

Key Malaria Control Messages

The President's Malaria Initiative aims to cut malaria deaths by half by ensuring that people at risk of malaria can access and use the package of four interventions:

- **Insecticide-treated nets (ITNs):** Everyone in the family needs to sleep under an ITN, especially those most vulnerable to malaria: pregnant women and children under five years.
- **Diagnosis and treatment of malaria cases:** Everyone with a fever, especially children under five years, needs to go to a facility promptly and have the fever diagnosed by a rapid diagnostic test or microscopy and then take the prescribed malaria treatment, if it's malaria.
- **Intermittent preventive treatment during pregnancy (IPTp):** Pregnant women need to go an antenatal clinic (ANC) within the first trimester and return for additional visits, taking at least 2 doses of IPTp.
- **Indoor residual spraying (IRS):** Families who are targeted for an IRS campaign need to prepare their homes for spraying and allow sprayers entry.

For each intervention above, there are several target audiences that need to receive messages, and communication strategies and activities should be designed with this in mind. Below is a list of key action messages that should be promoted in malaria communication strategies, by intervention and audience.

Key Actions, by Intervention and Target Audience

ITNs: Delivered free through mass campaigns, routine delivery through ANC/immunization visits, social marketing, voucher programs, retail market

Families, decision makers, mothers

- Acquire ITNs
- Hang ITNs correctly; use them consistently
- Wash the ITN with "regular" soap and hang (or lay) to dry in the shade

Health service providers and community volunteers, distributors (vendors)

- Promote ITNs at every opportunity (for example, antenatal clinic visits, child visits)
- Give information on how/when to use ITN, including demonstrating how to hang
- Distribute and explain vouchers as needed and provide information on where to get ITNs

Community leaders, organizations

- Promote ITNs at every opportunity (for example, community meetings, child health days) and special events and demonstrate use, hanging

IPTp: Delivered through routine ANC visits, at least twice during pregnancy

Women, mothers

- Attend ANC in first trimester and return for each scheduled visit
- Take number of SP doses recommended by country policy

Health service providers

- Provide correct SP dose to healthy pregnant women at correct times; explain its purpose and potential side effects; ideally the woman will be observed taking her treatment
- Encourage early and frequent ANC attendance; give appointments for next visit

Community leaders, organizations

- Encourage early and frequent ANC visits, especially for IPTp

IRS: Delivered through annual or semiannual campaigns prior to rainy season in targeted areas of a country.

Families

- Prepare buildings before spraying
- Allow sprayers inside home
- Don't wash or replaster walls after spraying is done.

Sprayers

- Carry out effective, quality operations
- Wear protective equipment (ensure women who spray are not pregnant, potentially exposing the fetus)

Community leaders, organizations

- Facilitate spraying within their communities (planning, discussing with community, etc.)

Diagnosis and Treatment of Fever: Delivered through health facilities, community/home-based channels, the private sector, and in some cases, traditional healers

Families

- Know the signs and symptoms of malaria and the high risk that malaria poses for children under 5 and pregnant women
- Seek diagnosis and treatment for children within 24 hours of onset of fever
- If the fever is due to malaria, acquire and give the right ACT, in the right dose, for the right number of days
- Do not stop treatment or share ACTs with other people
- Recognize signs of severity/complications/failure to respond to treatment and seek help promptly

Medicine dispensers

- Ask about previous treatments (to identify treatment failures) and symptom history
- Dispense the right ACT in the right doses
- Explain clearly how to take medication and discuss side effects
- In areas of stable malaria transmission, treat all febrile children under 5 with the appropriate ACT
- Ask about signs of severity and refer to health center when necessary

Health service providers (including community-based, where appropriate)

- Make sure that the person with fever is tested for malaria, and if the diagnosis is malaria, prescribe ACT in the right doses
- Ask about previous treatments (to identify treatment failures) and symptom history
- Prescribe the right ACT in the right doses
- Explain clearly how to take medication and discuss side effects
- Recognize signs of severe disease and treat or refer