[Logos]

[Country]

National Malaria Social and Behaviour Change Strategy

For guidance on how to complete this template consult the accompanying *National Malaria Social and Behavior Change Strategy: How to Use the Template* and [*Malaria Social and Behavior Strategy Development Tools*](https://drive.google.com/drive/folders/1paJiNjmiHdVtfI25BZSCfpk1HV61ygcL?usp=sharing), then delete this note. Both this template and the guidance are companions to the [*Strategic Framework for Malaria Social and Behaviour Change Communication 2018-2030*](https://endmalaria.org/sites/default/files/RBM%20SBCC%20Framework%202018-2030%20English.pdf)*,* and products of the Social and Behaviour Change Working Group (SBC WG) of the RBM Partnership to End Malaria. This development of this template was made possible by the U.S. Agency for International Development (USAID) and U.S. President’s Malaria Initiative under the terms of Cooperative Agreement No. AID-OAA-A-17-00017 of the Breakthrough ACTION project.

[Year X-Year Y]

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# Foreword

#

# Acknowledgments

# Acronyms

# Introduction

Mission

Vision

Objectives

Supporting SBC objectives

# Intervention-Specific Plans

## Insecticide-treated nets (ITN)

|  |
| --- |
| ITN situation and behavioural analysis |
| Situation analysis:   |
| Behavioural analysis:  |

|  |
| --- |
| ITN audience analysis and strategic communication approaches |
| Audience analysis: Primary audienceSecondary audienceTertiary audience |
| Strategic communication approaches:Primary audienceSecondary audienceTertiary audience |

Behaviour-specific communication plans

### ITN behavioural objective 1

|  |  |
| --- | --- |
| BehaviouralObjective:  | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points:  |

### ITN behaviour objective 2

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points:  |

## Case management

|  |
| --- |
| Case management situation and behavioural analysis |
| Situation analysis: The facility The community  |
| Behavioural analysis: The facilityThe community |

|  |
| --- |
| Case management audience analysis and strategic communication approaches |
| Audience analysis: Primary audienceSecondary audienceTertiary audience |
| Strategic communication approaches:Primary audienceSecondary audienceTertiary audience |

Behaviour-specific communication plans

### Case management behaviour objective 1

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

### Case management behaviour objective 2

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

## Malaria in pregnancy

|  |
| --- |
| Malaria in pregnancy situation and behaviour analysis |
| Situation analysis: The facility The community  |
| Behavioural analysis: The facility The community  |

|  |
| --- |
| Malaria in pregnancy audience analysis and strategic communication approaches |
| Audience analysis: Primary audienceSecondary audienceTertiary audience |
| Strategic communication approaches:Primary audienceSecondary audienceTertiary audience |

Behaviour-specific communication plans

### Malaria in pregnancy behaviour objective 1

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

### Malaria in pregnancy behaviour objective 2

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

## Indoor residual spraying (IRS)

|  |
| --- |
| Indoor residual spraying situation and behaviour analysis |
| Situation analysis:  |
| Behavioural analysis:  |

|  |
| --- |
| Indoor residual spraying audience analysis and strategic communication approaches |
| Audience analysis: Primary audienceSecondary audienceTertiary audienceStrategic communication approaches:Primary audienceSecondary audienceTertiary audience |

Behaviour-specific communication plans

### IRS behaviour objective 1

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

### IRS behaviour objective 2

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

## Seasonal chemoprevention (SMC)

|  |
| --- |
| SMC situation and behaviour analysis |
| Situation analysis:  |
| Behavioural analysis:  |

|  |
| --- |
| SMC audience analysis and strategic communication approaches |
| Audience analysis: Primary audienceSecondary audienceTertiary audience |
| Strategic communication approaches:Primary audienceSecondary audienceTertiary audience |

Behaviour-specific communication plans

### SMC behaviour objective 1

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

### SMC behaviour objective 2

|  |  |
| --- | --- |
| BehaviourObjective: | Priority Audience:  |
| Secondary Audience:  |
| Communication Objective 1: Communication Objective 2:  |
| Key Benefit:  |
| Supporting Points: |

# Monitoring and Evaluation Plan

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ITN Objectives | Indicator and Definition | Indicator Type | Rationale | Data Source | Baseline | Target | Year | Next steps |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Case Management Objectives | Indicator and Definition | Indicator Type | Rationale | Data Source | Baseline | Target | Year | Next steps |
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|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Malaria in Pregnancy Objectives | Indicator and Definition | Indicator Type | Rationale | Data Source | Baseline | Target | Year | Next steps |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| IRS Objectives | Indicator and Definition | Indicator Type | Rationale | Data Source | Baseline | Target | Year | Next steps |
|  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SMC Objectives | Indicator and Definition | Indicator Type | Rationale | Data Source | Baseline | Target | Year | Next steps |
|  |  |  |  |  |  |  |  |  |

# Annex: SBC plans for development by sub-national groups in low malaria transmission areas

***Rapid SBC needs assessment: narrative summary***

Malaria intervention changes specific to low-transmission areas:

Necessary SBC adaptation:

***Sub-national group low-transmission area-specific SBC plans***

|  |  |
| --- | --- |
| **Behaviour****Objective:**Increase the proportion of [**who**] that [**do what**] | **Audience**: [**who**] |
| **Communication Objective**: Increase the proportion of [**audience**] who [**feel what**] |
| **Key Benefit**: If I do [**this**] than I will get [**thing that I want**]. |
| **Channels/Activities**: List which channels and activities will be used to change the target audience’s feelings (listed under communication objective above)-           Channels:-           Activities:  |

|  |  |
| --- | --- |
| **Behaviour****Objective:**Increase the proportion of [**who**] that [**do what**] | **Audience**: [**who**] |
| **Communication Objective**: Increase the proportion of [**audience**] who [**feel what**] |
| **Key Benefit**: If I do [**this**] than I will get [**thing that I want**]. |
| **Channels/Activities**: List which channels and activities will be used to change the target audience’s feelings (listed under communication objective above)-           Channels:-           Activities:  |

|  |  |
| --- | --- |
| **Behaviour****Objective:**Increase the proportion of [**who**] that [**do what**] | **Audience**: [**who**] |
| **Communication Objective**: Increase the proportion of [**audience**] who [**feel what**] |
| **Key Benefit**: If I do [**this**] than I will get [**thing that I want**]. |
| **Channels/Activities**: List which channels and activities will be used to change the target audience’s feelings (listed under communication objective above)-           Channels:-           Activities:  |