Communications to change attitudes to malaria in Ethiopia

IMPACT
Malaria accounts for 1 in 5 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

- 79,386 children under five
- 428,255 children older than five to adults

Total: 507,641
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...
400,000 people from local communities attended outside events where educational movies were screened.
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.
Schools received billboards illustrating proper use of long-lasting insecticidal mosquito nets and prompt care seeking behaviour.
Posters, booklets and leaflets distributed to health posts helped health extension workers create awareness.
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.

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