

Designing a community engagement approach requires a few additional steps. These approaches seek to work with and mobilize groups of people who may have distinct beliefs, behaviours, and preferences that are not always obvious. Before beginning a new programme, it is essential to understand how your approach will be received by your target audience.

To support the achievement global malaria goals for 2030, the RBM Partnership to End Malaria SBCC working group developed the *Strategic Framework for Malaria Social and Behaviour Change Communication 2018–2030*, available at <https://www.rollbackmalaria.org/organizational-structure/working-groups/sbccwg/>

The Strategic Framework describes the potential roles of SBCC approaches for malaria and contains tools to carry out situation analyses and audience analyses, build communication and implementation plans, and design a monitoring and evaluation framework to measure success.

### Integrating community engagement into all interventions

Most malaria interventions can be made more effective by integrating community engagement or SBCC approaches. This can be a cost-effective way to begin community engagement, as it supports existing projects. Real community engagement requires community consultation to understand their needs. When beginning community engagement, it is essential to build in a consultative process with the population you hope to serve, discussing with

community leaders and groups representing different constituencies (e.g., women, forest workers, marginalized groups, etc.) how malaria interventions can be made more effective and better able to reach and positively impact everyone, regardless of their gender, age, ethnicity, religion, etc.

Here are a few examples of how your campaign can support other interventions:

### The Community Champions model

In Senegal, the National Malaria Control Programme and partners used the “Community Champions” programme to create community ownership of the malaria fight through education and local capacity building.

Senegal recognized in its plan to eliminate malaria that communities had an essential role to play. Malaria prevention tools had become widely available in affected areas, but people continued to get sick. It became clear that many people lacked the knowledge and skills needed to protect their families from the disease.

The Zero Malaria Starts with Me campaign in Senegal found the answer in the village of Thiénaba. Thiénaba has not had a malaria-related death since 2009. Prior to this, malaria was wreaking havoc in the community.

In 1999, Ami Diop, a 12-year-old girl, passed away after a two-day sickness with fever. Ami’s father, El Hadj Diop,

Intervention	Community engagement opportunities
LLIN distribution	<ul style="list-style-type: none"> <li>○ Hire local musicians to turn the LLIN distribution into a public celebration.</li> <li>○ Use a local theatre group to demonstrate the purpose of LLINs and how to use them in a brief skit.</li> <li>○ Distribute visual aids and flyers with key messages about fighting malaria along with the LLINs so that people know how to use them.</li> </ul>
IRS campaign	<ul style="list-style-type: none"> <li>○ Train the IRS operators on awareness raising techniques so that they can explain what IRS is for and why it is important.</li> <li>○ Broadcast a radio advertisement the week before the campaign to explain why they should agree to IRS.</li> <li>○ Have the IRS operators distribute flyers about other prevention techniques, malaria symptoms, and where to seek treatment.</li> </ul>
Drug-based strategies (Seasonal malaria chemoprevention (SMC), mass drug administration (MDA), etc.)	<ul style="list-style-type: none"> <li>○ Host a community event with religious leaders and local authorities to explain what the drug-based strategy is for and how to participate.</li> <li>○ Broadcast an interview with a health expert in the local language to answer questions about the approach.</li> <li>○ Train local champions to explain the campaign to neighbours</li> </ul>
Integrated Vector Management (IVM)	<ul style="list-style-type: none"> <li>○ Train a community-based organization on malaria prevention skills</li> <li>○ Recruit volunteers to eliminate mosquito breeding sites</li> <li>○ Provide awards (trophies, certificates), to communities that fight malaria effectively.</li> </ul>



was devastated by the loss of his daughter and decided to prevent other families from experiencing a loss from this preventable disease. El Hadj formed the *Association Islamique Sopey Mohamed* (AISM), which became the town's main source of education on stopping malaria. Twenty years later, persistence and communal responsibility have become a simple, yet innovative solution to Thiénaba's malaria challenges.<sup>8</sup>

Inspired by Thiénaba's example, the campaign brought together motivated individuals from communities with malaria, technical experts from the health system, and a private sector partner eager to support its customers in accessing lifesaving tools to create the Community Champions model.

The programme raises awareness about malaria symptoms, treatment, and prevention that would be led by locally recruited and trained "Community Champions." The Champions shared essential malaria information with their communities through neighbourhood events, household visits, and presentations at schools, making themselves available to answer questions and provide advice. The Champions also worked closely with local health structures, serving as a bridge between public services and the community, and organized "clean-up days" to destroy mosquito breeding sites.

If you are interested in more information about the approach used in Senegal, the following resources provide an in-depth look into how it was designed and managed and can be easily adapted to deploy a similar programme in your country.

### Special events for community engagement

An easy way for anti-malaria efforts to stay visible among political partners, private sector partners, and the community is to organize celebrations around key dates (see table below). Rather than host an event, an office or conference room, consider organizing it in a community to show your support for the population. A World Malaria Day celebration in a region that is leading the malaria fight can recognize success and remaining challenges, increase community motivation to participate in campaign projects, and share key messages with those in attendance.

### Community engagement through mass media

Mass communication, such as radio, television, billboards, and online campaigns, can be used to share malaria messages and increase the visibility of your campaign. Though these approaches have the potential to reach thousands, or even millions of people, the depth of engagement is relatively shallow and are unlikely to result in behaviour change unless complemented with other approaches.

Often, private sector companies are willing to support and co-brand mass media approaches, as they are highly visible and help them develop a positive brand image. Many large companies also have marketing departments and relationships with radio, TV, and online marketing producers. See [Module 4: Private sector engagement](#) for more details.

You will want your communication to be short, fun, memorable, and educational. Many styles are available depending on your budget and available production partners, including:

Resource title	Description
<b>Community champions brief [Will be translated in June]</b>	Describes the programme, how it was developed, its objectives, and approach.
<b>Community champion training guide [Will be translated in June]</b>	Manual used to train Community Champions
<b>Malaria picture book [Will be translated in June]</b>	Pedagogical tool used by Community Champions to describe malaria symptoms, treatment, and prevention.
<b>Monitoring tools [Will be translated in June]</b>	Templates used by Community Champions to report on their activities
<b>Zero Malaria certificate [Will be translated in June]</b>	Certificate used by Community Champions to recognize households with exemplary malaria prevention practices in place as a motivational tool.

<sup>8</sup> Speak Up Africa. (2018, March 29). How a Little Innovation and Determination Helped One Community in Senegal Reach Zero Malaria-related Deaths. Retrieved May 15, 2018, from <http://www.speakupafrika.org/blog/>