

National Workshop on Malaria Control at the Community

*Advocacy, social mobilization and
Media for
the prevention of malaria in the
Community*

Luanda, 25-27 August 2009

Roundtable:

Advocacy, Social Mobilization, Use of Media

OBJECTIVE

- Analyze the points of success, constraints and challenges in the **implementation of the national IEC strategy**.
- Discuss **capital opportunities** to involve communities in the prevention of malaria.

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Analysis FOFA/SWOT

operationalization of IEC Plan at Community level
(**structural analysis**)

P. Strong	P. Weak	Opportunid.	Threats
IEC strategy is integrated with NMCP	Still missing definition of leadership in coordination of their implementation	Support of Office of Health Promotion based on its experience of Mobilization of JNV.	Risk of failure in operationalization
The proposed IEC/Malaria are discussed in the National Forum of NMCP	The role/authority of the Forum's approval of IEC materials Luanda, 25-27 August 2009	NMCP Forum ICC, MOBSOC Subcommittee Technical Subgroup PRAMMI	Difficulty horizontalized framework of various areas are still semi vertical

Analysis FOFA/SWOT

operationalization of IEC Plan at Community level
(**structural analysis**)

P. Strong	P. Weak	Opportunid.	Threats
Existence of a National focal point for IEC/Malaria	Lack of technical and methodological framework of the FP	Integration of FP in the area of coordination with the Media and Development Partnerships	Risk of failure in operationalization

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Analysis FOFA/SWOT

Operationalization of IEC Plan at Community level (CAP population analysis)

P. Strong	P. Weak	Oportunidades	Threats
Free distribution of mosquito nets Women of childbearing age above 3 million and children under 5 years nearly 4 million	Mechanisms for distribution and the correct usage of mosquito nets	Pre-natal consultations NGOs "Prescription controlled "	Do not use or incorrect use of mosquito nets

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Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the design and production of IEC materials)

P. Strong	P. Weak	Oportunidades	Threats
Existence of a IEC materials package for prevention of Malaria	Lack of leadership in development of content of messages	Approval of a national script of development messages	Conflict between commercial promotional messages and Educational messages
	The existence of several symbols used at the same time	Existence of an approved logo	Lack of Prominence of the logo
	Lack of official instrument to guide development of messages	Seminar of Consensual Guide of standard messages	

Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the design and production of IEC materials)



Luanda, 25-27 August 2009

Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the design and production of IEC materials)



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Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the design and production of IEC materials)



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Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the Implementation of the Plan)

P. Strong	P. Weak	Oportunidades	Threats
Theoretical approach of the integrated operation of the IEC plan	Lack of ownership of the plan at the social and Community level	NGOs, churches, ACS, Schools, Media, Diva, network Journalists, Community Initiatives, Community development projects	No ownership of the plan

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Analysis FOFA/SWOT

operationalization of IEC Plan at Community level

(analysis of the involvement of the community)

P. Strong	P. Weak	Oportunidades	Threats
The existence of Structure of community mobilization as part of NIDs to eradicate POLIO and ACS under the PRAMMI	No use of structures for community participation	National network of Mobilizing ACS Alliances for eradication of Polio	Difficulty of coordination at national level

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Capital opportunities to involve communities

Jan	Feb.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov.	Dec

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KEY MESSAGES

COMMENTS

1.º Grade	2.º Grade	3.º Grade	4.º Grade
Malaria is a disease caused by a parasite			
Transmitted by the bite of a mosquito			
It is manifested by fever, headache, weakness			
Prevents by always using Insecticide treated mosquito nets			
Existence of new medication. Treatment should be directed at the Health Center or Hospital			

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