



Using Social Behavior Change Communication Channels to improve Net care and Repair

World Malaria day scientific Colloquium 22nd April 2022



Background

LLIN Durability Monitoring study

- ❑ In 2020, Uganda conducted an LLIN Universal coverage campaign with the theme “Under the net”
- ❑ PACE in collaboration with NMCD /MOH is conducting a durability monitoring study of five of the net brands distributed in this campaign.
- ❑ One of the study objectives is **“To describe major behavioural aspects of net care and repair and their impact on physical durability”**
- ❑ To answer this objective, we assessed the common communication channels for malaria related messages, common malaria related messages heard, attitudes towards net use and net repair as well as the net care and repair practices
- ❑ This is a cohort study conducted in Bunyoro region and the results presented are the baseline results. 800 households were enrolled, and their heads interviewed



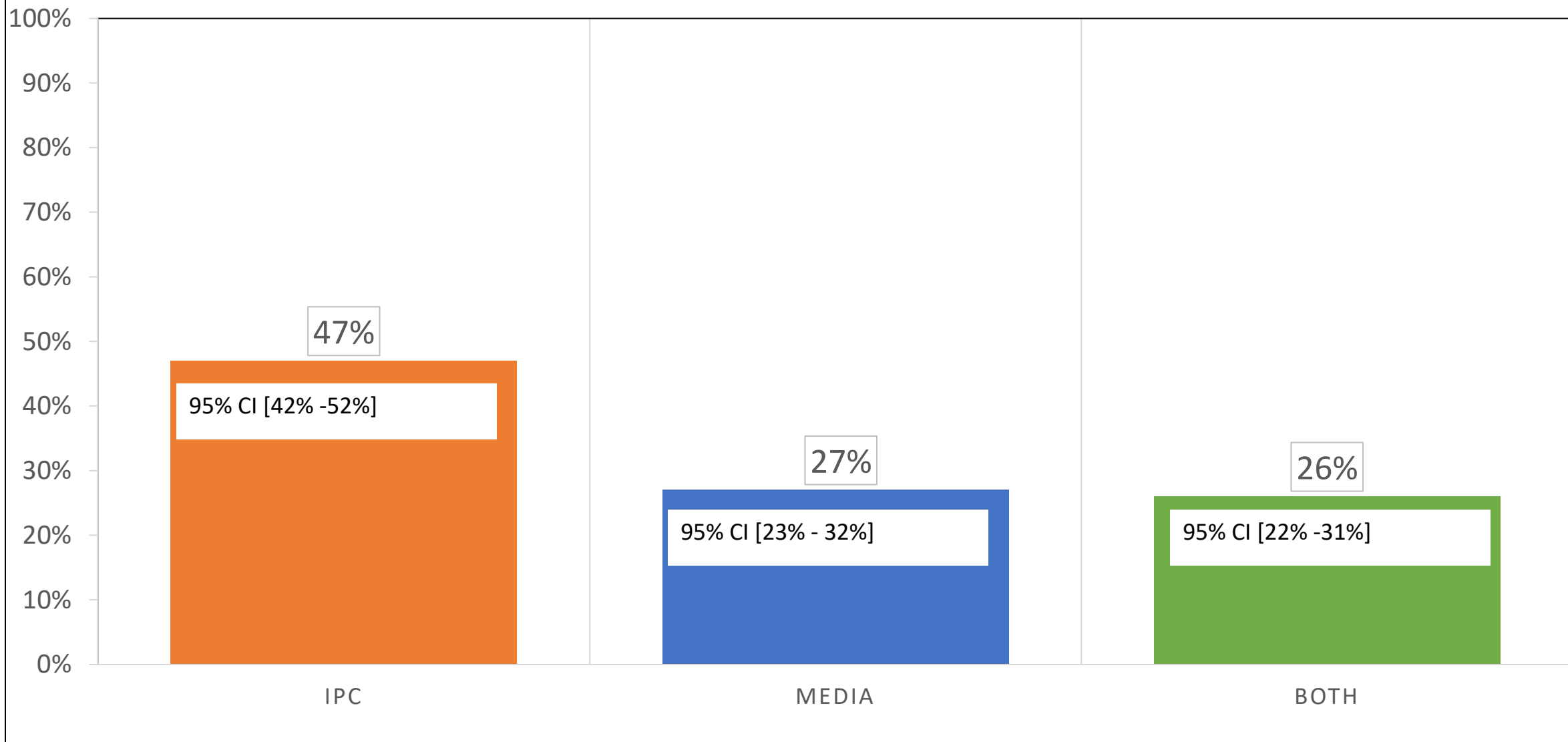
Methodology

- ❑ A sample of 800 households was enrolled into the study through multi stage cluster sampling
- ❑ These were selected from four districts in Bunyoro region (Hoima, Kikuube, Kakumiro and Bunyangabu)
- ❑ Data about the communication channels, malaria messages heard and the Net care and repair practices was collected through administration of a structured questionnaire and analysed using Stata Version 14
- ❑ Data about attitudes towards Net use and Net care and repair was collected through Likert scale and analysed using Likert scale scores. **Four-level** Likert scale to have a value of -2 for “strongly disagree”, -1 for “disagree”, +1 for “agree” and +2 for “strongly agree”. These values for each response were then summed and divided by the number of statements to calculate an overall attitude score. An average score greater than 1 is interpreted as a household respondent with positive / favorable attitudes to a given topic.
- ❑ Net care and use were computed using the standard formular used by the MIS



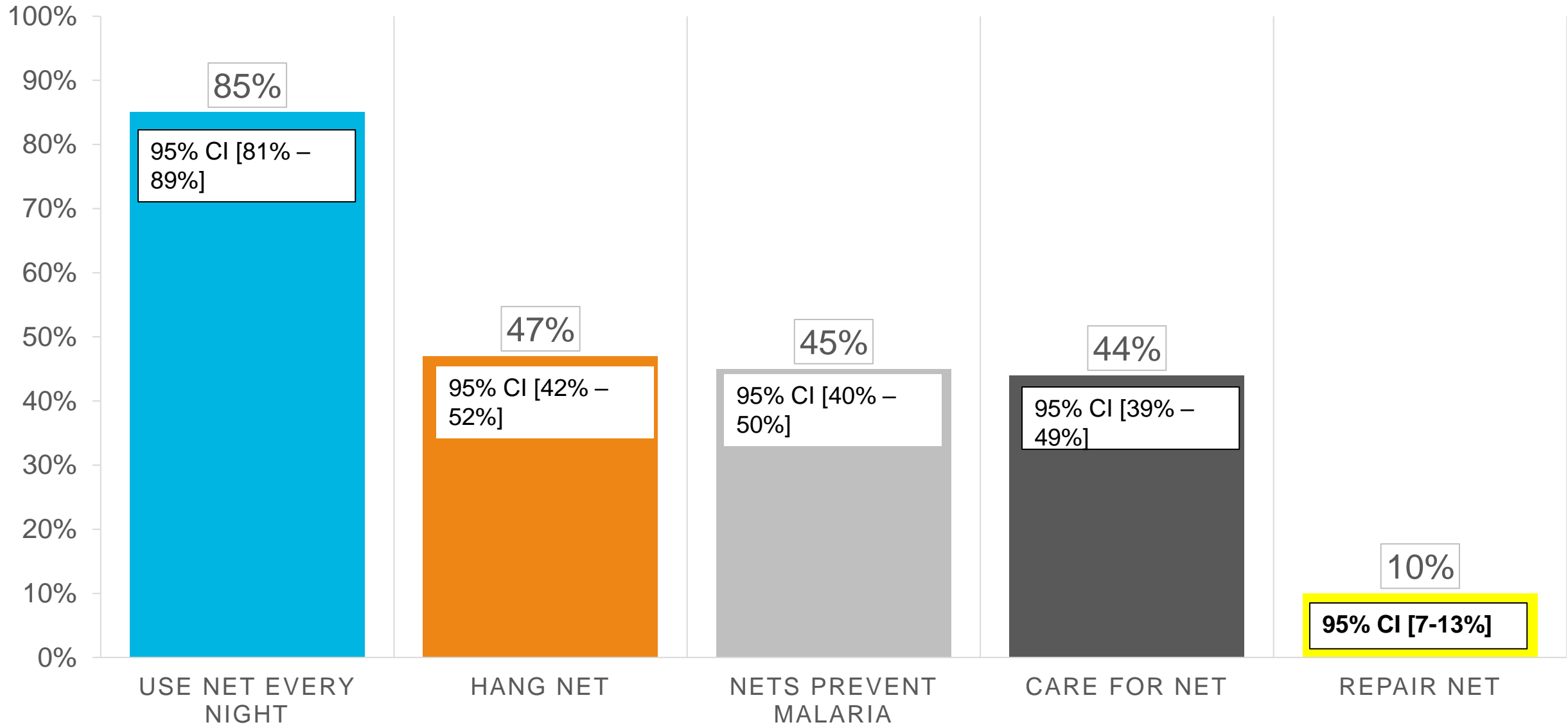
COMMON CHANNELS FOR MALARIA RELATED COMMUNICATION

n= 369



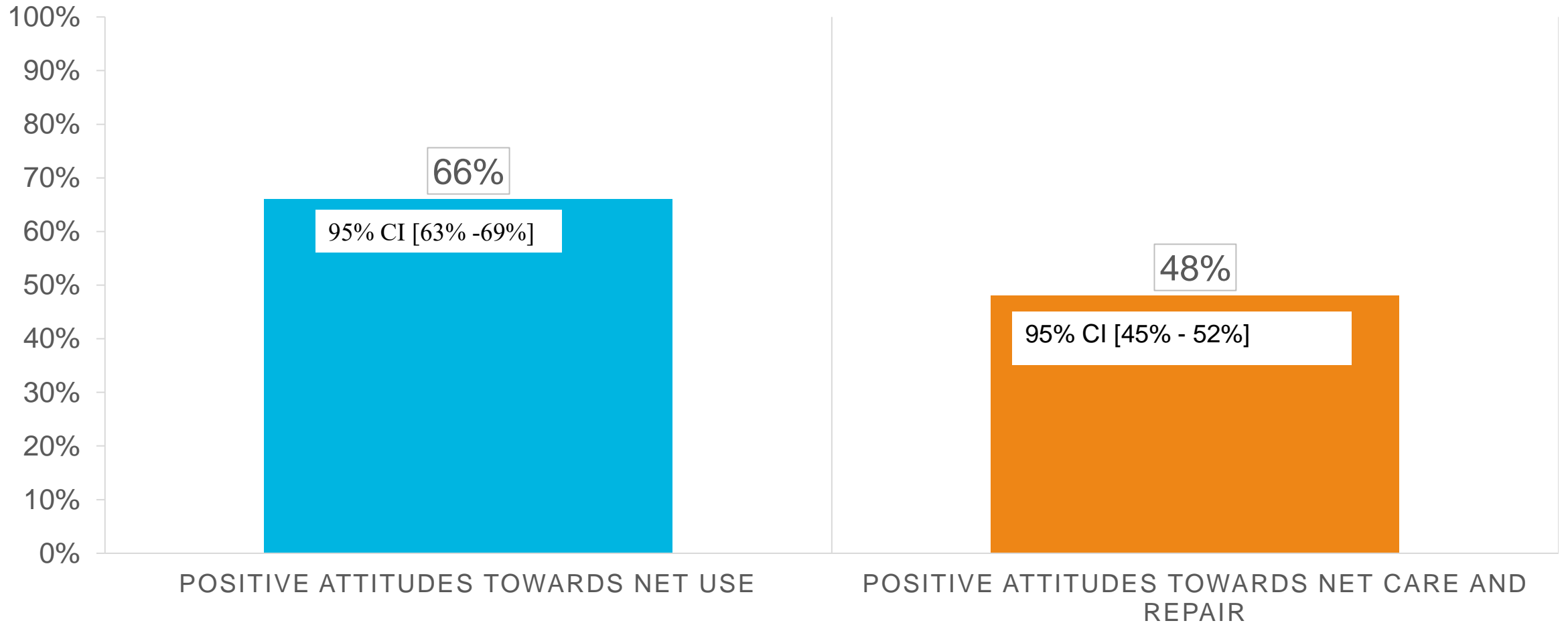
COMMON MALARIA RELATED MESSAGES HEARD

n= 369



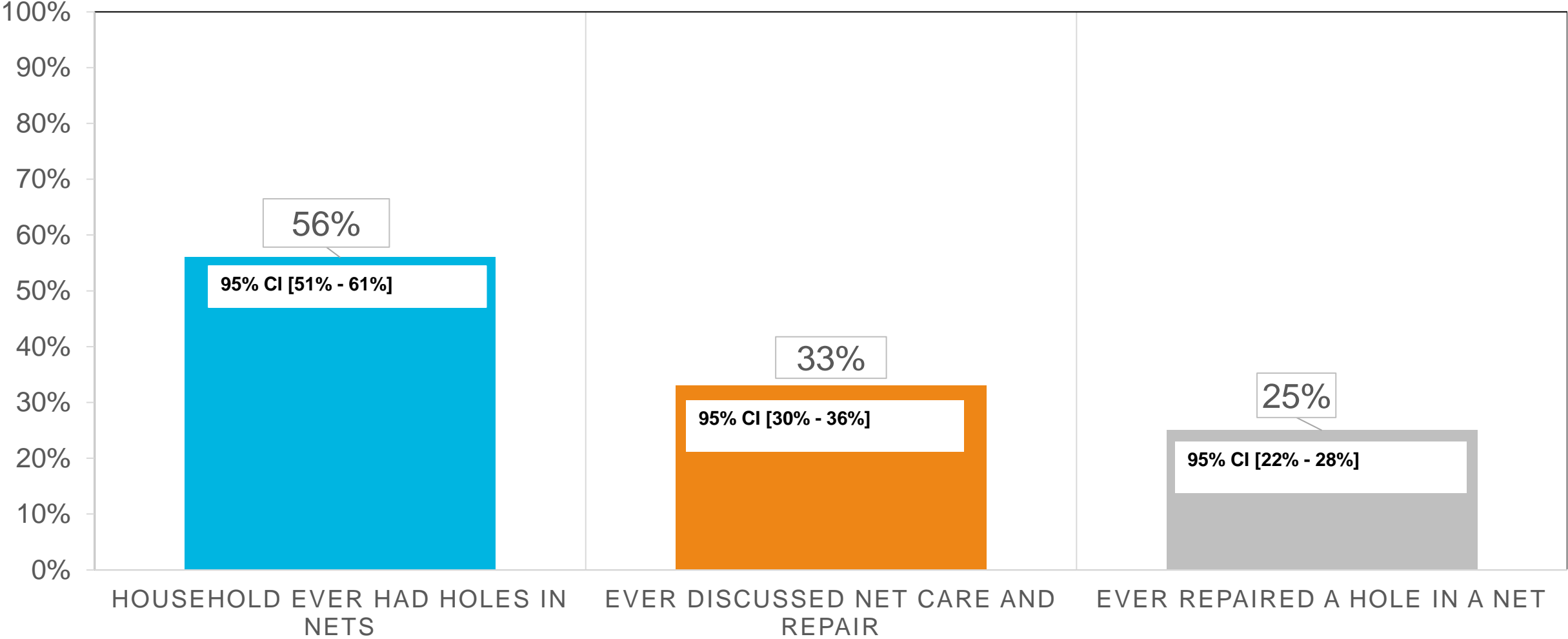
ATTITUDES TOWARDS NET USE, CARE AND REPAIR

n= 800

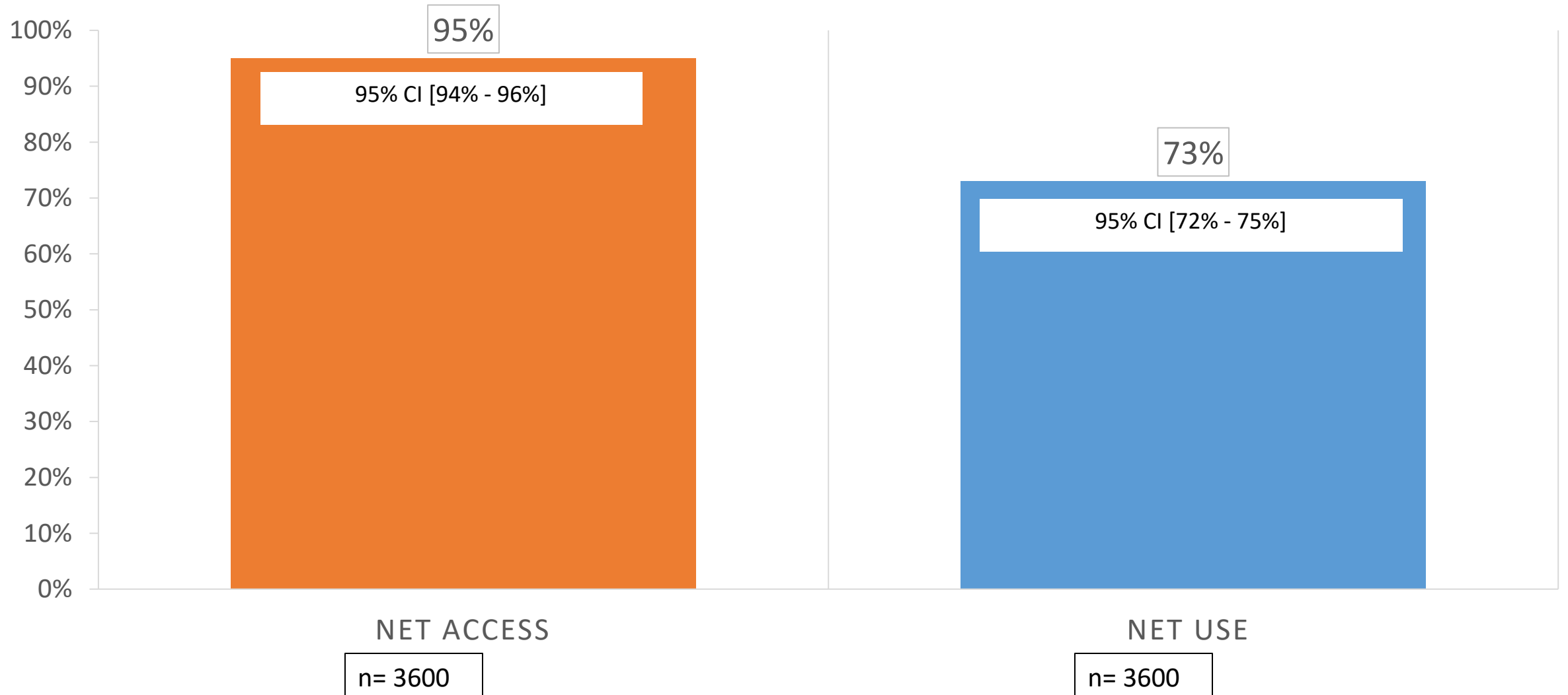


NET REPAIR PRACTICES

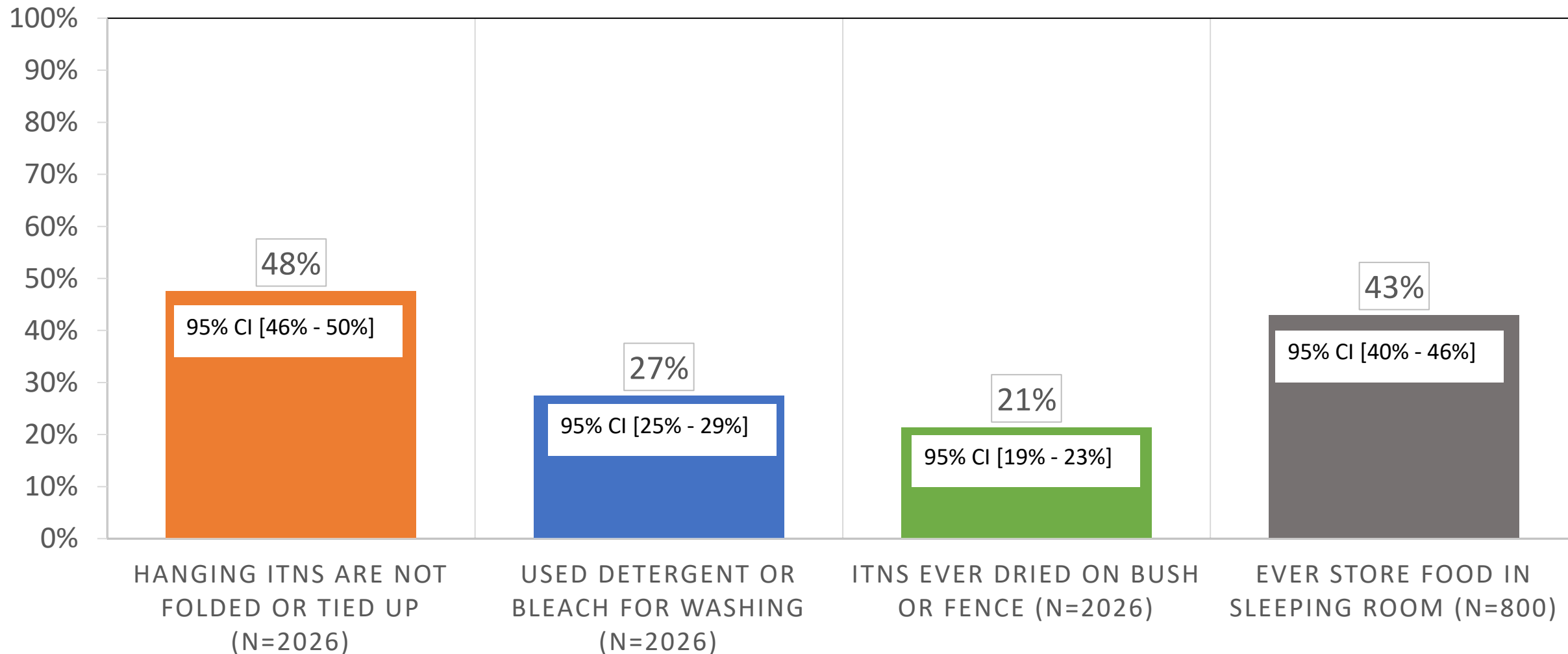
n= 800



NET ACCESS AND NET USE



NET CARE BEHAVIORS TO CHANGE



The mean number of washes was two per net in six months. This should be encouraged



Conclusion

- ❑ The most commonly communication channel through which people accessed malaria related information in the last six months was IPC (VHT) cited by 73% of the respondents. Therefore, this channel can be exploited for malaria related BCC messages
- ❑ Only 10% heard Net repair messages in the past six months and only 25% of the households that had experienced holes in their nets repaired them. This implies that there is need to put more emphasis on Net repair messages.
- ❑ BCC messages need to also address behaviors such as storing food in sleeping rooms, using detergent to wash the nets, not folding hanging nets and drying nets from bushes.



Thank you

