredith Stakem, Chrestien Yameni, and Elizabeth Chiyende - Catholic Relief Services



SBC WG Workstream Work Sessions

Members interested in the **Community Health Worker Malaria SBC Toolkit** and **Monitoring and Evaluation Tools Workstreams** were invited to participate in work sessions, led by Shelby Cash, Mike Toso, and Angela Acosta. Members in the CHW toolkit work session discussed the progress of the CHW toolkit to date and brainstormed use cases based on a variety of scenarios for the toolkit. Participants in the M&E Tools Work Session reviewed the revisions to the Indicator Reference Guide, including possible new indicators, and to the Guide to Developing M&E Plans.

Day Three: 2023 Annual Meeting

November 9, 2023

Day Three Key Takeaways:

- Women's Groups in Côte d'Ivoire are using SBC to successfully bridge gaps in malaria in pregnancy behaviours by promoting healthy behaviours and ANC attendance and improving relationships between midwives and pregnant women.
- Effective malaria SBC vaccine strategies will contribute to high demand, equitable delivery, community engagement, and health worker acceptability to ensure the successful integration of malaria vaccines into national immunisation programs.
- The SBC WG has created more than 14 malaria SBC technical resources, which are all available on our website: www.bit.ly/sbcresources
- We have continued to update and develop SBC WG resources that support the work of our members.
- Meeting participants shared insights into the unique challenges they face, their interests and priorities for the coming year, and their ideas for future work of the SBC WG.
- Our Lusophone and Francophone Ambassadors are helping the SBC WG better meet the needs of our diverse membership.

The Role of Women's Groups in Improving Malaria in Pregnancy Behaviours in Côte d'Ivoire

Dr Monne Thérèse Bleu Bomin, National Malaria Program Côte d'Ivoire, provided an overview of the role of Women's Groups in improving Malaria in Pregnancy behaviours in Côte d'Ivoire. Each women's group designates 10 women called focal points who are trained to visit 3 households in their neighbourhood per month to promote healthy behaviours for pregnant women, including sleeping under a mosquito net, seeking care in case of fever, attending ANC, and taking IPTp.

Benjamin Soro, Breakthrough ACTION Côte d'Ivoire, moderated a panel discussion on the role of the women's groups in improving malaria in pregnancy, featuring **N'GUETTA Amanki Blah Marie Josée** (midwife), **EKIEN Yah Marie Laure** (Women's Group Leader), and **KOUAKOU Affoue Marie** (Women's Group Leader).

Day 3
Presentations



The midwives and Women's Group Leaders discussed the role of interpersonal communication in enhancing malaria management during pregnancy in their respective regions. Through their network, women's group leaders are able to identify pregnant women missing ANC visits. After verifying with midwives, the leaders conduct outreach during women's group meetings to check on these women.

The leaders shared stories of the improved relationships between midwives and pregnant women: **"With our advice, they are no longer afraid to go to the hospital."** Prior to the women's groups' efforts, pregnant women hesitated due to the perception of midwives as unwelcoming. However, the work of the women's groups has alleviated these concerns, fostering trust and robust relationships between midwives and clients.

To promote ANC attendance, leaders annually recognize "model moms" attending all ANC visits. **"At the end of each year, we have something called model moms, which celebrates women who attend all of the ANC visits during the year,"** shared one of the leaders. They follow up directly with women missing IPTp doses or ANC visits, involving partners for support. Barriers to ANC attendance are addressed, emphasising free services and the importance of malaria prevention medication.



Malaria Vaccine SBC Guidance

Gabrielle Hunter, SBC WG Co-Chair, moderated a panel on malaria vaccine SBC guidance, which featured **Ruth Wanjala** (PATH), **Yvette Collymore** (PATH), **Andy Tompsett** (PMI), and **Eliane Furrer** (WHO).

Key findings from the malaria vaccine implementation show significant progress, reaching over two million children in Ghana, Kenya, and Malawi. Notably, there has been a 13% reduction in mortality among eligible children. The vaccine's uptake is high, with no decrease in bed net use, other vaccines, or changes in health-seeking behaviour. Both community demand and health worker acceptability are strong. Vaccine delivery has been equitable by gender and socioeconomic status, including reaching children who are not using other forms of malaria prevention.



The WHO recommended the malaria vaccine in 2021. This includes four doses and can include a fifth dose one year after the 4th dose in areas of significant risk. Applications for GAVI support are accepted 3-4 times yearly, and countries will begin vaccine introductions sub-nationally with RTS,S. By mid-2024, the hope is to also distribute R21.

To support the rollout of malaria vaccines and ensure high demand and uptake, immunisation and malaria partners have developed a practical set of tools, templates, and guidance. These tools have been developed based on evidence and experience from new vaccine introductions and the ongoing implementation of the first malaria vaccine (RTS,S) since 2019.

Developed for use alongside the [Guide for introducing a malaria vaccine into national immunisation programmes](#), the new resources consist of a demand promotion guide, risk communication guide, and health worker training modules (see below for links).

These materials provide immunisation and malaria programs with adaptable, practical guidance on how to:

- Gather and use behavioural data for planning and evaluation
- Support health worker communication
- Engage communities
- Promote accurate information – with sample messaging
- Prepare and respond to communication-related events
- Connect malaria vaccination activities to broader integrated approaches for vaccine equity, life-course vaccination, primary health care strengthening, and malaria prevention and control



Learnings and best practices from coordination for malaria vaccine SBC in Kenya include active engagement between the immunisation program and the NMCP throughout the preparatory phase of vaccine rollout. Collaboration should take place at national, subnational, and community levels and in all preparatory, training, and implementation activities. NMCP teams can, guided by data, identify the sub-national areas to prioritise for vaccine introduction, and health workers can reinforce malaria prevention at the point of immunisation services. Additionally, advocating for ongoing investment in malaria is crucial and events like World Malaria Day and African Vaccination Week, which take place in the same week of the year, are key opportunities to leverage.

New Malaria Vaccine SBC Resources

Promoting Demand for Malaria Vaccination: A Planning Guide

Guidance on **introducing and sustaining high demand for malaria vaccination** for children living in regions with moderate to high malaria transmission.

[English](#) | [français](#) | [português](#)

Risk Communications on Malaria Vaccination: A Guide

Guidance on **designing and implementing risk communication strategies** to achieve high uptake of malaria vaccination.

[English](#) | [français](#) | [português](#)

Training Package for Malaria Vaccine Introduction for Health Workers

Training packages of **slide sets on key topics for health workers** that can be downloaded and customised to meet specific country needs, including **Module 7 on interpersonal communication about the vaccine with caregivers of young children.**

[English](#) | [français](#)

Malaria in Pregnancy and Case Management Working Group Updates

Maud Majeres Lugand (Malaria in Pregnancy Working Group member) and **Noella Umulisa** (Case Management Working Group Co-Chair) presented updates on behalf of the Malaria in Pregnancy and Case Management Working Groups, focusing on potential areas of collaboration with the SBC WG in the coming years. Areas of collaboration outlined by the Malaria in Pregnancy Working Group include considering what SBC will be required to scale up community delivery of IPTp and SBC to improve ANC

attendance, especially early ANC. For the Case Management Working Group, Noella noted there is no case management without SBC, stressing the need to work together. Example areas of overlap include understanding care-seeking decisions, and increasing trust in RDT results, particularly when patients receive malaria-negative results.

SBC WG Ambassador Program Updates

Ibrahima Sanoh, Valérie Ahouama Etamba, and Alberto Zingany provided updates on the work of the Francophone and Lusophone Ambassadors. A diverse and multinational dialogue is crucial for the success and relevance of SBC WG. The goal of the Ambassador Program is to facilitate diverse representation within regional and linguistic groups.

Francophone and Lusophone SBC WG members are invited to complete this short survey to share their unique needs in malaria SBC: www.bit.ly/2023-amb



Francophone Ambassador Updates

The Francophone Ambassadors actively promote the SBC WG network in their respective regions, contributing to increased participation of Francophones on general calls from 10 to over 50. Ambassadors regularly share the latest resources from the SBC WG and provide technical advising to members in their countries. They aided in the submission of abstracts for the SBC WG Annual Meeting, resulting in the acceptance of four abstracts from the National Malaria Control Programs (PNLP) of Cameroon and Madagascar.



Lusophone Ambassador Updates

The Lusophone Ambassadors host a WhatsApp group with 40 participants that serves as a hub for sharing information, updates, and reminders for meetings. The ambassadors are focusing on expanding participation in Angola and Mozambique, particularly involving the Ministry of Health, civil society organisations, and other partners engaged in SBC activities. At the next Annual Meeting, the ambassadors aspire to have more contributions from Lusophone members. The ambassadors have contributed to great growth since the launch of the program in 2020, including going from only 3 Portuguese speakers on General Calls in 2020 to more than 17 in 2023. Similar to Francophone ambassadors, support can be provided in reviewing and submitting abstracts in the future.



SBC WG Resources

The SBC WG has created more than 14 malaria SBC technical resources. All are available in English, French, and Portuguese on EndMalaria.org and on our shared SBC resources Google Drive at www.bit.ly/sbcresources.

The Steering Committee also shared updates on the Indicator Reference Guide, Developing M&E Plans for Malaria SBC Programs, and the Community Health Worker Malaria SBC Toolkit. The M&E tools are being updated and now reflect the shift from SBCC to SBC. They incorporate examples of non-communication interventions, showcasing a more comprehensive strategy, greater emphasis on outcome monitoring, introducing new data sources, and more. The SBC WG's Community Health Worker Malaria

SBC Toolkit is ready for the next round of external edits. Once reviewed, the toolkit will be translated into French and Portuguese and be disseminated widely. The membership is encouraged to stay tuned to the email list for updates to these new resources.

Synthesis of SBC WG Priorities

During the 2023 Annual Meeting, participants were asked to answer three key questions to help the Steering Committee chart a path forward. Below is a synthesis of the responses, as overviewed by Elizabeth Chiyende (Steering Committee).

What are the biggest challenges in malaria SBC (apart from budget constraints)?

- Understanding of SBC and the impact it can have
- Changing Behaviour is Not Easy
- New and Emerging Vector Control (*An. stephensi*)
- Community Ownership and Involvement
- Coordination
- Tailoring SBC Programs
- Monitoring and Evaluation
- Private Sector Engagement

What emerging SBC approaches are you interested in learning more about and applying to your work?

- Human-Centred Design
- Behavioural Economics
- Storytelling
- Digitization of Tools and Data
- Community Engagement
- Monitoring and Evaluation
- Gender
- Community Health Workers Interpersonal Communication
- Managing Misinformation and Risk Communication
- Internally displaced populations and refugee populations

What are some priority areas you would like to see addressed by SBC WG work plan activities?

- Human and Vector Behaviour
- Evidence and Research
- Monitoring and Evaluation
- Behavioural Economics
- Health Provider Behaviour Change
- Gender Mainstreaming
- SBC for Core/Evidence-Based Malaria Interventions (ANC, net use, care-seeking, nets)
- SBC for Emerging Topics in Malaria (vaccines, drug resistance, new nets, chemoprevention, community IPTp)
- Advocacy for SBC funding
- Advocacy for Policy Change



- Collaboration with country TWGs, RBM WGs, partners
- Community engagement

The Steering Committee synthesised the interests shared into the following list:

- Human-Centred Design
- Behavioural Economics
- Storytelling
- Digitization of Tools and Data
- Community Engagement
- Monitoring and Evaluation
- Gender Mainstreaming
- Health Provider Behaviour Change
- Managing Misinformation and Risk Communication
- Internally Displaced and Refugee Populations
- Human and Vector Behaviour
- Evidence and Research
- Advocacy for SBC Funding
- Advocacy for Policy Change
- Collaboration with TWGs, RBM WGs, Partners



SBC WG Updates and the Way Forward
2023 Springboard Biggest User Competition Winners

Annual Meeting participants were invited to compete in the Springboard Biggest User Competition throughout the three-day event. Winners included (1) Habib Boubakary, (2) Mavuto Thomas, and (3) Ibrahima Sanoh.



SBC WG Next Steps

Mariam and Gabrielle thanked the membership for sharing topics of interest and priority areas, and shared next steps for the SBC WG:

- Continue our quarterly virtual calls and webinars
 - Some of the topics for these will come from the list of topics prioritised by meeting participants (above)
- Send Resource Spotlights on topics that were prioritised
- Finalise CHW Toolkit for Malaria SBC
- Complete the updates to the Indicator Reference Guide and Step-by-Step Guide for M&E
- Review the activities members shared they are doing that are relevant to the SBC WG's priorities to leverage work and connect the membership to resources.
- Assess the possibility to support one new workstream in 2024 focused on the emerging issues
- Explore collaborations with other working groups and workstreams, such as the Alliance for Malaria Prevention and the Malaria in Pregnancy Working Group

Closing Remarks: Amplifying Impact

As 2023 Annual Meeting attendees, it is our responsibility to amplify the impact of malaria SBC by taking up key lessons and starting them on a small scale in our countries, paying attention to emerging issues, using data to justify malaria SBC interventions, exchange ideas and best practices with other members, work with M&E focal points to develop strong M&E plans for SBC, amplifying malaria vaccine SBC guidance, and document our impact. We were also encouraged to consult the available technical resources often.

Malaria SBC Poster Galleries

36 posters were presented as part of the Malaria SBC Poster Galleries on the second and third days of the 2023 Annual Meeting. Poster PDFs are available online: bit.ly/23-sbc



Thank You from the SBC WG Steering Committee and Secretariat!

Annex 1: 2023 Annual Meeting Social Media Wall



2023 SBC WG Annual Meeting

Annex 2: Participant List

2023 Annual Meeting Attendance List			
	First Name	Last Name	Country Where You Work
1	Angela	Acosta	United States
2	Olusola	Adeoye	Nigeria
3	MARYVONNE	AGBETTOH	Ghana
4	Valerie William	AHOUAMA ETAMBA	Cameroon
5	Sanon	Aissate	Côte d'Ivoire
6	Joseph O.	Alade	Liberia
7	Irené Saka	AMOUSSOU	Benin
8	James	Andati	Kenya
9	CHINYERE	ANURUKEM	Nigeria
10	Fantche	Awokou	Togo
11	Justine Samantha	Bateta	Uganda
12	Sean	Blaufuss	United States
13	Monne Thérèse	BLEU	Côte d'Ivoire
14	Kirsten	Böse	United States
15	Jean Jacques	BROU	Côte d'Ivoire
16	Mory	Camara	Mali
17	Shelby	Cash	United States
18	ELIZABETH	CHIYENDE	Zambia
19	Marguerite	Clougherty	United States
20	Yvette	Collymore	United States
21	Abdoul	Diagne	Senegal
22	Patricia Buyoe	Diggs	Liberia
23	Abdul	Dosso	Côte d'Ivoire
24	Henrietta	Emmanuel	Sierra Leone
25	AISSATA	FOFANA	Cameroon
26	Enoh	Franck	Côte d'Ivoire
27	Celso	Give	Mozambique
28	Vincent De Paul	GOBOU	Côte d'Ivoire
29	Yapi Marcel	GORI	Côte d'Ivoire
30	Darius	Habarugira	Burundi
31	Habib	Hamadou Boubakary	Cameroon
32	Helen	Hawkings	United Kingdom
33	Gabrielle	Hunter	United States
34	Voaharisitrakiniaina Soamampiray	IALIJAONA	Côte d'Ivoire
35	Anastasia	Isodje	Nigeria
36	Umu	Jalloh	Sierra Leone

37	Evelyn	Johansen	Tanzania
38	Tyler	Johnson	United States
39	Andrew	Kargbo	Sierra Leone
40	Desta	Kebede Desta	Côte d'Ivoire
41	Mwinyi	Khamis	Tanzania
42	Chantal	Kijak	United Kingdom
43	Amina	Knipiler	France
44	Sarah	KOFFI	Côte d'Ivoire
45	Dan Epouse	KOFFI BROU	Côte d'Ivoire
46	Joel	KOFFI KOUASSI	Côte d'Ivoire
47	Nono	KOKA NGOMBE	Congo - Democratic Republic of the
48	Tabadeh Peaches	Kollah	Côte d'Ivoire
49	Abdul Karim	Koroma	Sierra Leone
50	Blaise	KOUADIO	Côte d'Ivoire
51	Jean Sébastien	KOUAME	Côte d'Ivoire
52	Caroline	Kusi	United States
53	Aïsetou	LALLE DIALLO	Burkina Faso
54	Joseph	Lewinski	United States
55	Ngadi	Lombi	Sierra Leone
56	Bobgé Prosper	LOUA	Côte d'Ivoire
57	Chishala	Lukwesa Siame	Namibia
58	Jossias	Machava	Mozambique
59	Maud	Majeres Lugand	Switzerland
60	Yaoakissi	Mallo	Côte d'Ivoire
61	Pius	Masache	Malawi
62	Felisberto	Massingue	Mozambique
63	Eliane	Mbounga	Guinea
64	Momine	MEDIE ARMELLE	Côte d'Ivoire
65	Erica	MENGUE	Cameroon
66	Dago	Miayoro Alain	Côte d'Ivoire
67	FLORENCE WILLIAM	MPATA NTENTULA	Congo - Democratic Republic of the
68	Lulu	Msangi	Tanzania
69	Caroline	Mshanga	Tanzania
70	Matinatsa	Mugore	Zimbabwe
71	Fiacre	MUNTABAYE	Burundi
72	Yvette	MUYIRUKAZI	Rwanda
73	Jean-Claude	N'GUESAN KOUAKOU	Côte d'Ivoire
74	Cynthia	Ncube	Zimbabwe
75	Protais	NDABAMENYE	Côte d'Ivoire

76	Blaise	Ndri	Côte d'Ivoire
77	Oumarou	NGAMBE	Cameroon
78	Augustin	NGANDU ILUNGA	Congo - Democratic Republic of the
79	Marie Gaëlle	NGO NYEMECK	Cameroon
80	Constance	Njovu	Zambia
81	Daudi	Ochieng	Uganda
82	Bolanle	Olapeju	United States
83	Marius Herve	Onane	Côte d'Ivoire
84	Raphael	Onyilo	Nigeria
85	Yssouf Ouattara	OUATTARA	Côte d'Ivoire
86	Adebusola	Oyeyemi	Nigeria
87	Agbor	Patrick Agbor	Cameroon
88	N'zue	Paulin	Côte d'Ivoire
89	BATIENON	Philippe Edouard	Burkina Faso
90	João Lino	Rafael	Angola
91	Tiana Marie Joelle	RAMANATIARAY	Madagascar
92	Nathalie	RANDRIAMANGA	Madagascar
93	Miatrika	Rasandimanana	Madagascar
94	Ashley	Riley	United States
95	Elisa	Riquier	Switzerland
96	Eva	Rosen	United States
97	Ibrahima	Sanoh	Guinea
98	Justin	Sant-anna	Côte d'Ivoire
99	Maya	Schane	Côte d'Ivoire
100	Domingas	Sebastião Pedro	Angola
101	Henri Joel	SEY	Côte d'Ivoire
102	Tilahun Kebede	Shumi	Ethiopia
103	Mamadou	Silue	Côte d'Ivoire
104	Goreth	Sinkenguburundi	Burundi
105	Jamesetta	Smith	Liberia
106	Benjamin	Soro	Côte d'Ivoire
107	Geoffrey	Ssenvuma	Uganda
108	Meredith	Stakem	United States
109	Abli	Stella	Côte d'Ivoire
110	Abebe	Teshome Temeche	Ethiopia
111	Mavuto	Thomas	Malawi
112	Andy	Tompsett	United States
113	Mike	Toso	United States
114	Jerôme Jacqueline	TOTO	Madagascar

115	Epse Dede	TOUNGARA ZEINABOU	Côte d'Ivoire
116	Mely	TRAORE	Côte d'Ivoire
117	Sergio	Tsabete	Mozambique
118	Mariam	Wamala Nabukenya	Uganda
119	Ruth	Wanjala	Kenya
120	Christine	Wayua	Kenya
121	Chrispin	Williams	Liberia
122	Sean	Wilson	Guyana
123	Colette	Yah Kokrasset	Côte d'Ivoire
124	Chrestien	YAMENI	Senegal
125	Patricia	Yepassis-Zembrou	Côte d'Ivoire
126	Markos	Yeshanew	Ethiopia
127	Gervásio	Zacarias Camota	Mozambique
128	Alberto	Zingany	Angola
129	Philomène	ZINTSEM	Cameroon
130	Winnie Amanda	ZOUONG NKOMBA	Cameroon

Annex 3: Agenda

RBM Partnership to End Malaria Social and Behaviour Change Working Group 2023 Annual Meeting Agenda

Day 1: Tuesday, November 7		
Time	Session	Location
8:15 AM	Registration	Registration desk
9:00 AM	Plenary: 2023 Annual Meeting Welcoming	Tamarin
10:15 AM	Tea Break	
10:30 AM	Malaria SBC Technical Presentations in Breakout Rooms <ul style="list-style-type: none"> • CHWs and Providers • Engaging Religious Leaders and Schools • Insights and Emerging Issues • New Approaches by National Malaria Programs 	Breakout Rooms
12:30 PM	Lunch	Banco Restaurant
1:30 PM	Plenary: <ul style="list-style-type: none"> • Steering Committee Report • PMI SBC Priorities and SBC for <i>An. stephensi</i> 	Tamarin
3:00 PM	Opening Ceremony: RBM SBC WG 10th Annual Meeting	Tamarin
3:45 PM	Photo and Tea Break	
4:15 PM	Plenary: Charting Our Path Forward	Tamarin
6:00 PM	Evening Reception	Oasis Bar

Day 2: Wednesday, November 8		
Time	Session	Location
8:00 AM	Day 2 Presenters Hang Posters	Caramel and Hallway
8:30 AM	Skills-Building Workshops (Tea break from 10:00-10:15 am) <ul style="list-style-type: none"> • Using the power of storytelling to generate change (Facilitated in English, Interpretation Available) • Developing M&E plans for malaria SBC programs: an introduction (Facilitated in French, Interpretation Available) • Improving malaria control services: Identifying challenges, root causes and corrective actions through an integrative supervision tool (Facilitated in French, Interpretation Available) • Maximising uptake: apply lessons from behavioural economics and human decision-making to strengthen malaria SBC messages, materials and approaches (Facilitated in English, Interpretation Available) 	
11:00 AM	Poster Gallery Viewing	Caramel and Hallway
12:30 PM	Lunch	Banco Restaurant
1:30 PM	Skills-Building Workshops (Tea break from 3:00-3:15 pm) <ul style="list-style-type: none"> • Using the power of storytelling to generate change (Facilitated in French, Interpretation Available) • Developing M&E plans for malaria SBC programs: an introduction (Facilitated in English, Interpretation Available) • Improving malaria control services: Identifying challenges, root causes and corrective actions through an integrative supervision tool (Facilitated in French, Interpretation Available) • Maximising uptake: apply lessons from behavioural economics and human decision-making to 	

	strengthen malaria SBC messages, materials and approaches (Facilitated in French, Interpretation Available)	
4:00 PM	Workstream Meeting: SBC WG CHW Toolkit	Tamarin
4:00 PM	Workstream Meeting: M&E Tools	Citronnelle

Day 3: Thursday, November 9		
Time	Session	Location
8:30 AM	Day 3 Presenters Hang Posters	Caramel and Hallway
9:00 AM	Plenary: <ul style="list-style-type: none"> • Women's Groups Role in Improving MiP Behaviours in Côte d'Ivoire • Malaria Vaccine SBC Guidance 	Tamarin
11:00 AM	Tea Break and Poster Gallery Viewing	Caramel and Hallway
12:30 PM	Lunch	Banco Restaurant
1:30 PM	Plenary: RBM SBC WG Updates, Ambassador Updates, and Looking to the Future	Tamarin
3:45 PM	Tea Break	
4:15 PM	Plenary: The Way Forward	Tamarin
4:50 PM	Official Closing	Tamarin