



IEC & Social Mobilization Tool Kit: Overview and Practical Experiences from Ethiopia and Uganda



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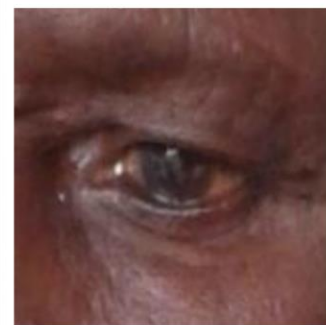
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Resident Program Advisor
RTI International Uganda

Getting Started

- Webinar technology orientation
- Type questions into question box anytime
- Access to slides and recording of the webinar
- We want your feedback!
- Previous webinars available at <http://www.ntdenvision.org/webinars>

What is ENVISION?

ENVISION is an eight-year, global project (2011-2019) funded by USAID



Implemented by RTI International in partnership with The Carter Center, CBM International, Fred Hollows Foundation, Helen Keller International, IMA World Health, Light for the World, Sightsavers and World Vision

What is ENVISION?



Latin America &
the Caribbean



Africa



Asia

ENVISION supports national NTD control programs in 19 countries

Website: www.NTDenvision.org

Twitter: [@RTIfightsNTDs](https://twitter.com/RTIfightsNTDs)



NTD TOOLBOX

the most-used NTD guidance, tools and resources developed by WHO, ENVISION & other organizations



Tools



Job aids



WHO
Guidance



Trainings



Videos



Handbooks



Webinars



Reports

Find what you're looking for by searching by disease or NTD program phase.



VIEW TOOLS BY
DISEASE



LF



STH



ONCHO



SCHISTO



TRACHOMA



VIEW TOOLS BY
PROGRAM PHASE

- 1 PLANNING NTD PROGRAMS
- 2 MDA MANAGEMENT
- 3 DATA MANAGEMENT AND M&E
- 4 IMPACT ASSESSMENTS & SURVEILLANCE

www.ntdenvision.org/toolbox

IEC & SOCIAL MOBILIZATION NTD TOOL KIT



NTD Communication Goal

- I. Increase adherence to MDA
- II. Contribute to sustainability of the entire NTD control program

Promoting and sustaining healthy behaviours through IEC, BCC, SBCC.....

- Successful information campaigns are as much about social norms as they are about information
- Successful campaigns should address
 - information
 - skills
 - problem solving
 - social support
 - materials and resources
 - media

The message matters

“If you take ivermectin,
you will be less likely
to get onchocerciasis”

VS.

“If you don't take ivermectin,
you will be more likely
to get onchocerciasis”

Background and Development of the tool

Review and analysis of communication and social mobilization strategies for NTDs:



- I. Cost analysis of IEC/BCC budget lines and expenditures.
- II. Post MDA coverage survey analysis (KAP data)
- III. Desk review of IEC/BCC program activities and approaches.
 - a) Material cataloguing & in-depth interviews
 - b) Material review/grading

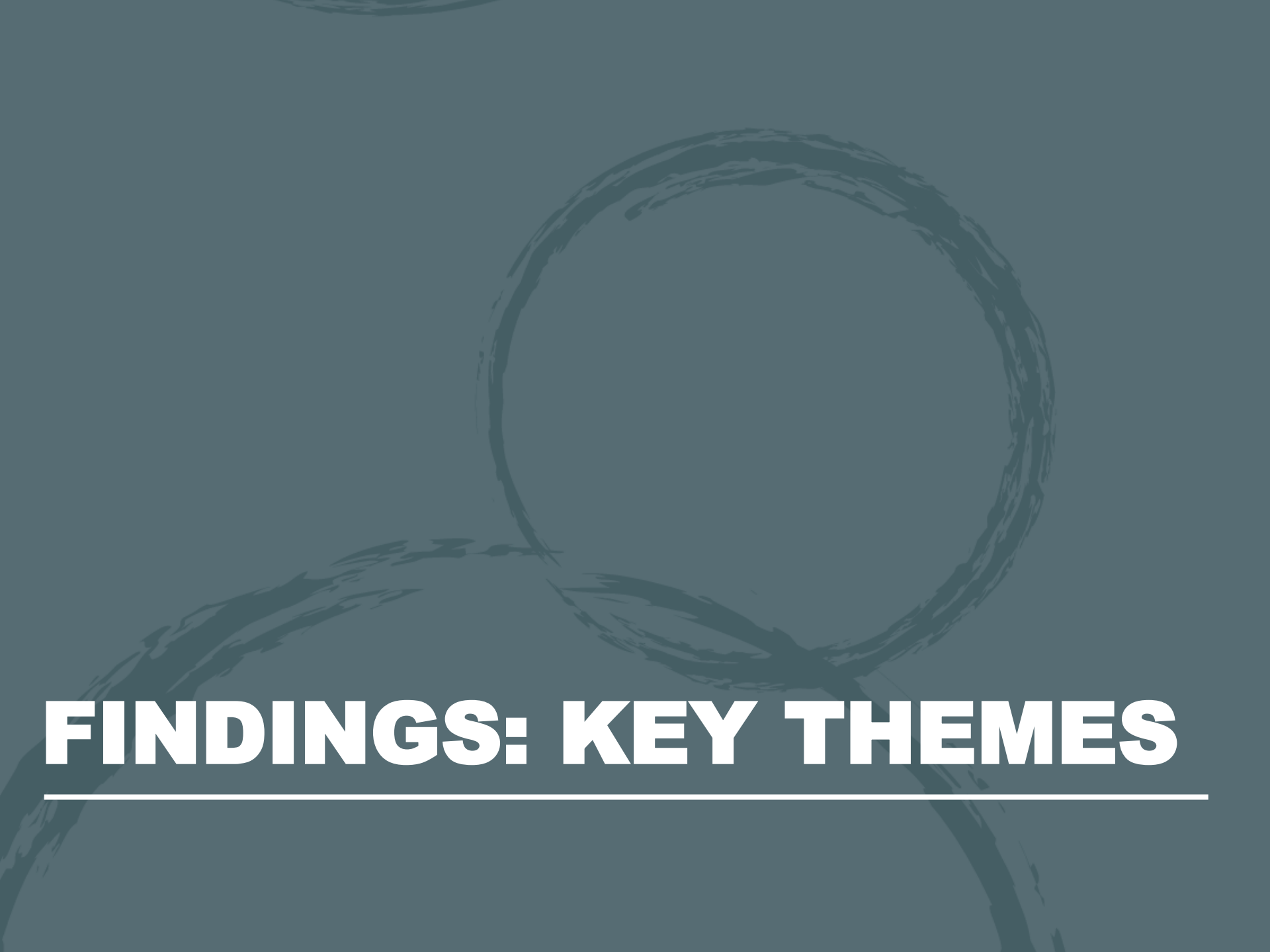
Cost Analysis

Projects budgeted a mean of

8%

to IEC and social mobilization

Print is the most common medium, used in all 14 countries.



FINDINGS: KEY THEMES

Material format and message

- Materials were graded in the following categories:

- Appropriate format for target audience
- Appropriate information
- Graphical appeal
- Language appropriateness
- Call to action

1: Very Poor

2: Needs major improvement

3: Needs minor improvement

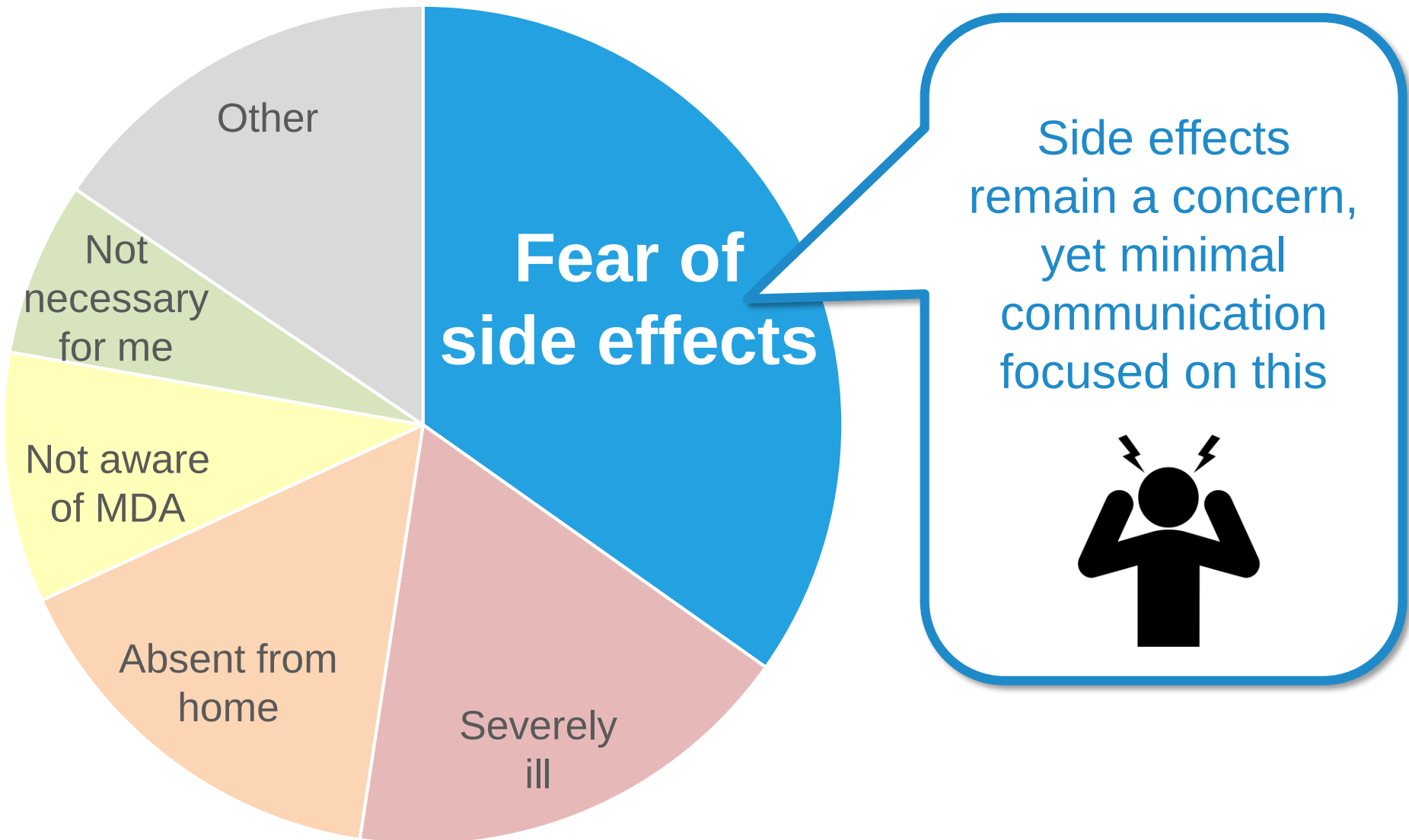
4: Very good

- Key findings: Materials

- Lacked call to action
- Were too technical, and
- Could be improved graphically

Disconnect between program objectives and messages

Reasons for non-participation in MDA, 2015



Logistics: distribution, timing and follow up

“Materials have traditionally been sent with the drugs.”

“Unlike in other countries, MDAs in our country take months rather than weeks. Timing of communication is critical.”

“Competing priorities - competition from other health programs.”

Inclusion in training of drug distributors

“Trainings include role play about how to use materials and what to say.”

“IEC and social mobilization were not part of our training.”

“Education to FCHVs is focused on the disease and why to take the drugs. Small dedicated slot to IEC and role play.”

Additional key themes

- Evaluation of materials and strategies used
- Involvement with HQ
- Definitions for budgets

WHY A TOOL KIT?

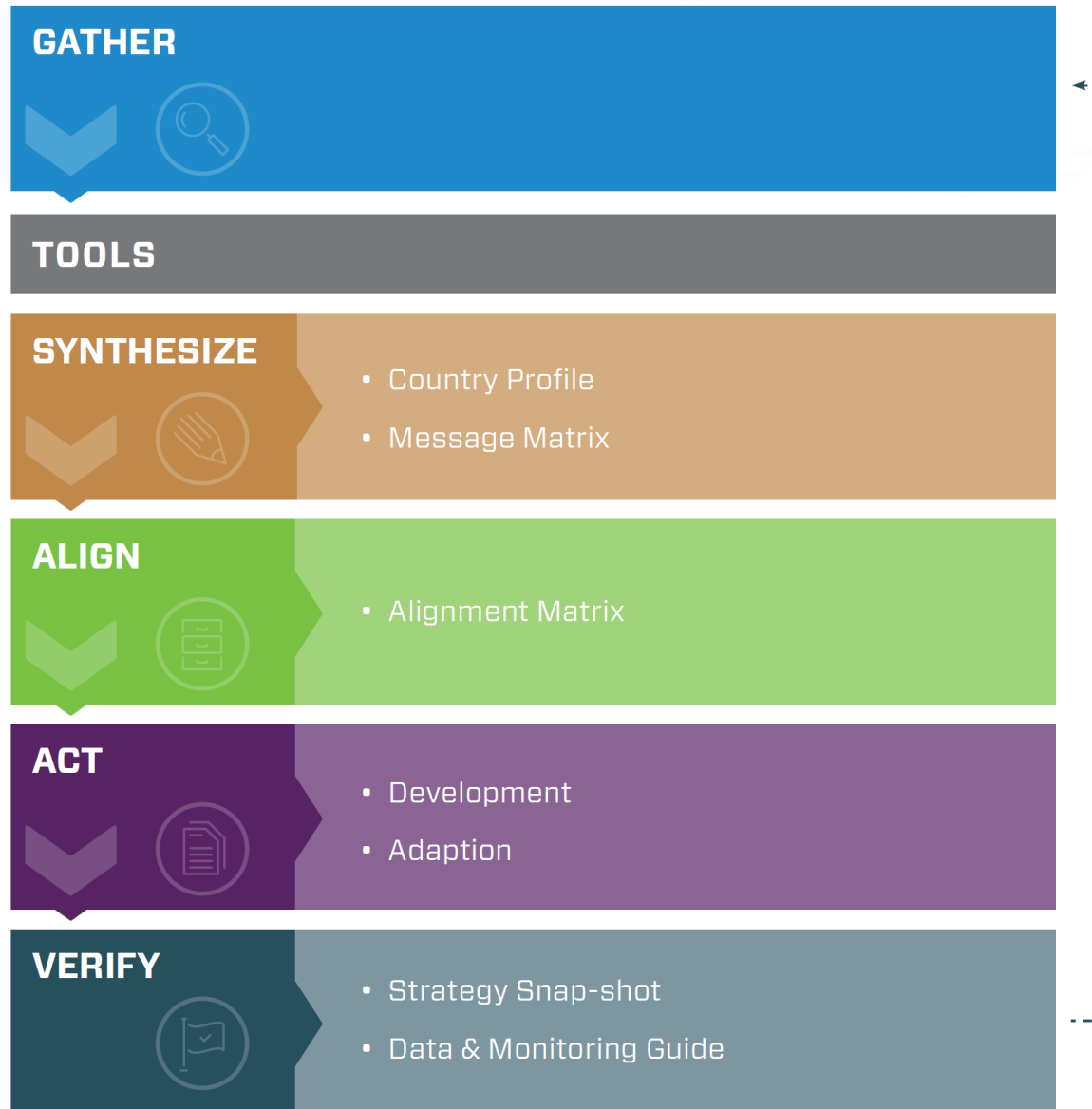
**EVIDENCE-BASED
social mobilization approaches
and IEC materials support
behavior change for MDA
in the control of NTDs**



Questions?

(Please type them into the chat box)

IEC & Social Mobilization for NTDs





Piloting of the Toolkit: Ethiopia

- 2 day workshop in Addis Ababa
- 3 partners
- Materials reviewed focused on OV/LF MDA and aspects of SAFE messaging.





- Internal Knowledge (Identify appropriate staff to be included in workshop, local context & evolution of NTD program)
- Current IEC & Social Mobilization Materials
- NTD Master Plan
- Relevant Research (KAP, formative, etc.)
- Available budgets and costing for IEC and Social Mobilization



Regional IEC and Social Mobilization Profile

- NTD Program Focus:
- Objective of program:
- MDA Coverage:
- MDA Delivery Platform:
 - Distributed by:
- Budget for IEC and Social Mobilization:
- 3 Key Challenges to achieve objective
 - 1.
 - 2.
 - 3.
- Main Sources of MDA Awareness (include trusted source):



Synthesize: Regional Profile - Tigray

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

1. Rumors
2. Side effects
3. Importance of MDA

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

1. Mass media especially radio broadcasting
2. Town criers
3. Community volunteers
4. Health care providers
5. Health extension workers

Themes necessary for success

NON-NEGOTIABLE



MDA AWARENESS



SIDE EFFECTS



**DISEASE
AWARENESS**



**EPIDEMIOLOGICAL
KNOWLEDGE**



PREVENTION



**VISIBILITY/
PROGRAM BRANDING**



MOTIVATION



ADVOCACY



TRAINING



ABSENTEEISM



Purpose of materials/ activities

Programs MUST
Address these areas:

NON-NEGOTIABLES



MDA
awareness



Visibility/
program
branding



Disease
awareness



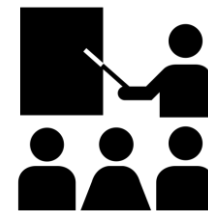
Prevention



Motivation



Side
effects



Training



Epi.
knowledge



Rumors



SYNTHESIZE

MESSAGE MATRIX

Material	Audience	Purpose
Poster (Trachoma)	Community Members	 MDA Awareness Prevention
Radio Spot (PSA)	General Population	
Poster (OV & LF)	Community Members	 Disease Awareness
T-shirt (Trachoma)	General Population	 Visibility
Bag (OV & LF)	Health Extension Workers	 Motivation
Brochure	Community Members	

This tool is an inventory of all current materials that the program is using, including IEC materials, wearables and social mobilization items.

The Align Tool will help to:

- Visualize and prioritize existing materials listed in the “Message Matrix Tool”
- Rearrange existing materials into the table provided
- Visual representation of what materials are currently addressing the critical areas and challenges for successful MDA

● Non-Negotiable

● Challenge

● Other



ALIGNMENT MATRIX

Purpose	Material	Action (K-A-Di-D)
 MDA Awareness	Poster (Trachoma)	
	Radio spot (PSA)	
	Banner (Trachoma)	
 Disease Awareness	Poster (OV & LF)	
	Brochures (All)	
	Radio Program	
 Visibility	Bag (OV & LF)	
	T-shirt(Trachoma)	
 Side Effects		
 Rumors		
 Prevention	Brochure	
	Banner	
 Motivation	Bag (OV & LF)	



- Do your materials:
 - address the non-negotiables
 - address the challenges
 - reach the right audience
- Message
 - Is it appropriate?
 - Will it be understood?
 - Has it been pre-tested?
- Think about the budget?
 - Is it a cost-effective material?
 - Is it really needed?
- What about the delivery mechanism?
 - timing of materials delivered- is this enough time before the MDA
 - timing of radio spot aired



ALIGNMENT MATRIX

Purpose	Material	Action (K-A-Di-D)
 MDA Awareness	Poster (Trachoma)	ADAPT
	Radio spot (PSA)	KEEP
	Banner (Trachoma)	ADAPT
 Disease Prevention	Poster (OV & LF)	ADAPT
	Brochures (All)	ADAPT
	Radio Program	ADAPT
 Visibility	Bag (OV & LF)	ADAPT
	T-shirt(Trachoma)	ADAPT
Side Effects 		DEVELOP
Rumors 		DEVELOP
Prevention 	Brochure	ADAPT
	Banner	DISCARD
Motivation 	Bag (OV & LF)	KEEP

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ምልክታት ሕመም

- ዓይኒ ምቅላኡ፤
- መብዕኤትኡ ግዜ ንጎሆ ዝርእይ ዕንጽል፤ ብርሃን ንምርእይ ምፍራሕ፤
- ዓይኒ ቃንዞን ምብካይን እዮም

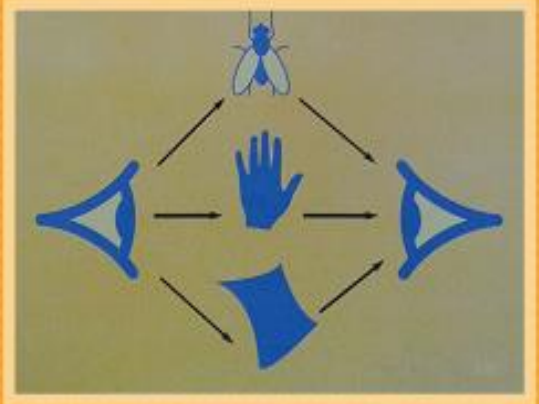


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ህፃናት ብሕመም ትራኮማ ብተደጋጋሚ እንተሓሚሞም ኣብ ንእስነት ዕድሚኦም ናይ ምርእይ ፀገም የምልእ። እቲ ሕመም ንክሰፍሕን ክራቂኡን ዝገብር ሃመማ እዩ። ምክንያቱ እቲ ታሕተዋይ ክብ ሕመም ናብ ጡዕይ ብሃመማ ስለዝመሓልፍ እዩ።

መመሓላልፍ መንገድታት ሕመም ትራኮማ

- ሕመም ትራኮማ ብተለሉ ዝመሓልፍ ሕመም እዩ። እቲም ምመሓላልፍ ምንገድታት ዝስእሱ እዮም።
1. ትራኮማ ዝሓመመ ህፃን ዓይኑ ይቀይሕን ዕንጽል ይሕልወን ክመሓወጥ ሓልፍ ሓልፍ ካብ ክፍንጨኡ ፈሳሽ ይሕልወ። ኣብቲ ሰቢ ትራኮማ መምልእ ታሕተዋይ ስለዝሕሉ ናብ እፃብኡን ክዳግንትን ብቀልሉ ብምሕላፍ ናብ ዐይኒ ይክይድ።
 2. ሓመማ ትራኮማ ካብ ዝሓመመ ሰብ ናብ ጡዕይ ሰብ እቲ ሕመም ምምልእ ታሕተዋይ የመሓልፍእ።
 3. ህፃናት ብሓይ ክድቅሱን ክሉ እቲ ታሕተዋይ ካብ ህፃን - ናብ -ህፃን፤ ካብ ህፃን ናብ ክፍን፤ ካብ ክፍን ናብ ህፃን ይመሓልፍ።
 4. እዲታት ንሕመም ትራኮማ ዝተቀሉ እዮም ምክንያቱ ዝበዘሉ ግዚኦም ምስ ህፃናት ስለዝሓልፍ።



ሕመም ትራኮማ ብጠብሕ ዝረካየሉ ቦታታት

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- ዐይኒ ክዳመ- ዝከሕሉ ነገራት ዘረካሉ ቦታታት፤ ከም ጨሽ፣ ሓመድ፣ ኮስሞትክስ።
- ጽንሰት

ሕመም ትራኮማ ምክልኻልን ምሕካምን ይካእል እዩ



1 ናይ ዉልቀ ዕሬት ብምሕላዉ

በቢ መዓልቱ ህፃናት ኢዶምን ገዳምን ብፀርይ ማይን ሳሙናን ክሕፀቡ ብምግባር እዩ።

2 ክባቢያዊ ዕሬት ብምሕላዉ

- ዝተመሓሸ ሽንት ቤት ብእግባቡ ብምጥቃም፤
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- ሃመማ መራብሒ ቦታ ምጥፋኡ
- ቀርይ ማይ ምጥቃም



3 ምሕካም



- ናይ ህፃናት ዓይኒ እና ቀይሖን ዕንጽል ክሕዝን ክሉ ብዕሬት ምሕላዉን ናብ ሕክምና ምወሳድን የድሊ። እቲ ሕክምና ቦቲ ሓኪም ትእዛዝ መሰረት ክይኣዳረፀ ብምክትታል።
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ACT



GATHER

SYNTHESIZE

ALIGN

ACT

VERIFY

DEVELOPMENT TOOL

Challenge/ Non-Negotiable	Message to Address Challenge/Non- Negotiable	Target Audience	Channel	Material
 Side effects	List of potential side effects and how to address them	Community Members	Mass Media	Radio spot
 Rumors	Drugs are free, safe and effective	Community Members	Inter-personal communication through community elders	N/A

Following a structured process for materials design will ensure that program outputs are audience-focused and compelling.



ACT



GATHER



SYNTHESIZE



ALIGN



ACT



VERIFY



ADAPTION TOOL

Material	Desired Changes (content or timing)
Brochure	1. Change picture to look like woman from the region 2. Remove technical information from brochure (i.e. transmission diagram)
Poster (Trachoma)	1. Change picture to clearly depict MDA 2. Add section to address side effects
Radio Program	1. Change broadcasting schedule to air 3 weeks before MDA. Increase frequency 2. Add section to address side effects 3. Pre-test



STRATEGY SNAP-SHOT

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.
3. Discuss as a group and agree on proposed next steps for creation and finalization of materials or other required inputs.
4. Proposed monitoring mechanisms.

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	- 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	- 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	- 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	- Broadcast certificates - Omnibus survey
	Radio Spot	Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA	- Develop radio spot - Ensure delivery mechanism is in place	- Broadcast certificates - Omnibus survey
	Training	Step down trainings	Adapt training materials to include empowerment messages	Training reports
	TV Documentary	Played 2x/week 3 weeks leading up to MDA	Adapt documentary	Broadcast certificates
	LF Flyer	Delivered with drugs and handed out during MDA	Adapt flyer and pre-test	Post coverage survey



Next Steps: Ethiopia

- National IEC/BCC standardization workshop
 - All NTDs and partners
 - Standardize messages and materials
- Include training on IEC and social mobilization as part of the integrated refresher training (IRT)
- Identify mechanisms for monitoring IEC materials and social mobilization



- # IEC & SOCIAL MOBILIZATION NTD TOOL KIT

Icons: Magnifying glass, Hand, Database, Document, Checkmark

TOOLS

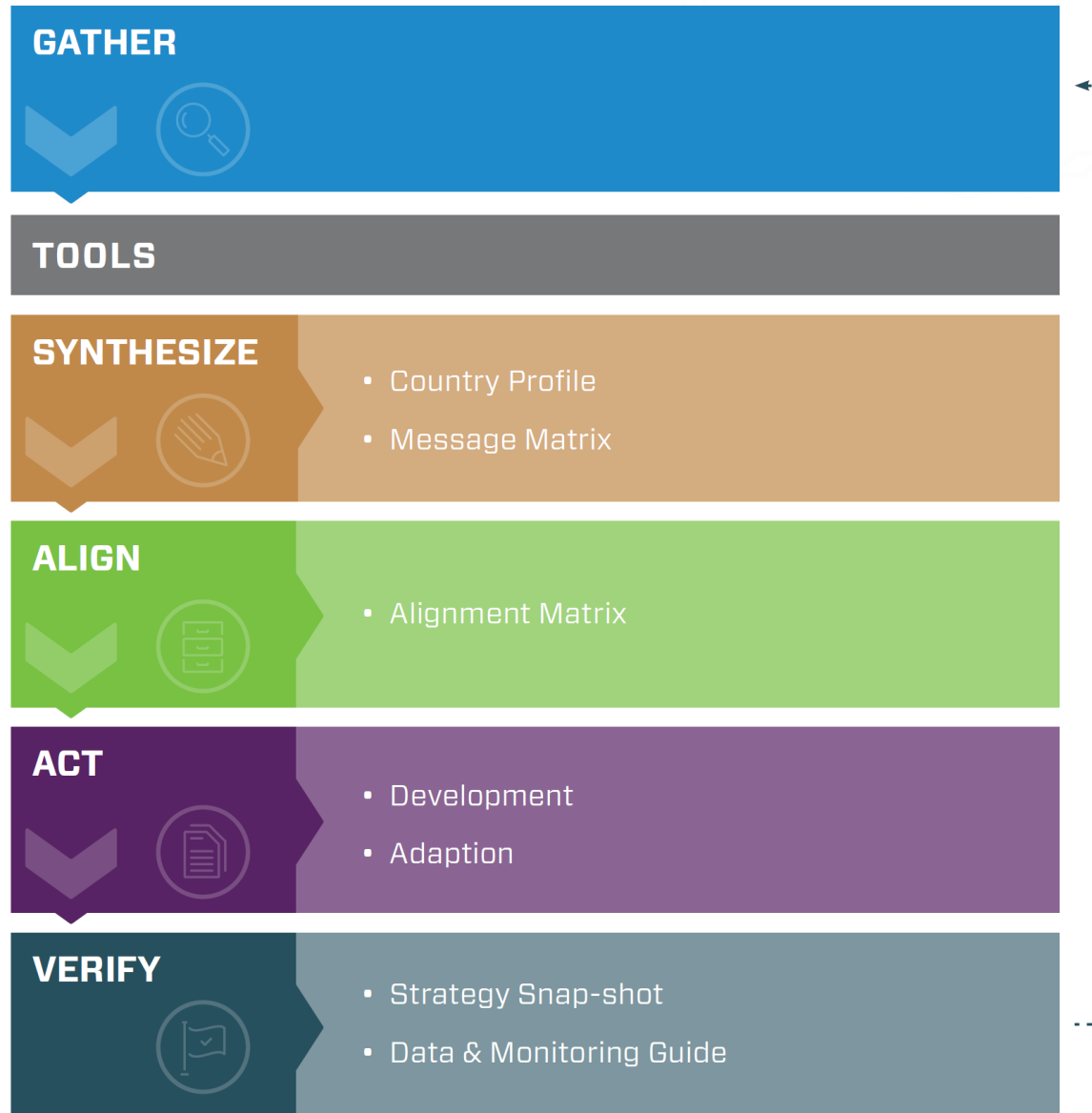
SYNTHESIZE	ALIGN	ACT	VERIFY
- Country Profile - Message Matrix	Alignment Matrix	- Development - Adoption	- Strategy snapshot - Data & Monitoring Guide

PROCESS

Icons: People, Document, Database, Document, Document, Document, Document, Document, Document, Document

Labels: Country Profile, Message Matrix, Alignment Matrix, Development, Adoption, Strategy snapshot, Data & Monitoring Guide, Country Profile, Message Matrix, Alignment Matrix, Development, Adoption, Strategy snapshot, Data & Monitoring Guide

Process Review





Uganda Experience

GATHER

- Collection and review of existing strategy and materials

SYNTHESIZE

- Clear gaps between materials, strategy and field reports

ALIGN

- Alignment of strategy and communication issues not addressed

ACT

- Development of new materials and interpersonal strategies

VERIFY

- Development of logical framework



Uganda Experience

Insights

The tool provided a guide for both technical and non technical partners

GATHER



TOOLS

SYNTHESIZE



- Country Profile
- Message Matrix

ALIGN



- Alignment Matrix

ACT



- Development
- Adaption

VERIFY



- Strategy Snap-shot
- Data & Monitoring Guide

Questions?
Please type them into the chat box)

Thank you!

- **Slides** and an archived **recording** of the webinar will be made available on the ENVISION website at www.NTDenvision.org
- Previous webinar recordings can also be found on our website.
- We want your feedback! Please click on the link in the chat box to complete a very brief survey.



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