



Contextualize malaria evidence

Before beginning a new project in the public sphere, many project managers use the PEST (Political, Economic, Social, Technological) analysis tool to understand what external factors might influence its success or failure. The PEST tool will help you take a broader look at current developments and will help guide future actions and timing.

The PEST tool asks users to brainstorm relevant external factors in the following categories:

- **Political:** What is the current political climate like and how might that affect your ability to bring political leaders on board?

- **Economic:** What is your country's economic situation? How healthy is its budget? What is the current strategy for poverty reduction?
- **Social:** What is the state of most people's knowledge about malaria? Which demographic groups are most affected?
- **Technological:** What are the current tools your country uses to fight malaria, both in the field (LLINs, diagnostic tests) and behind the scenes (data analysis software, rapid reporting systems)?

PEST tool

<p>Political factors</p>	<p>Economic Factors</p>
<p>Social factors</p>	<p>Technological factors</p>

Identifying areas for action

At this point, you know the status of malaria, its impact, and what is being done to fight it in your country. You have identified the main stakeholders in this area as well as some potential players to consider, and you understand the broader context. Now, it is time to use this evidence to identify how a campaign approach could support anti-malaria efforts in your country.

An easy way to look at the “big picture” of a problem is through the *Problem and solution tree* tool. A Problem and solution tree is simply a flowchart with the “Problem” in the middle showing how certain situations contribute to causing the problem and then visualizing the primary and secondary effects of the problem. The problem you choose for this exercise can be anything you are interested in—from a large, multifaceted problem like “malaria exists in my country” to a more specific issue such as the “financing gap for malaria programmes.”