



**malaria  
consortium**  
*disease control, better health*

# Using SBCC to create demand for mosquito nets in the private sector

## The Case of the Malaria Control Culture Project in Uganda

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# Background

Malaria Consortium Uganda set out to create a 'malaria control culture' in Eastern Uganda, Tororo District, through a 3-year project.

Malaria Consortium used mosquito net use as an entry point to creating a culture of malaria control by:

- developing routine LLIN distribution channels through antenatal care services and schools, to ensure the continuous flow of nets into communities, following a universal coverage campaign
- enhancing community value of, and demand for, LLINs through both public and private sectors

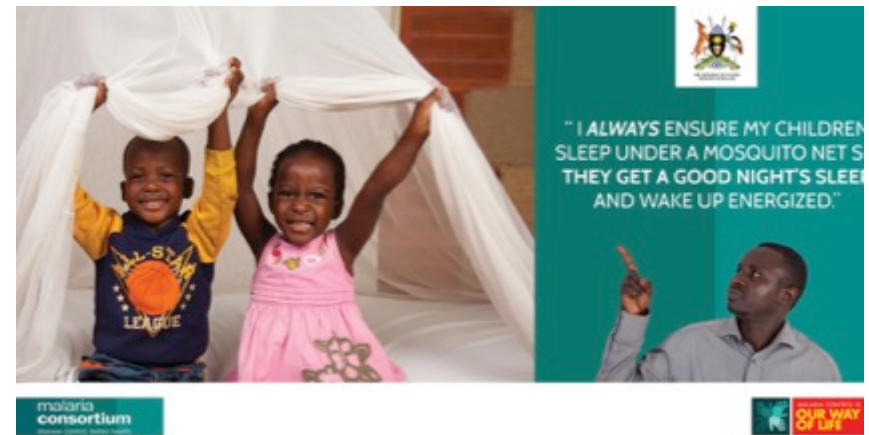
# Communication intervention objectives

**To create a culture of sleeping under an LLIN every night:**

- To enhance value attached to mosquito nets
- To create sustainable demand for nets in the private sector, beyond the free distributions

**To promote the other malaria control key behaviours:**

- Seeking treatment within 24 hours of fever onset
- Testing before treatment
- Adhering to the test results
- Adhering to the prescribed treatment

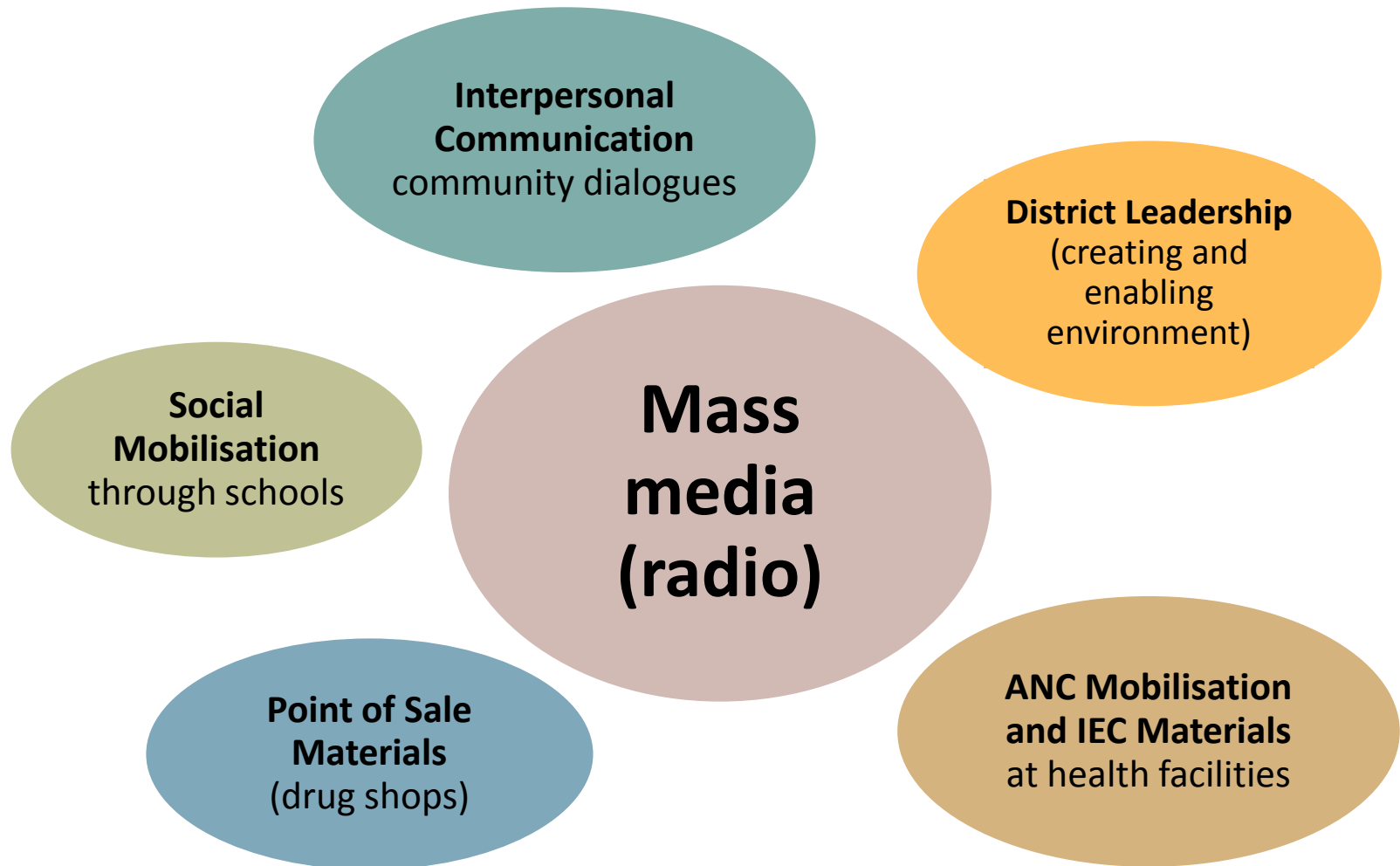


*Campaign poster promoting net use for children under 5*



*Celebrity campaign poster promoting testing before you treat*

# Multi-channel intervention targeting the eco-system of behaviours



# Key elements of the intervention

## PUSH

The SBCC campaign addressed key motivators

1. Have a good night's sleep
2. You will wake up energised
3. You will be more productive
4. It is a way of life

## PULL

Support provided to private sector development

1. Trained and mentored the drug shop owners on how to leverage on the SBCC campaign
2. Promote the participating private outlets as your source of quality mosquito nets



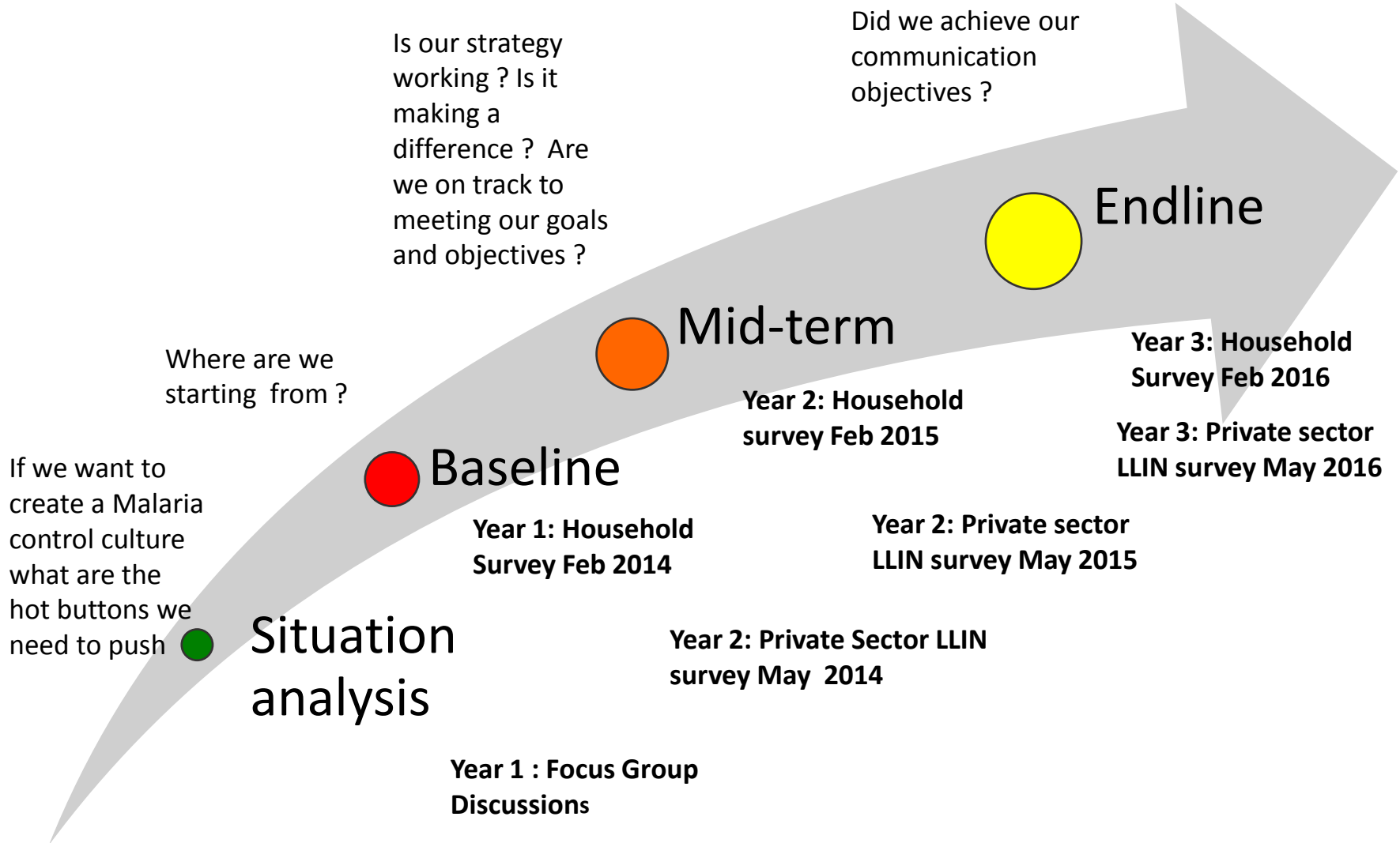
*Campaign poster promoting mosquito net use for the family*



*Campaign poster identifying drug shops where you can find quality nets*

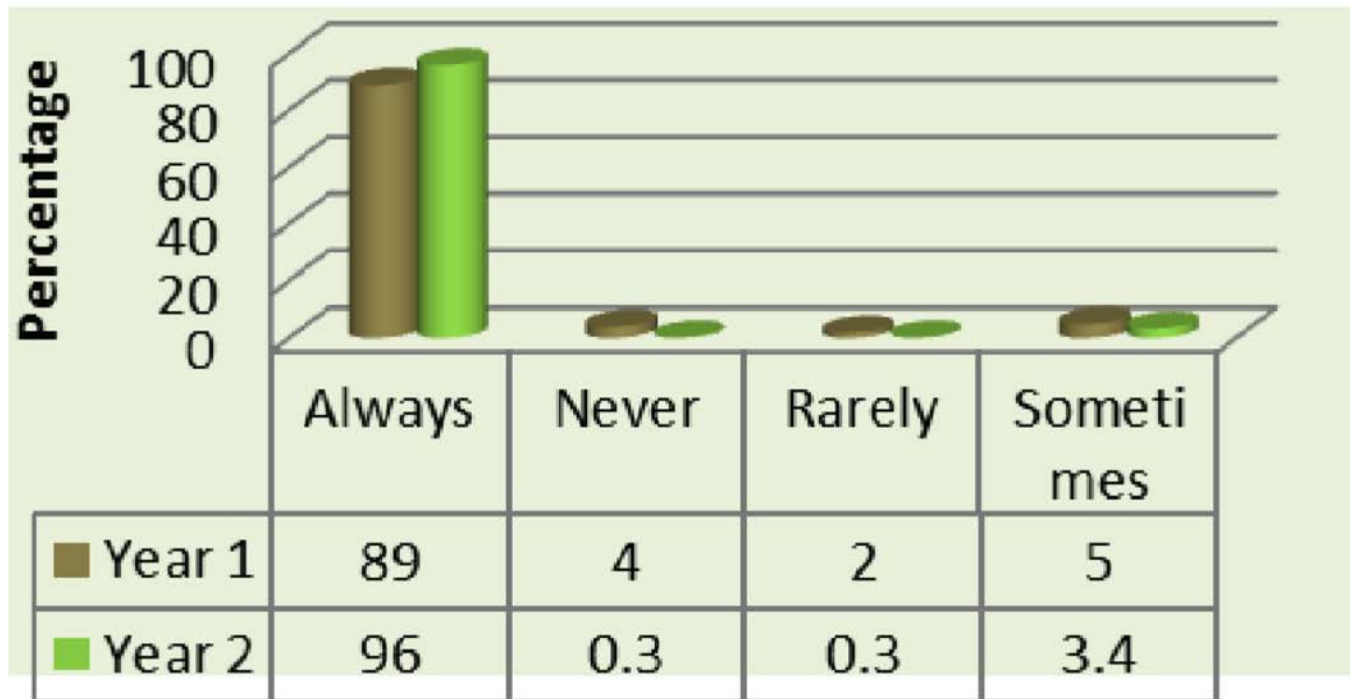


# Monitoring and evaluation framework



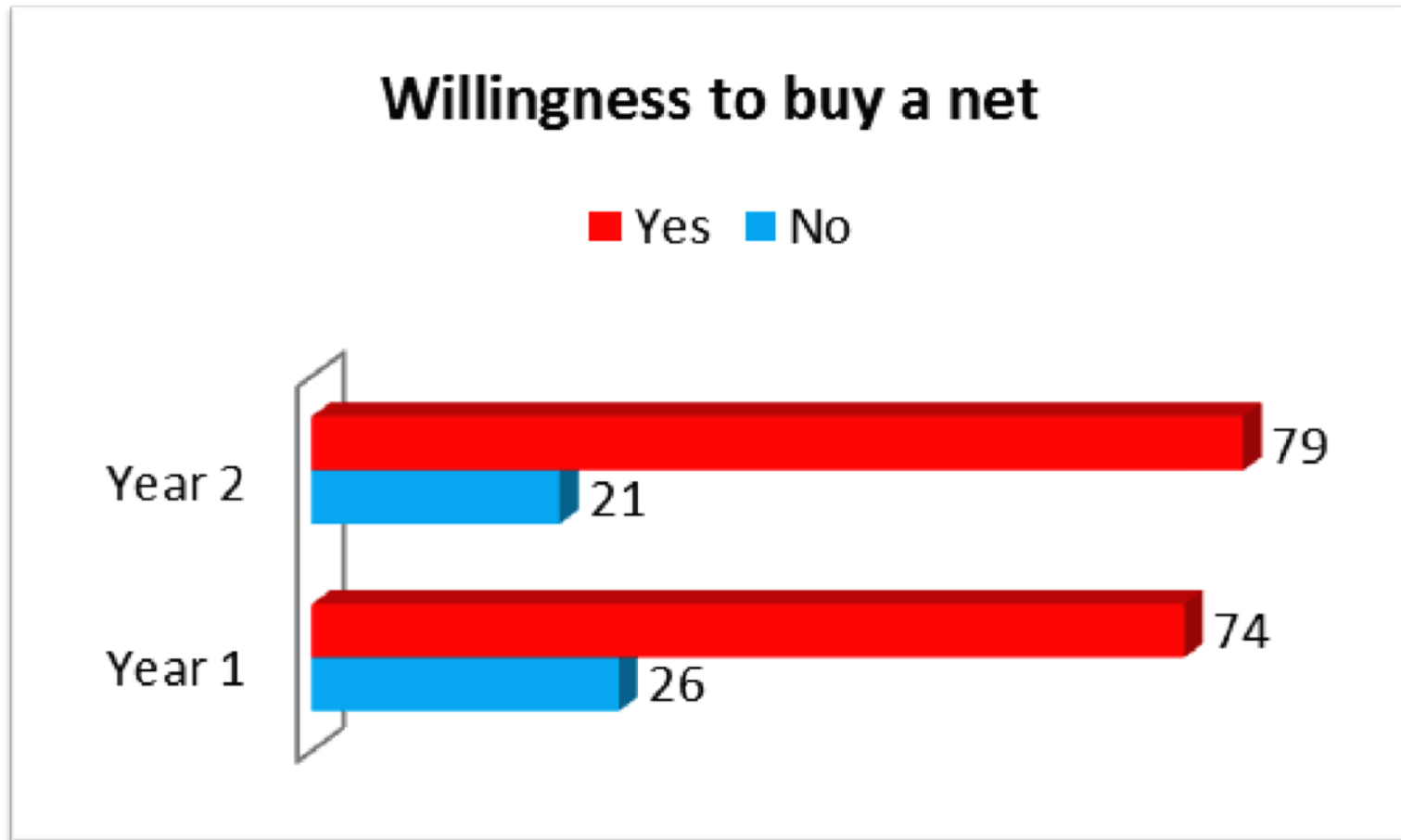
# Results

## How Often one sleeps in a net



More people were attesting to always sleeping under a mosquito net in year two than they were in year one

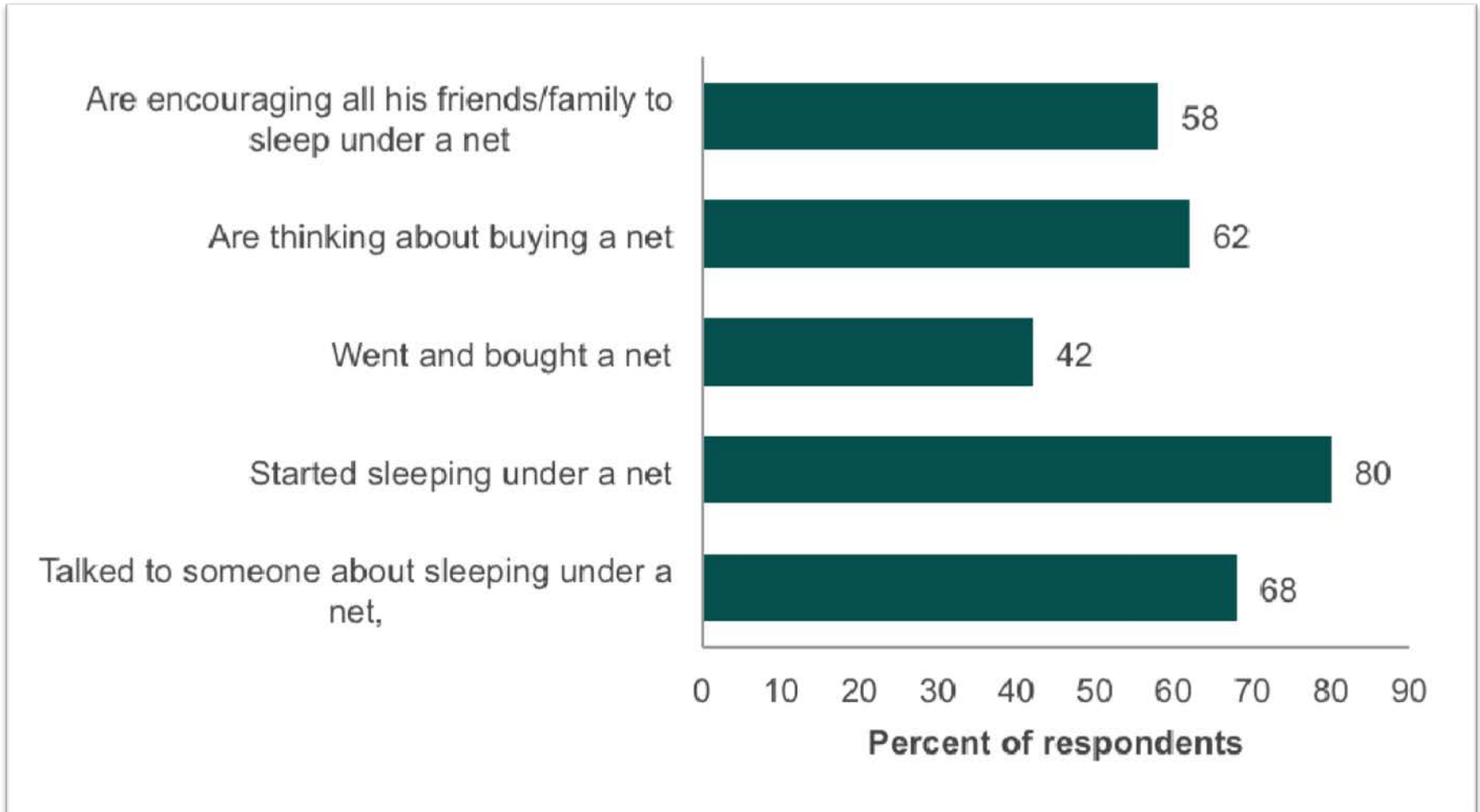
# Results



In year two, willingness to buy a net by the local people increased by 5% from 74% to 79%, which may indicate an increase in the value people attach to nets

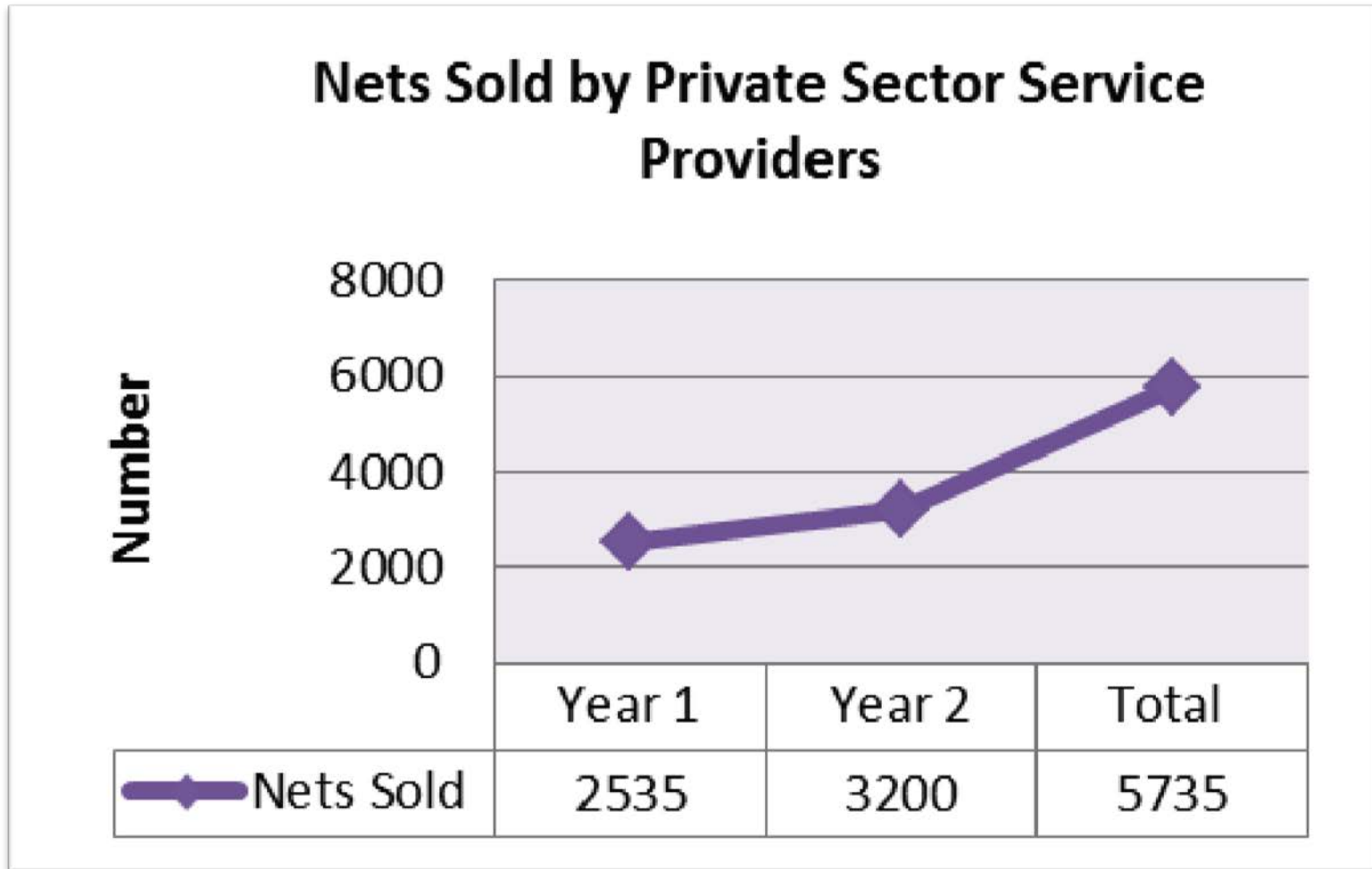


# Results



The graph above shows the reported actions taken after being exposed to campaign messages

# Results



There has been an increase in the nets sold by the private sector over the two years of project implementation, as indicated in the graph above

# Elements of sustainability

- The drug shop owners are looking for ways to pay for the SBCC campaign
- The private sector is looking into producing and distributing 'imaged nets'
- Malaria Consortium is training and mentoring the private sector on marketing, sales and distribution.
- Tororo District Health Team continues to support the private sector in the distribution of nets through its networks.



*These are the samples of the image nets being distributed in the schools and sold in the drug shops*

# Lessons learnt

- Constant reminders and incentives are needed to create sustainable demand
- An SBCC campaign designed with private sector involvement and promotion support elements helps attract the interest of the private sector
- Anchoring the products and behaviour(s) being promoted in the local values and beyond health gains helps communication efforts reach the target audience
- A campaign designed to target the eco-system of the audience and involving all stakeholders gets more traction
- Changing behaviours requires addressing both push and pull factors in an integrated manner



# Acknowledgements

- Comic Relief
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- Communities of Tororo district and their leaders
- Malaria Consortium Uganda and global staff

**Thank you**



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