



IEC under Round 7 Global Fund

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Today's presentation

- Summary of IEC activities of Global Fund
- The process of developing PSI communication campaigns
- Specific examples of campaigns
- Activities planned for next year




IEC Activities, Global Fund

Why?  - To facilitate change in behavior for malaria control

How?  - Based on evidence
- Creates consistency of implementation of the Strategic Plan of NMCP

-Ensure consistency of IEC messages

-Via mass media and IPC (interpersonal communication)

Objectives:  -80% of people who care for children know:
• the causes and symptoms of malaria
• at least one method of prevention
• What is the effective treatment of malaria
• Where to obtain health services for malaria



IEC Activities/BCC, Global Fund

	Ano 1	Ano 2	SR
Budget	\$1.091.488	\$972.012	
Indicators			
TV, Prevention and Treatment	120 spots	120 spots	PSI
Radio, Prevention and Treatment	9.720 spots	9.720 spots	PSI
Marketing social (ITNs), radio	3.780 spots	7.920 spots	PSI
Marketing social (ITNs), outdoors	17 outdoors	17 outdoors	PSI
Search for evidence to communication activities	Quant. (changed for qualitative)	Quant.	PSI
Training of activists for distribution	200	-	PSI
Manuals for ITNs distribution	108.600	45.030	Unicef
Communication Campaigns for distribution	Materials produced		Unicef



Planned Activities, Global Fund

Mass Media

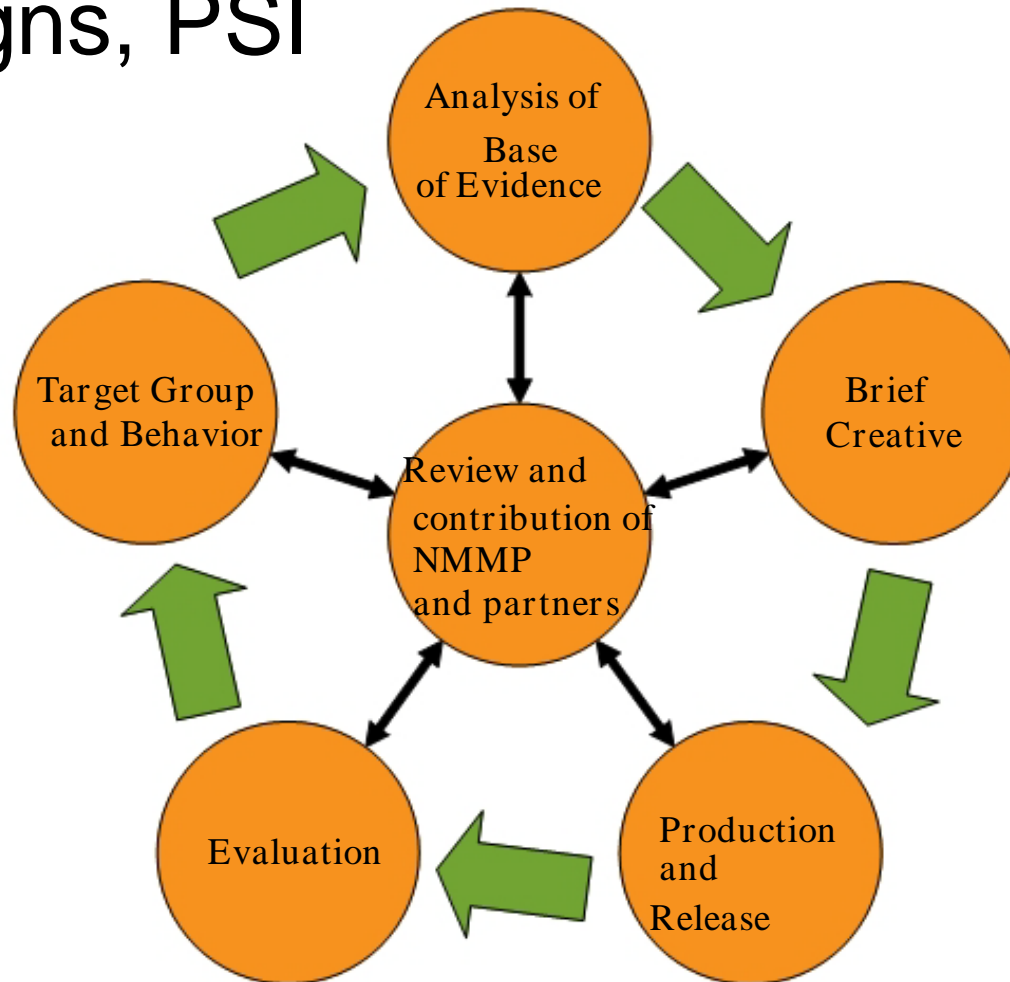
- Promoting the use of Insecticidal treated mosquito net specifically for pregnant women and children under 5 years
- Promotion of ITP in pregnant women
- Promotion of access and adherence to ACTs/Coartem

Inter-Personal Communication

- Training and mobilizing activists For health prevention and treatment of malaria
- Communications for community- based prevention and treatment integrated with IMCI



The Process of Development of Campaigns, PSI



Analysis of Base of Evidence:

- Search results (TRaC 2007) identified determinants of behavior for malaria control :

- ➔ Knowledge about transmission and prevention of malaria (myths specifically in the provinces)
- ➔ Know where you can buy the mosquito nets
- ➔ Social standards (if the neighbors seek early treatment; people that realize ITN usage as a norm in your community, have increased usage)
- ➔ Locus of control: people who report greater confidence in their ability to protect the health of your family have increased usage of ITN



Key Messages Based on the Evidence: Brief Creative

- Malaria is transmitted by mosquitoes and usually only overnight
- Always uses the mosquito net
- As soon as the initial symptoms of malaria are observed, will immediately visit the nearest health centre
- ACTs/Coartem is the treatment recommended by MOH





Production and Release: PSI Activities for this year

- 3 Radio Spots for promoting use of mosquito net always
- Spot 1 television and 1 radio on ACT/Coartem
 - Information on the Coartem in the public sector



Evaluation of the Activities

-  Evaluation of PSI's Communication Activities (TRaC-M) to measure the range and understanding message
-  MIS/ MICS National to assess the objectives of the programs on the activities of BCC to measure the extent of messages

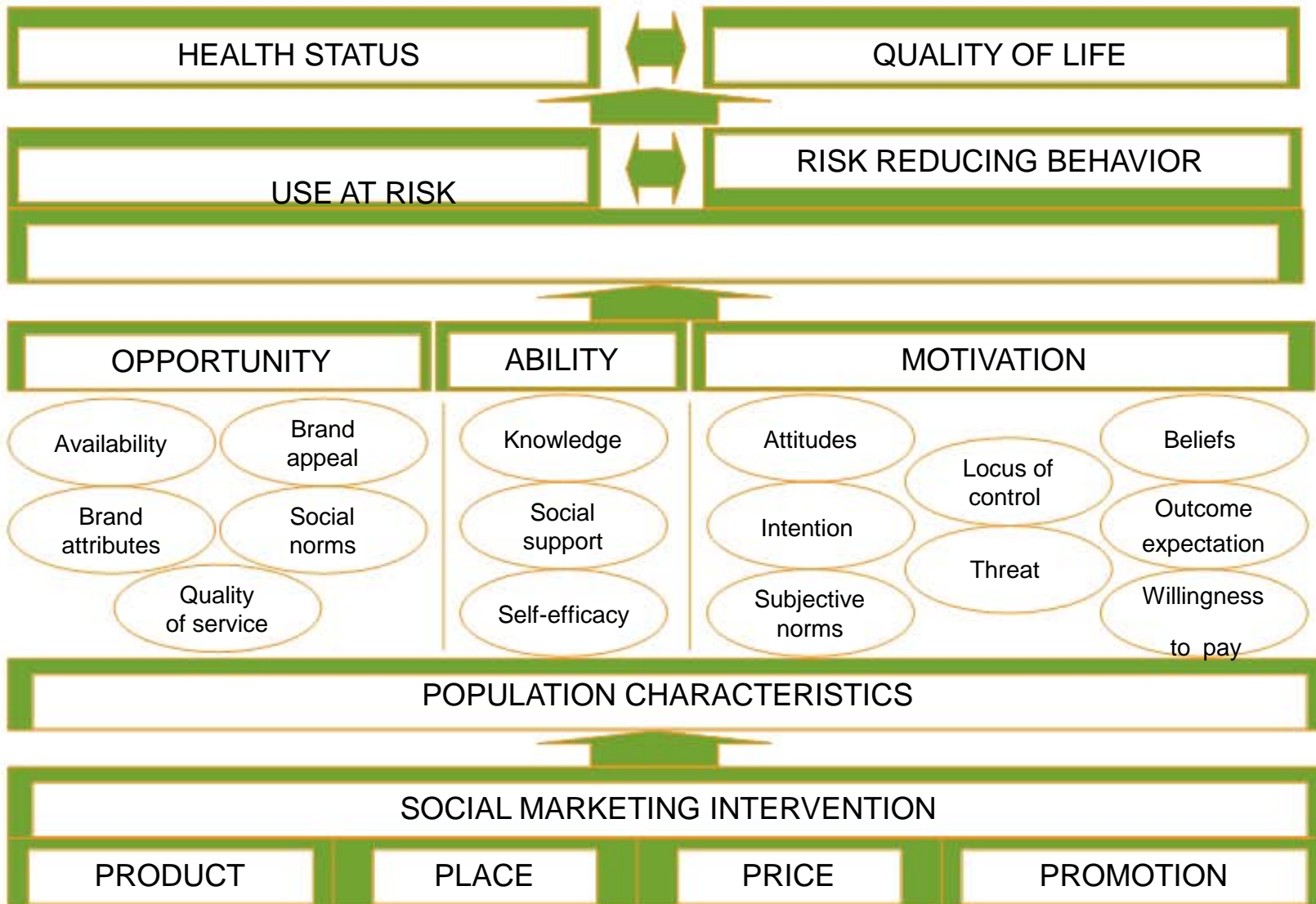
Activities Planned during the next 12 months

- Qualitative study (FoQus) to better understand the determinants of its usage behavior
 - Involves in-depth interviews with people and pregnant women
 - Results will be applied in promotions of ITNs and serve as a resource in IEC national partners
- New ITP promotion campaign
- New campaign to promote general mosquito net usage (radio)
- New promotional campaigns for insurance and saved (radio, billboards, print) and promotional/educational events



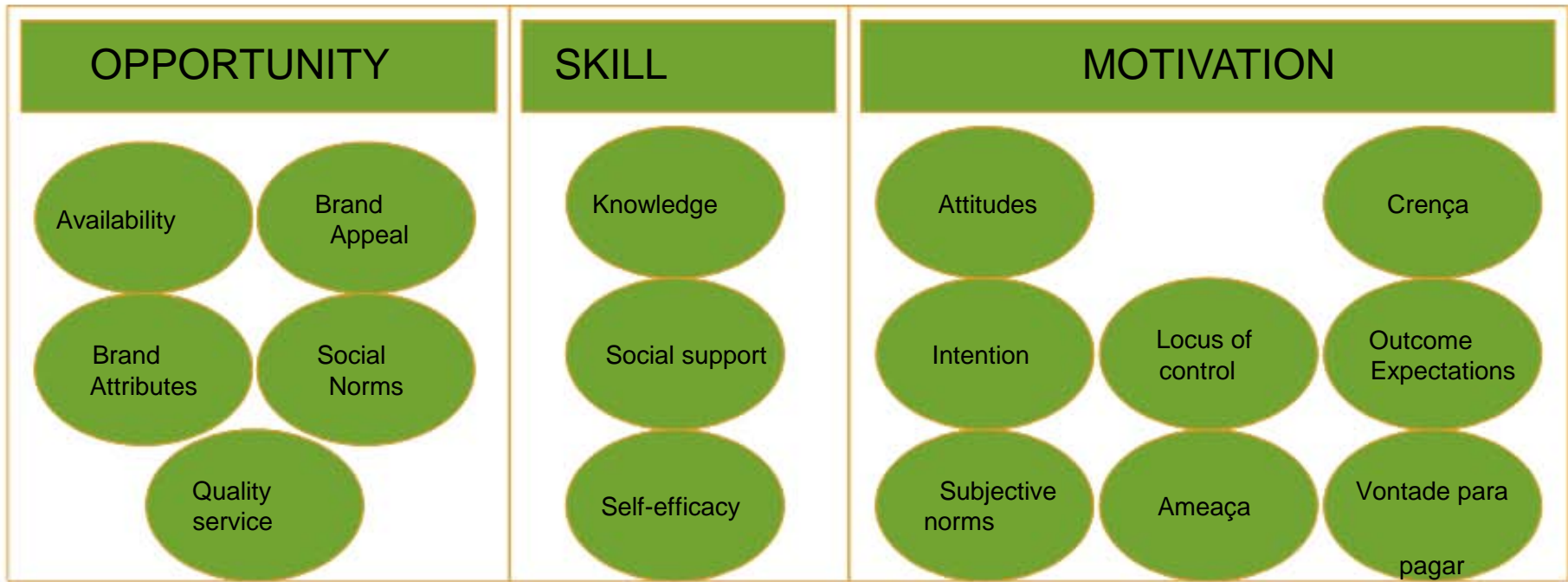
Thank You





This is diagram which illustrates PSI's Perform behavior change framework





This is part of the previous diagram which illustrates PSI's Perform behavior change framework

(translated into Portuguese)

