“Communication to vendors, care providers and community members”

Robert Mugerwa

21st Oct 2015
What has been done

• Community - Health seeking behavior
  • Identification of symptoms
  • Ask for the test

• Provider
  • Interpersonal communication skills
  • Motivation to act the right way
  • Profitability and Increasing client base
  • Confidence in RDT

• Feedback and pretesting messages at all levels
Behavioral Change Communication activities
ABS board and the sticker
Interpersonal communication
What have you found to be effective?

• Periodic review of the communication plans and strategies
  - Change of messages from test and treat to its safe, quick, reliable saves money and life

• Training of providers and availability of product before a communication campaign

• Timing is critical
What was found **not** to be effective

- Focusing the campaign on an individual
- Communicating “MRDT” acronym
What should be done next

Stronger and better targeted communication:

- Supplement messages to cater for other age groups
- 360 approach - IPC
- Focus messages on benefits rather than knowledge (safe, quick and reliable)
- More point of sale support
The Campaign

**People-centered:** The target audience is at the center of the strategy. Understanding the audiences, their knowledge, attitude and practices towards adopting the use of mRDTs.

**Participation of stakeholders:** The strategy takes into account the involvement of all stakeholders at all stages.

**Gender:** This Campaign promotes equitable opportunities for men and women.
New malaria policy in offing

UNITAID portfolio Manager, malaria Dr. John Culter, Tumwesigye and Maqumba during an evaluation meeting at Hotel Africana on Monday. Photo by Tony Rujuta.

KAMPALA

By Vivian Agaba

Dr. Elioda Tumwesigye, the health minister has said rapid diagnostic tests (MRDT) was organised by Malaria Consortium and attended by partners such as World Health Organisation (WHO), the National Drug Authority.
The Campaign

Multi-channeled: This strategy ensures effective strategic communication through the use of a variety of approaches. A media mix that integrates interpersonal communication (IPC), community-based channels, and Mass media

Benefit-oriented: The audience must perceive a clear benefit in taking the action promoted by the communication effort. The mRDT will save your life, Money and Time

Results-oriented: The ultimate proof that a strategic communication effort is effective lies in health outcomes. Monitoring and evaluation will be undertaken by the partners to determine whether objectives were achieved.
OTAZAANA EJAARA NOMUSWIYIJA

Kozesa ka MALARIA TESTA okumanyira kimungu omuswiyija ogwo ogw’emibu nukwo otunge obujanjiabi bwonyini.

Saba omusaaho waawe ka MALARIA TESTA.
Lessons Identified

• mRDTs seem more appreciated by owners of drug shops and pharmacies, as compared to clinics.
• Outlets operated by owners are more reliable.
• People are highly aware of the need to test but practice should be the focus.
• Involvement of the professional bodies and the districts makes compliance for providers easy.

Questions?