MALARIA BCC INDICATORS AND REPORTING GUIDE FOR MALARIA COMMUNICATION EVALUATIONS

Strengthening M&E for Malaria Social and Behavior Change Communication

RBM CCoP – M&E Task Force

HC3 Webinar, November 12, 2014

Where is M&E of BCC?

- The essential role of individual and community behaviors to reduce malaria burden is gaining increased recognition

- Key question remains: How do we best target, package, and deliver effective communication campaigns in the diverse settings that we work in?

- Challenge is due to gaps in research and evaluation for malaria BCC:
  - Challenges in establishing causal attribution of an intervention for measured behavior change
  - Limited capacity (human, technical, financial)
  - Limited global guidance to suggest "best practices"
  - Limited dissemination of evaluation findings and results

Progress

The global malaria BCC community is working to address these challenges through:

- RBM CCoP, M&E Task Force

- Task Force as a vehicle to finalize and disseminate complementary resources to advance the state of M&E for malaria BCC:

  1. Malaria BCC Indicator Reference Guide
  2. Reporting Guide for Malaria Communication Evaluations
  3. Research Agenda for Malaria Behavior and BCC

MALARIA BCC INDICATOR REFERENCE GUIDE

Objective of the Indicator Guide

- To support Ministries of Health, donor agencies, and implementing partners involved in malaria control to evaluate effectiveness of country-specific malaria BCC interventions using a rigorous and standardized approach

  The guide is available in English, French, and Portuguese on the RBM CCoP Reference Docs page:
  http://www.rollbackmalaria.org/mechanisms/cwg.html

Development of the Indicator Guide

- Guide modeled after existing resources:
  - MERG Core Population-Based Indicator Guidance
  - Family Planning and Reproductive Health Indicators Database
- Indicator selection criteria:
  - Commonly used theories of communication and behavior change
  - Studies examining determinants of behavior

Types of Indicators

- **Core indicators** associated with preventive behaviors:
  - Targeted behaviors: *seeking treatment for fever*
  - Reach/exposure to messages
  - Knowledge of cause, symptoms, treatment, and preventive measures
  - Perception of risk
  - Response efficacy of preventive practice/treatment: *using an LLIN*
  - Self-efficacy to perform a malaria-related behavior: *going to ANC for IPTp*
- **Supplemental and Experimental indicators** primarily reflect social norms and context-specific indicators
  - Provide an opportunity to collect contextual information that may be programmatically relevant and to encourage further research

Structure of the Indicator Guide

- Background and rationale for measuring the indicators
- Presents in detail key malaria behavioral indicators to better monitor and evaluate malaria BCC activities
- Indicator reference sheets for each indicator including:
  - Purpose
  - Definition (numerator/denominator)
  - Measurement, including specific questions and response options
  - Interpretation, including strengths and limitations

Using the Indicator Guide

- The indicators provide a template for the collection, analysis, and interpretation of data
- Country programs should select and adapt indicators to meet program needs and suit the local context
- Data collection is typically through household surveys:
  - Nationally representative surveys: DHS, MIS, MICS
  - Smaller sub-national surveys, particularly in areas where malaria communications are targeted
- Some of the core indicators are already part of the standard MIS questionnaire: *targeted behaviors, reach/ exposure*

Country Experiences

- The CCoP would like to know more about country experiences in using the guide for inclusion of BCC indicators in national strategies and/or national household surveys
  - Successes?
  - Failures?
  - Challenges?
- Feedback will inform future revisions to the document and highlight areas for potential technical assistance
- Please send comments and questions to: malariabccindicators@gmail.com

REPORTING GUIDE FOR MALARIA COMMUNICATION EVALUATIONS

Background and Objective for Reporting Guide

- **Background**
  - Although a key component of malaria programs, BCC activities are often incompletely or inconsistently described in writing
  - Existing reporting guidelines do not address all relevant criteria for reporting on BCC interventions
  - Implications:
    - Difficult to identify high-quality BCC interventions
    - Difficult to reproduce promising interventions
    - Difficult to make evidence-based decisions for programmatic interventions
- **Objective:** To improve the transparency of reporting, increase efficiency of the writing and review process, and identify what BCC approaches work in different contexts

Development of the Reporting Guide

- Based on existing formal writing guidelines for RCTs (CONSORT) and non-randomized evaluations of behavioral programs (TREND), but addresses crucial gaps for BCC reporting

- Intended to be a companion document to the Malaria BCC Indicator Reference Guide and the Research Agenda for Malaria BCC

Structure of the Reporting Guide

- Organized in a "checklist" format including 3 domains:
    1. Intervention Design
    2. Study Design
    3. Discussion
- Emphasis is on:
    - Description of the BCC intervention and rationale for the BCC strategy
    - Choice of BCC outcomes
    - Methods of creating comparisons
    - Discussion about effects, causal attribution, generalizability, and implications of results for future research, policy, and programming

Using the Reporting Guide

- This is a first step toward ensuring that research and evaluation reports contain sufficient information to:
  - Document lessons learned
  - Improve accountability and transparency
  - Highlight well-designed and well-implemented programs/studies
  - Build the evidence base for malaria BCC
- These are <u>recommendations</u>
- Word limits may restrict an author's ability to report on all recommended items
  - Ways to address this: links to additional materials, use of flowcharts, figures, and textboxes
- Feedback is welcomed and encouraged!