

Research Agenda for Malaria Behavior and Behavior Change Communication

Strengthening Measurement and Evaluation for
Malaria SBCC

RBM CCoP – M&E Taskforce

BCC Research Agenda Objective

- To recommend priority areas for malaria BCC research for the purpose of expanding our understanding of the role that individual and community behaviors play in reducing malaria burden
- To understand the appropriate context-specific interventions that have the greatest impact on targeted behaviors

Need for BCC Research Agenda

- The RBM Strategic Framework for Malaria Communication at the Country Level (2012) refers to a RA multiple times
 - “Expand the evidence base demonstrating the impact of communication interventions on social and behavioral change and thus contribute to the reduction of the burden of malaria” (p. vii)
 - The framework itself recommends the development of and consensus on an OR agenda for improving the evidence base (p. ix)
 - “RBM communication partners regularly generate and disseminate evidence of communication impact, including for priorities outlined in an agreed-on global communications research agenda” (p. 6)

Challenges

- Key challenges for bolstering the evidence base for malaria BCC:
 - Weak malaria communications/research capacity
 - Lack of consensus on priority studies
 - Scarce funding for research

Areas for future BCC research

1. Improved understanding of factors that **impede** or **encourage** the recommended behavior
2. Improved understanding of **channel effectiveness**
3. Improved and appropriate research **approaches** and **tools**

1. Improved understanding of factors that impede or encourage the recommended behavior

Behavioral Factors:

self-efficacy, perception of risk, perceived benefits, perceived barriers, social norms, response efficacy, attitudes

Beneficiary Behaviors – Malaria Control

- Use of nets (once acquired)
- Acquisition of nets
- Maintenance and repair of nets
- Treatment seeking
- Drug seeking
- Adherence to treatment
- ANC attendance
- Taking IPTp at ANC
- Accepting IRS spray teams
- Not repainting/replastering walls after IRS

Beneficiary Behaviors – Pre-elimination

- Taking prophylaxis/using LLIN when traveling to malaria area
- Acceptance of mass screening and treatment
- Adherence to/ acceptance of seasonal malaria chemoprevention
- Acceptance of reactive/active case detection
- Acceptance of mass drug administration
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- Consistent use of spatial repellents/toxic sugar baits/personal protective measures

Provider Behaviors

- Testing fevers
- Trusting the result of RDTs
- Counseling patients
- Administering IPTp
- Data reporting
- Receiving and applying training content

Contextual Factors

- Dry vs rainy season
- Travel patterns of target audience
- Urban vs rural
- Type of risk group
- Indoor/outdoor sleeping patterns
- Nighttime leisure or work behaviors
- Endo/exophagic vectors
- Anthrophilic/zoophilic vectors
- Night/day biting vectors
- Transmission zone

Behavioral Factors:

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- Indicators 7 & 8 – Perceived risk and severity of malaria
- Indicator 9 – Response efficacy
- Indicator 10 – Self efficacy
- Indicator 11 – Attitudes
- Indicator 12 – Social norms
- Indicator 13 – Perceived benefits
- Indicator 15 – Perceived barriers



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2. Improved understanding of channel effectiveness

- What are the relative contributions to behavior change of various channels used to disseminate malaria BCC? Is this context dependent?
 - Examples: Mass media, SMS, home visits, school activities
- What channels/interventions are more or less cost effective? Is this context dependent?

3. Improved and appropriate research approaches and tools

- Propensity score matching
- Multivariate causal attribution
- Time series analysis
- Dose-response analysis
- Ideation

Next Steps

- Finalize and disseminate the research agenda
- Begin tracking and disseminating new and ongoing BCC research activities
 - Provide a place where people can request to add new activities, update existing ones, and get more information about others' research
- Once the document is finalized and posted, feedback from the field, including comments and questions will be most welcome