

IEC & SOCIAL MOBILIZATION NTD TOOL KIT





a world free of NTDs

This guide and toolkit was developed by Sightsavers International in collaboration with RTI International as part of the ENVISION project.

ENVISION is an eight-year project funded by the U.S. Agency for International Development (USAID) aimed at providing assistance to national neglected tropical disease (NTD) control programs for the control and elimination of seven targeted NTDs: lymphatic filariasis, onchocerciasis, schistosomiasis, three soil-transmitted helminths (roundworm, hookworm, and whipworm), and trachoma. ENVISION contributes to the global goal of reducing the burden of these targeted NTDs so that they are no longer a public health problem.

ENVISION is implemented by RTI International, in partnership with CBM International, The Carter Center, Fred Hollows Foundation, Helen Keller International, IMA World Health, Light for the World, Sightsavers, and World Vision. ENVISION is funded under cooperative agreement No. AID-OAA-A-11-00048. The period of performance is September 30, 2011 through September 30, 2019.

For more information, go to www.NTDenvision.org.



There is a need for stronger, evidence based, social mobilization approaches and information education and communication (IEC) materials to support behavior change for mass drug administrations (MDA) in the control of neglected tropical diseases (NTDs). In order to address this problem this resource on how to design effective social mobilization strategies and IEC materials for MDAs was developed.

This guide takes the user through a step-by-step process to systematically review, revise, develop and adapt current IEC materials and social mobilization approaches. It involves a five step process and the requisite tools to complete each step.

The guide and associated tools help NTD program managers and planners develop and or strategically review social mobilization and communication strategies.

Step One (Gather) is preliminary work which should be done before a planning activity is organized. Steps two through five (Synthesize, Align, Act and Verify) make up a day-long planning activity should include all relevant programme managers and ministry representatives.

1 'GATHER'



Collect all existing materials and information on communication and social mobilization strategies.

3 'ALIGN'



Categorize materials based on their purpose and identify needed modifications and additions.

2 'SYNTHESIZE'



Catalogue all the communication and social mobilization materials and strategies currently being use and capture key information about them.

4 'ACT'



Develop and adapt materials as necessary.

5 'VERIFY'



Summarize materials and strategies and identify mechanisms for monitoring.

PROCESS

GATHER



TOOLS

SYNTHESIZE



- Country Profile
- Message Matrix

ALIGN



- Alignment Matrix

ACT



- Development
- Adaption

VERIFY



- Strategy Snap-shot
- Data & Monitoring Guide

GLOSSARY

IEC and social mobilization campaigns need to be focused in order to maximize impact on targeted behavior. This guide is intended to support behavior change towards uptake of MDA in the control of NTDs; note that the same set of processes outlined in this guide could also be used to align communication and social mobilization strategies with regards to other behavior such as prevention or uptake of other health related goods and services.

The following icons have been developed to help categorize clear themes necessary to ensure successful MDA campaigns and NTD programs. They will repeat throughout the guide!

These are broad themes for ease of planning and targeting, so programs may discover other categories during this process. If they are discovered they should be used as well.

NON-NEGOTIABLE			
	MDA AWARENESS	EPIDEMIOLOGICAL KNOWLEDGE	ADVOCACY
			
	SIDE EFFECTS	PREVENTION	TRAINING
			
	DISEASE AWARENESS	VISIBILITY/ PROGRAM BRANDING	ABSENTEEISM
			
		MOTIVATION	

GATHER



COUNTRY PROFILE TOOL

The first step in this process is gathering all existing, relevant information on IEC and social mobilization with regards to your NTD program. This information will be used to populate the tools in this guide and help inform decisions. The following should be collected:

- Current IEC & social mobilization materials
- Master plans & strategies, including budgets
- Relevant research (KAP, formative, etc)
- Documentation of internal knowledge (political barriers/constraints, evolution of NTD programs, specific local context, etc)

Part of this Gather process also includes assembling the right team of people to meet and work through the tools together. Be sure to include people who have in depth knowledge of NTDs programs operating at the national and community levels as well as health promotion and behavior change experts. This includes relevant government and nongovernmental partners. It may be useful to keep the group small and focused.

SYNTHESIZE



COUNTRY PROFILE TOOL

Using the information collected during the 'Gather' phase, complete this country profile for IEC and social mobilization. This will highlight key information to consider while developing and reviewing strategies and materials.

NTD Program Focus:

Provide a brief overview of the Neglected Tropical Disease programs currently in place in your country. This section should outline the diseases targeted and geographic scope. Provide any relevant program information such as frequency of campaigns, important government or non governmental partners responsible and stage control program. e.g. pre MDA or surveillance

Objective of Program:

This section should outline the country specific objectives identified in the national NTD strategy. Be sure to fill in MDA coverage goal information.

NTD	National MDA Coverage Goal
Lymphatic Filariasis	
Soil Transmitted Helminths	
Trachoma	

MDA Coverage:

Provide available coverage data for the targeted diseases outlined. If available include up to three years and provide source of data.



MDA Delivery Platform:

Describe here the delivery mechanisms and approaches used for MDA campaigns. If there are different strategies being used for specific diseases or geographic areas include all relevant details.

SYNTHESIZE



COUNTRY PROFILE TOOL

Distributed by:

Include all persons responsible for drug distribution and social mobilization activities. This includes government health staff, volunteers, teachers, etc.

Budget for IEC and Social Mobilization:

Include here available budget information and allocated resources for IEC and social mobilization activities. This does not need to be a full line item budget, rather an estimated total and percentage of available resources for NTD programs.

3 Key Challenges to achieve objective (able to be addressed by IEC or Social mobilization):

Drawing from all available sources (formative research, KAP studies, informal interviews, internal knowledge) identify three key challenges that communication campaigns need to address, e.g. side effects, absenteeism, distributor motivation, etc.

Main sources of MDA awareness (also important to highlight trusted sources):

From available information highlight the main sources of MDA awareness e.g. community volunteers, family members, mass media, etc. Many programs have KAP survey data available.

SYNTHESIZE



MESSAGE MATRIX TOOL

For each material collected, **fill out the synthesize table** below.

1. Identify the material (e.g. poster, radio spot, banner, flip chart, etc.)
2. Identify the intended audience for the material
3. Identify the main purpose (can choose up to 2) of the material.
4. **Discuss** with team if there are challenges inadequately addressed and move to the 'Alignment Matrix'.

Material	Audience	Purpose

Your final message matrix will be an expanded version of the example below.

Material	Audience	Purpose
Announcement Banner	General Population	
T-shirt	Community Drug Distributors	
Health Center Poster	Community Members	
School Poster	School Aged Children	

PURPOSE



MDA AWARENESS



SIDE EFFECTS



DISEASE AWARENESS



EPIDEMIOLOGICAL KNOWLEDGE



PREVENTION



VISIBILITY/ PROGRAM BRANDING



MOTIVATION



ADVOCACY



TRAINING



ABSENTEEISM

ALIGN



ALIGNMENT TOOL

The Align Tool will help to visualize and prioritize the existing materials now listed in the “Message Matrix Tool.” Rearrange the existing materials into the table provided. The table displays the non-negotiable messages along with the identified country challenges at the top (represented by the color codes). The other materials and associated purposes should come below these. This table provides a snapshot of what materials are currently addressing the critical areas and challenges for successful MDA social mobilization and communication activities.

When discussing the actions to take keep in mind the delivery mechanism or timing associated with the material. For example, if the group decides the radio spot is critical and addresses the key challenges of MDA and drug awareness, but has not been aired at optimal times or enough, this material would be categorized as ADAPT. As seen in the example on the following page, the “Align Tool” will also highlight priority areas that have not been addressed.

Purpose	Material	Action (KASD)

● Non-Negotiable ● Challenge ● Other

PURPOSE



MDA AWARENESS



SIDE EFFECTS



DISEASE AWARENESS



EPIDEMIOLOGICAL KNOWLEDGE



PREVENTION



VISIBILITY/
PROGRAM
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ABSENTEEISM

ALIGN



ALIGNMENT TOOL

Purpose	Material	Action (KASD)
 MDA AWARENESS	Announcement Banner	KEEP
	Radio Spot English	KEEP
 DISEASE AWARENESS	CDD Laminated Job Aid	ADAPT
	Radio Spot	KEEP
 SIDE EFFECTS	!	DEVELOP
 MOTIVATION	!	DEVELOP
 EPIDEMIOLOGICAL KNOWLEDGE	Health Center Onchocerciasis and LF Poster	SCRAP
	Community Member Onchocerciasis and LF Flyer	SCRAP
	TV Documentary	ADAPT
 PREVENTION	School STH/ SCHISTO Poster	SCRAP
	LF Flyer	ADAPT
 VISIBILITY/ PROGRAM BRANDING	CDD Jacket	KEEP
	Program Hats	SCRAP

● Non-Negotiable ● Challenge ● Other

PURPOSE



ACT



Based on the decided actions from the “Align Tool” (**keep, adapt, scrap, develop**) the the tools in the ACT step will guide you through the necessary planning to address any areas/ materials identified as **develop** or **adapt**. No action is necessary for materials labeled **keep** or **scrap**.

DEVELOPMENT TOOL

Using the completed ‘Align Tool’, identify any materials or areas that need development and fill out the table below. Specific focus should be placed on challenges and non-negotiables not adequately addressed in the alignment table.

1. State the challenge/non-negotiable.
2. Identify the appropriate message to address this challenge.
3. Who is the target audience for this message?
4. What channel is best suited to portray this message, keeping in mind the target audience?
5. What material is most appropriate.

● Non-Negotiable ● Challenge ● Other

PURPOSE



MDA AWARENESS



SIDE EFFECTS



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ABSENTEEISM

ACT



DEVELOPMENT TOOL (EXAMPLE)

Suggested References: “How to Develop SBCC Creative Materials” <http://www.thehealthcompass.org/how-to-guides/how-develop-sbcc-creative-materials>

Challenge/ Non-Negotiable	Message To Address Challenge/ Non-Negotiable	Target Audience	Channel	Material

Challenge/ Non-Negotiable	Message To Address Challenge/ Non-Negotiable	Target Audience	Channel	Material
	List of potential side effects and how to address them	Community Members	Mass Media	Radio spot
	empowerment of CDDs	Community Drug Distributor	Inter-personal communication	Relevant materials provided during training

● Non-Negotiable ● Challenge ● Other

PURPOSE



MDA AWARENESS



SIDE EFFECTS



DISEASE AWARENESS



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ABSENTEEISM



ADAPTION TOOL (EXAMPLE)

Using the completed alignment matrix, identify any materials or areas that need adaptation and fill out the table below. Specific focus should be placed on challenges and non-negotiables not adequately addressed in the alignment table. Changes here could also include changes to delivery mechanisms of the materials or identified areas marked for adaptation in the alignment matrix.

Material	Desired Changes (content or timing)
	<ol style="list-style-type: none">1.2.3.
	<ol style="list-style-type: none">1.2.3.

Material	Desired Changes (content or timing)
CDD Laminated Job Aid	<ol style="list-style-type: none">1. Include side effects and appropriate actions to take2. Include session at all levels of trainings on this material. (How to use, and role play)
TV Documentary	<ol style="list-style-type: none">1. Change broadcasting schedule to air 3 weeks before MDA. Increase frequency2. Add Section to address side effects
LF Flyer	<ol style="list-style-type: none">1. Reduce amount of text2. Change pictures3. Include parental consent form on back of flyer

VERIFY



STRATEGY SNAP-SHOT TOOL

Using the 'Align' and 'Act' tools, fill in the Strategy Snap- Shot. This provides a summary of the necessary materials and strategies for IEC and social mobilization for NTD programs identified through this process.

1. List all the materials you intend to keep, develop, or adapt
2. Identify the delivery mechanism for each item. Things to consider when discussing the delivery mechanisms include: the timing of distribution of materials in relation to timing of MDA, timing of trainings, broadcasting, and social mobilization activities.
3. Discuss as a group and agree on proposed next steps for creation and finalization of materials or other required inputs.
4. For each of the materials or areas in the snap-shot list the proposed monitoring mechanisms. There may be several for a single material or area. Use the guide on the back of this sheet as a guide to possible mechanisms.

Purpose	Material	Delivery Mechanism (including timing)	Proposed Next Steps	Monitoring Mechanism
NON-NEGOTIABLES				
SPECIFIC COUNTRY CHALLENGES				
OTHER				

VERIFY



STRATEGY SNAP-SHOT TOOL (EXAMPLE)

Purpose	Material	Delivery Mechanism (including timing)	Proposed Next Steps	Monitoring Mechanism
	Announcement Banner	Delivered and displayed 3 weeks before MDA. Identify high traffic areas to display banners	Ensure delivery mechanism is in place	<ul style="list-style-type: none"> Spot check Post coverage survey
	Radio Spot English	Played 5x/day 3 weeks leading up to MDA and 10x/day during the MDA	Ensure delivery mechanism is in place	<ul style="list-style-type: none"> Broadcast certificates Omnibus survey
	CDD Laminated Job Aid	Given to CDDs during training (including a training session on how to use it)	Pre-test adapted training module	<ul style="list-style-type: none"> CDD interviews MDA spot checks
	Radio Spot	Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA	Ensure delivery mechanism is in place	<ul style="list-style-type: none"> Broadcast certificates Omnibus survey
	Radio Spot	Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA	<ul style="list-style-type: none"> Develop radio spot Ensure delivery mechanism is in place 	<ul style="list-style-type: none"> Broadcast certificates Omnibus survey
	Training	Step down trainings	Adapt training materials to include empowerment messages	<ul style="list-style-type: none"> Training reports
	TV Documentary	Played 2x/week 3 weeks leading up to MDA	Adapt documentary	<ul style="list-style-type: none"> Broadcast certificates
	LF Flyer	Delivered with drugs and handed out during MDA	Adapt flyer and pre-test	<ul style="list-style-type: none"> Post coverage survey
	CDD Jacket	Distributed during training	Ensure delivery mechanism is in place	<ul style="list-style-type: none"> NA

● Non-Negotiable ● Challenge ● Other

PURPOSE

MDA AWARENESS	SIDE EFFECTS	DISEASE AWARENESS	EPIDEMIOLOGICAL KNOWLEDGE	PREVENTION	VISIBILITY/ PROGRAM BRANDING	MOTIVATION	ADVOCACY	TRAINING	ABSENTEEISM

SYNTHESIZE



COUNTRY PROFILE TOOL

Using the information collected during the 'Gather' phase, complete this country profile for IEC and social mobilization. This will highlight key information to consider while developing and reviewing strategies and materials.

NTD Program Focus:

Objective of Program:

MDA Coverage:

MDA Delivery Platform:

SYNTHESIZE



COUNTRY PROFILE TOOL

Distributed by:

Budget for IEC and Social Mobilization:

3 Key Challenges to achieve objective (able to be addressed by IEC or Social mobilization):

- 1.
- 2.
- 3.

Main sources of MDA awareness (also important to highlight trusted sources):

SYNTHESIZE



MESSAGE MATRIX TOOL

For each material collected, **fill out the synthesize table** below.

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Material	Audience	Purpose

PURPOSE



MDA AWARENESS



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SYNTHESIZE



MESSAGE MATRIX TOOL

Material	Audience	Purpose

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● Non-Negotiable ● Challenge ● Other

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MDA AWARENESS



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Suggested References: “How to Develop SBCC Creative Materials” <http://www.thehealthcompass.org/how-to-guides/how-develop-sbcc-creative-materials>

Challenge/ Non-Negotiable	Message To Address Challenge/ Non-Negotiable	Target Audience	Channel	Material

● Non-Negotiable ● Challenge ● Other

PURPOSE



MDA AWARENESS



SIDE EFFECTS



DISEASE
AWARENESS



EPIDEMIOLOGICAL
KNOWLEDGE



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VISIBILITY/
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TRAINING



ABSENTEEISM

ACT



DEVELOPMENT TOOL

Challenge/ Non-Negotiable	Message To Address Challenge/ Non-Negotiable	Target Audience	Channel	Material

● Non-Negotiable ● Challenge ● Other

PURPOSE



MDA AWARENESS



SIDE EFFECTS



DISEASE
AWARENESS



EPIDEMIOLOGICAL
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Purpose	Material	Delivery Mechanism (including timing)	Proposed Next Steps	Monitoring Mechanism

● Non-Negotiable ● Challenge ● Other

PURPOSE



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