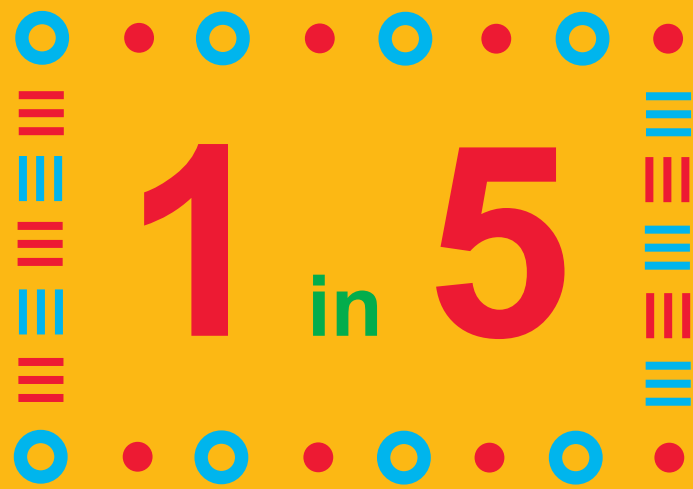




**Communications to change  
attitudes to malaria in  
Ethiopia**

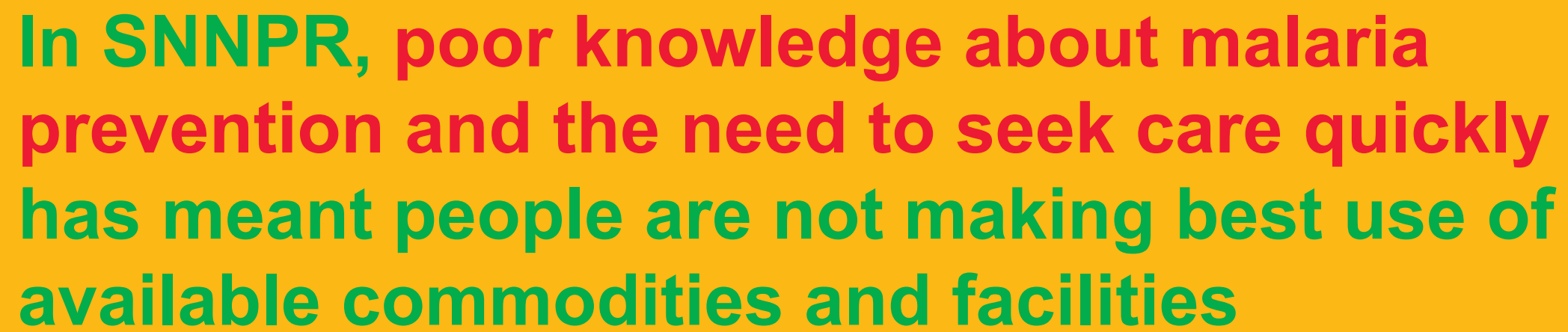
**IMPACT**

**Malaria accounts for**



**of all cases in the Southern Nation Nationalities People's Region (SNNPR) of Ethiopia**





**In SNNPR, poor knowledge about malaria prevention and the need to seek care quickly has meant people are not making best use of available commodities and facilities**

In 2014, Malaria Consortium introduced a project to improve people's use of community based health services in SNNPR, reaching





**To increase communities' preventive and care seeking behaviour by improving people's understanding of**

- **malaria**
- **how to protect themselves from the disease**
- **the importance of seeking medical care quickly**

**this involved...**

111  
road  
shows

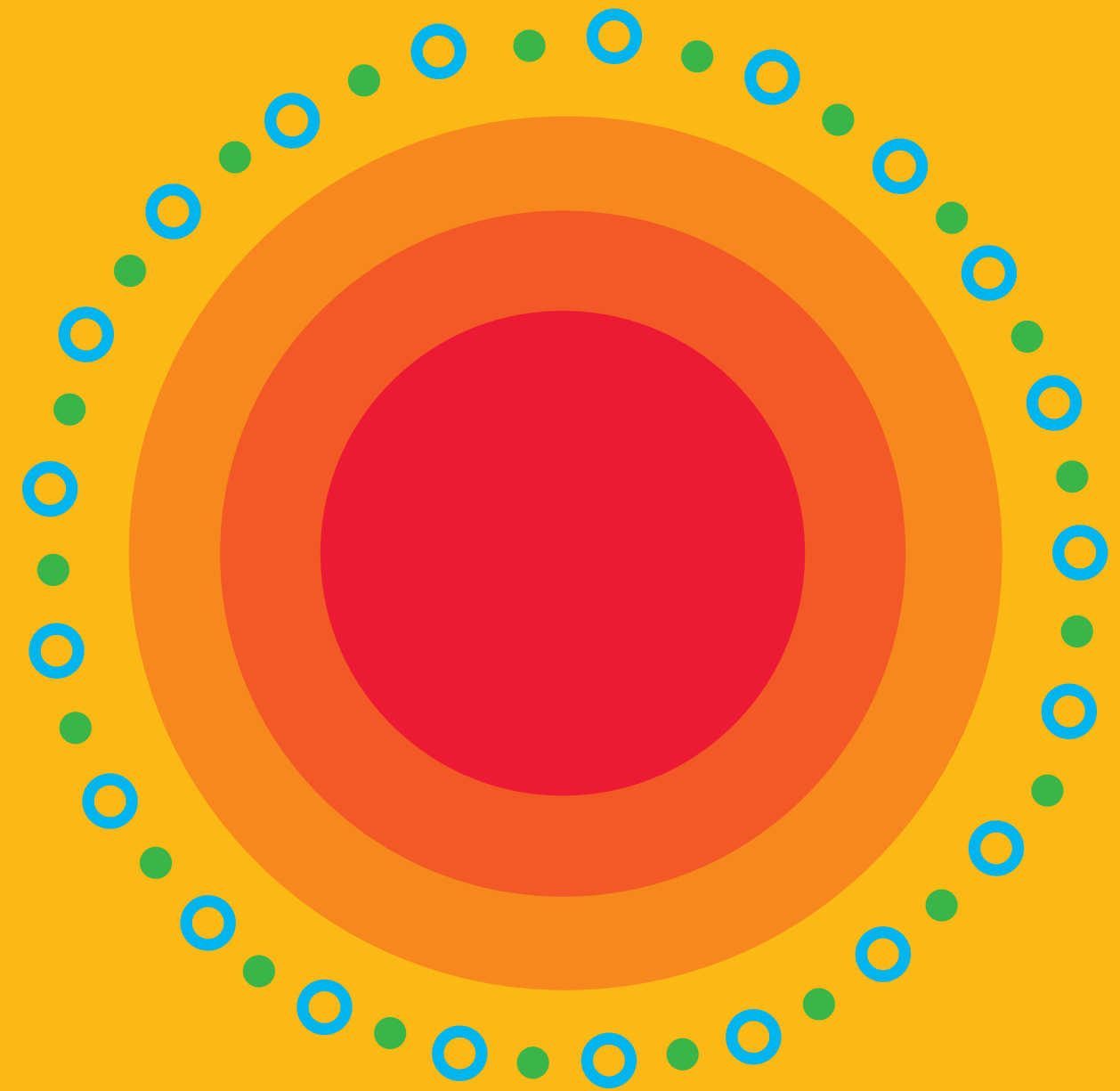
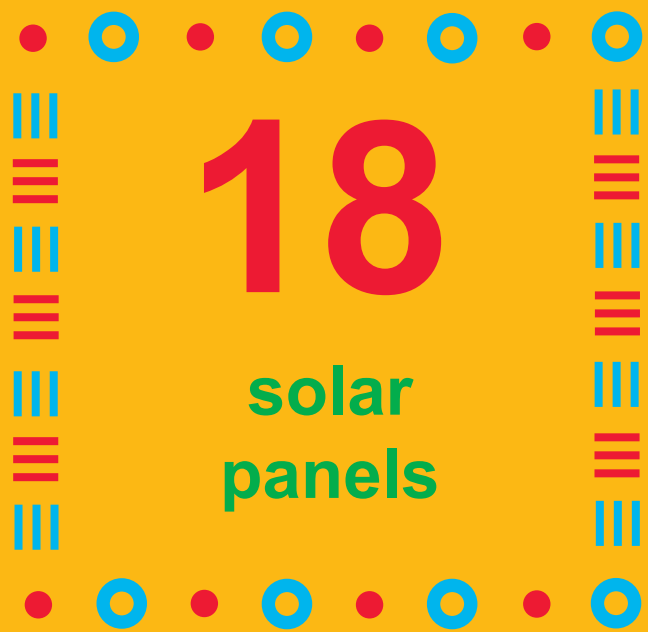
400,000 people from local  
communities attended  
outside events where  
educational movies  
were screened



72  
school  
clubs

Malaria messages and  
media equipment were  
provided for schools to  
start anti-malaria school  
clubs





Schools in rural villages with no access to electricity were given **solar panels** to run school clubs



36  
billboards

Schools received **billboards** illustrating proper use of long-lasting insecticidal mosquito nets and prompt care seeking behaviour



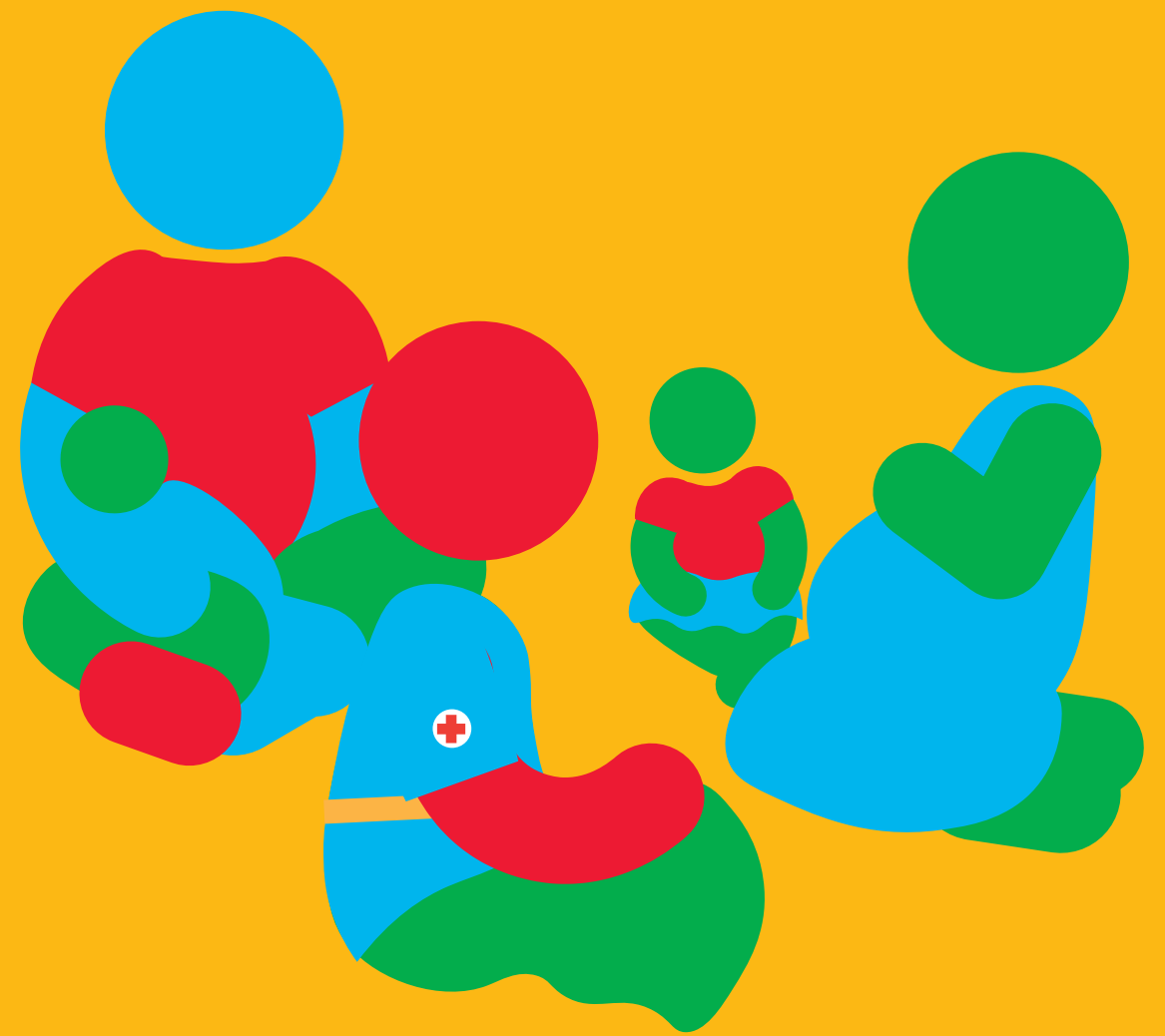
114  
health posts

Posters, booklets and leaflets distributed to health posts helped health extension workers create awareness



215  
health  
extension  
workers

Volunteer community workers were trained on directing community conversations on **malaria prevention and control**, identifying malaria symptoms and referring febrile children to health posts using danger sign tools.

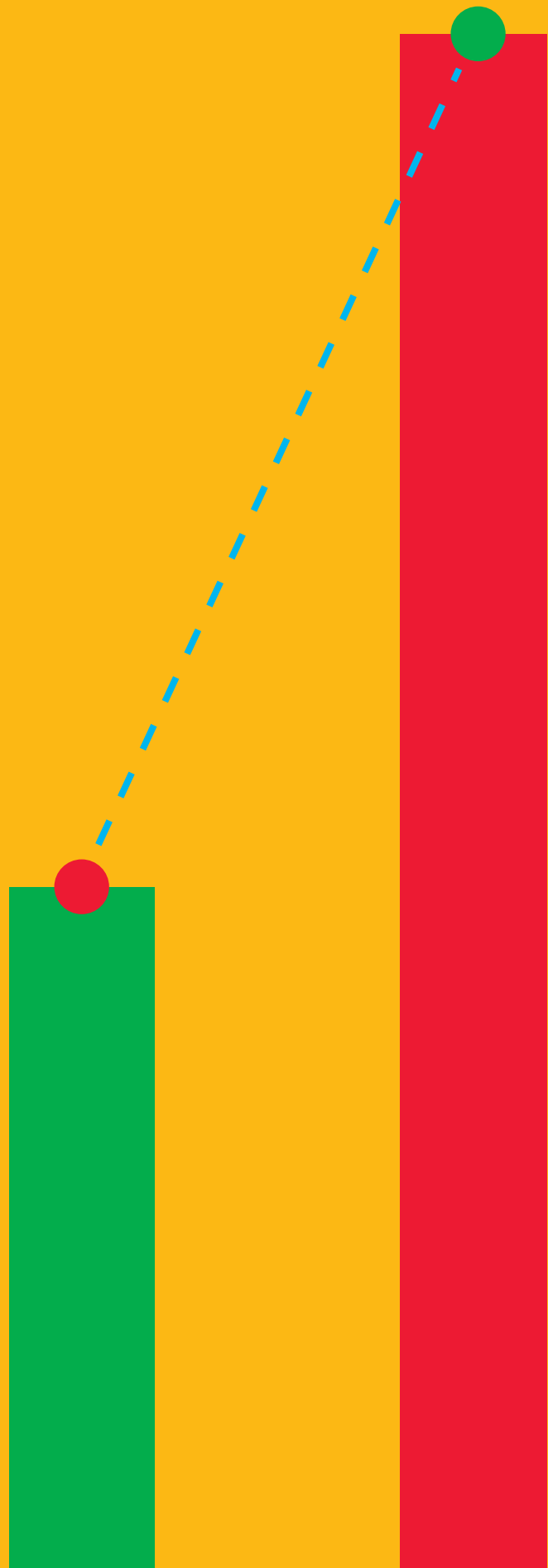


238  
health  
workers

were trained to provide effective  
supportive supervision for health  
extension workers to improve their  
performance in **service delivery and  
quality of care at community level**







**Children under five with fever referred to health extension workers by HDA volunteers increased from 33% to *73%***

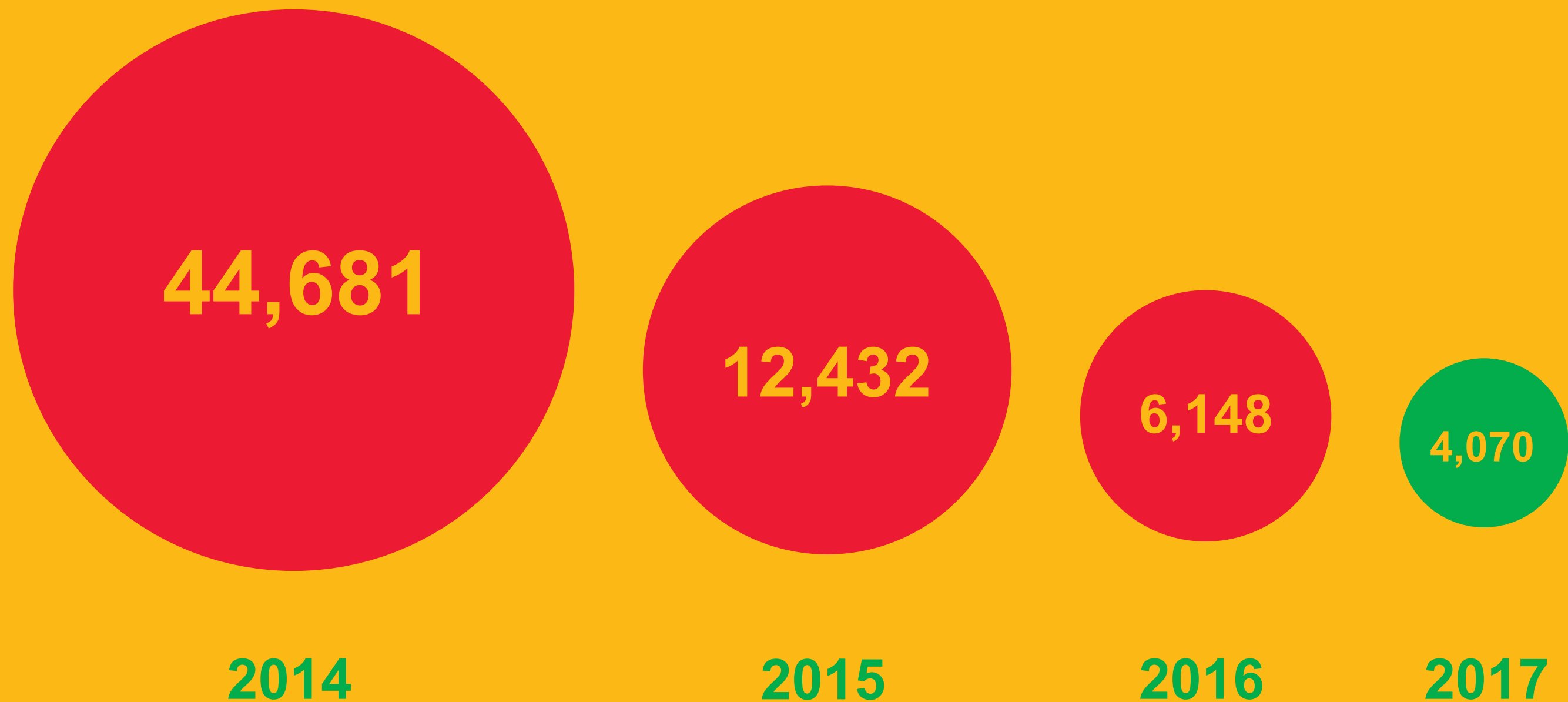
Children under five with fever seeking treatment within 24 hours increased from

46%

to

70%

**Project districts of Halaba and Boloso Sore showed a significant decrease in the number of malaria cases (outpatient)**





91%



**reduction in the number of  
malaria cases requiring in-  
and out-patient treatment**

Integrated Community-based Interventions for Malaria Services (ICIMS) is a three year project funded by the James Percy Foundation that began in 2014 in the Boloso Sore and Halaba districts of SNNPR, Ethiopia.

Malaria Consortium is one of the world's leading non-profit organisations specialising in the prevention, control and treatment of malaria and other communicable diseases among vulnerable populations. Our mission is to improve lives in Africa and Asia through sustainable, evidence-based programmes that combat targeted diseases and promote child and maternal health. We target key health burdens, including malaria, childhood illnesses such as pneumonia, diarrhoea and malnutrition, and neglected tropical diseases, along with other conditions that affect child and maternal health.

[www.malariaconsortium.org](http://www.malariaconsortium.org)



FightingMalaria



MalariaConsortium



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malaria  
**consortium**  
disease control, better health