



PMI & Social and Behavior Change Communication Partners' Meeting

On September 16-20, 2013, the first PMI-SBCC partners' meeting was held in Addis Ababa, Ethiopia.

The meeting, organized by the President's Malaria Initiative (PMI), the USAID Ethiopia mission, and the Health Communication Capacity Collaborative (HC3), brought together social and behavior change communication (SBCC) implementing partners, SBCC leads at the national malaria control programs, USAID Mission staff, and malaria advisors from PMI headquarters in Washington and Atlanta for a week-long SBCC workshop. There were 84 participants in attendance from 20 countries.

Objectives

The meeting's main objectives were to:

- Share updates and information about current activities and PMI approaches for SBCC for various country contexts including intervention areas, malaria epidemiology, and program and partner capacity
- Identify and discuss program challenges and offer solutions to specific country challenges
- Discuss and review monitoring and evaluation (M&E) practices for malaria SBCC, including the development of national strategies, selection of indicators, evaluation designs, reporting practices, and data use



- Identify and discuss best practices and lessons learned from PMI SBCC programs and how they can be incorporated in existing and future SBCC interventions
- Brainstorm and draft SBCC action plans, work plans, messages and/or activities, as well as compile SBCC resources and tools to apply to country programs

The meeting included presentations from PMI and HC3 technical experts, as well as case studies and innovative program reports from field participants.

Key topic areas included the role of theory in designing SBCC programs; key malaria SBCC challenges, including malaria in pregnancy (MIP), consistent net use, care and repair, adhering to diagnostics, IRS and epidemics; malaria SBCC M&E; integrated campaigns; mhealth; and, SBCC malaria resources and tools. Each topic area included time for plenary discussion and Q & A.

Participants also worked in small groups every day to develop Country Action Plans, written documents that identified priority areas, next steps, and timelines for moving forward in their own malaria SBCC work, based on the issues raised and discussed during the meeting.

The country teams presented their action plans to the larger group for feedback and were asked



to put together short PowerPoint presentations that they could bring back to their NMCP team. Formative research was a key component of many of the action plans, as was M&E for SBCC.

Integrating Activities

The concept of integration of malaria activities, particularly MIP, into other health areas (e.g. reproductive health) and national SBCC campaigns was taken up by many of the countries as a priority issue. MIP, generally, was the main technical issue that most countries felt they needed to address, as it was felt that tremendous gains had already been made with net ownership, access and use.

At the end of the five-day meeting, the PMI facilitating team identified overall action items that they felt the meeting had demonstrated to be most urgent from the global platform perspective and which would be incorporated into the work plans of PMI and HC3 over the coming year. These items included, but were not limited to:

- Better reporting and increased promotion of quality SBCC malaria efforts in PMI countries
- Improved SBCC programming guidance, especially for MIP and malaria case management
- M&E capacity building for malaria SBCC
- Greater integration of malaria SBCC into other health sectors
- Expansion of networking opportunities for the malaria SBCC community



The meeting was well attended by Anglophone, Francophone and Lusophone countries and included simultaneous translation in English and French. It generated rich discussion and debate on each topic and received high evaluations from participants and facilitators alike.

The PMI SBCC partners meeting created an instant network of passionate malaria SBCC experts interested in continued collaboration and exchanging of ideas to move the field forward

About HC3

HC3 is led by the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU-CCP) in collaboration with Management Sciences for Health, NetHope, Population Services International, Ogilvy PR, Forum One and Internews. It is also linked to a network of organizations throughout Africa, Asia and Latin America.

Contact

HC3: Nan Lewicky, nlewicky@jhuccp.org

