

**envision**  
a world free of NTDs  
**WEBINAR SERIES**

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



# Speakers



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# 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](http://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](http://www.ntdenvision.org/toolbox)



# IEC & SOCIAL MOBILIZATION NTD TOOL KIT

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# NTD Communication Goal

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



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

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- 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

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“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

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*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

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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**

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# Material format and message

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- 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

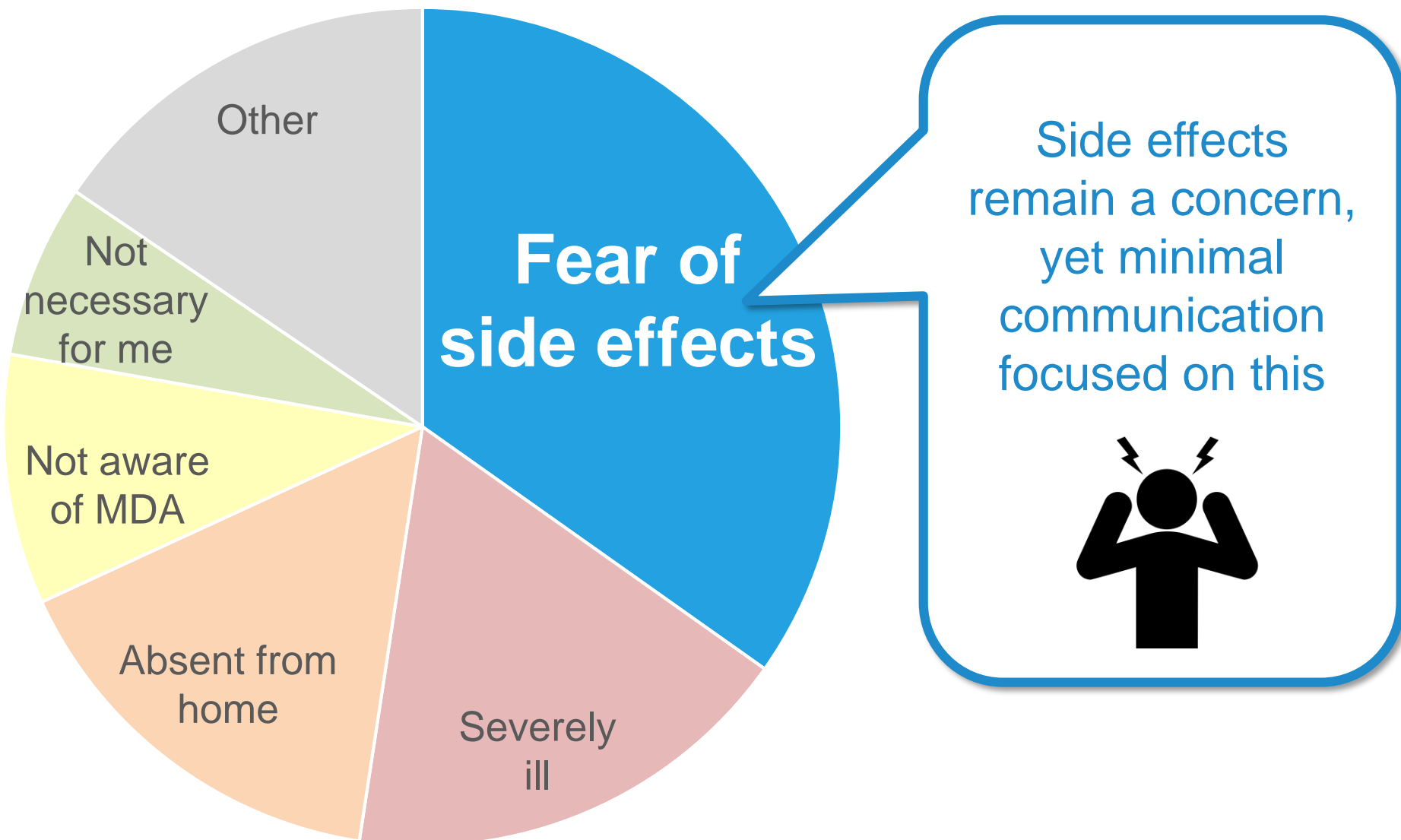
- Key findings: Materials

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

# Disconnect between program objectives and messages

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## Reasons for non-participation in MDA, 2015



# Logistics: distribution, timing and follow up

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“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

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“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

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

# **WHY A TOOL KIT?**

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

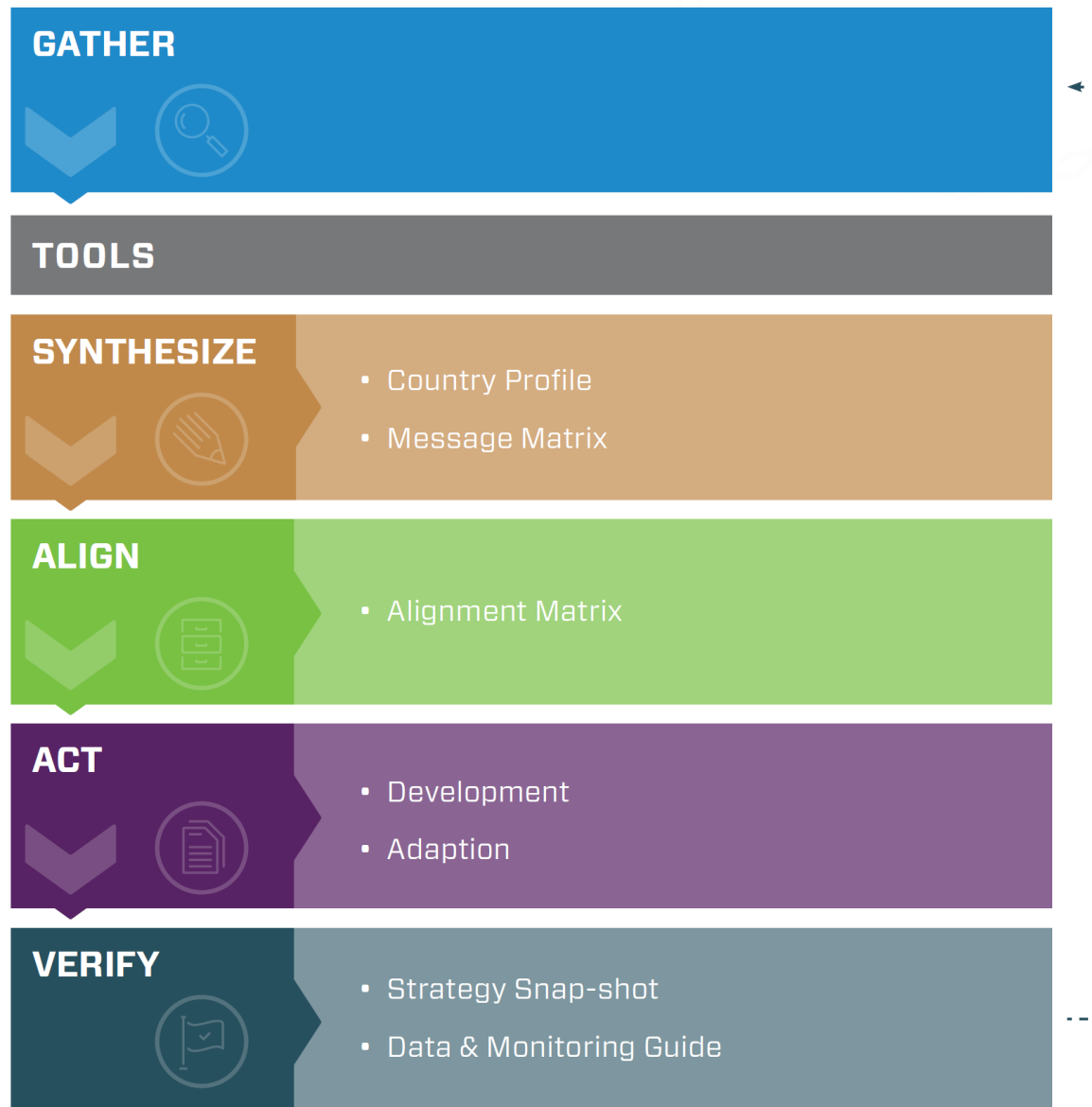


Questions?

(Please type them into the chat box)

# IEC & Social Mobilization for NTDs

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# 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

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**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



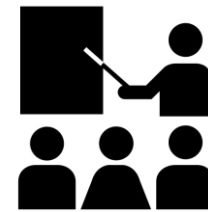
# Purpose of materials/ activities

Programs MUST  
Address these areas:

## NON-NEGOTIABLES



Prevention



Training



Motivation



Epi.  
knowledge



Side effects









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)
 <p>MDA Awareness</p>	Poster (Trachoma)	
	Radio spot (PSA)	
	Banner (Trachoma)	
 <p>Disease Awareness</p>	Poster (OV & LF)	
	Brochures (All)	
	Radio Program	
 <p>Visibility</p>	Bag (OV & LF)	
	T-shirt(Trachoma)	
 <p>Side Effects</p>		
 <p>Rumors</p>		
 <p>Prevention</p>	Brochure	
	Banner	
 <p>Motivation</p>	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

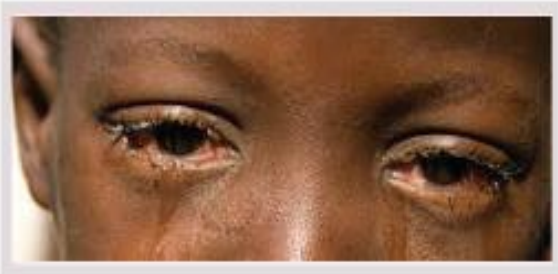
Purpose	Material	Action (K-A-Di-D)
 <p>MDA Awareness</p>	Poster (Trachoma)	<b>ADAPT</b>
	Radio spot (PSA)	<b>KEEP</b>
	Banner (Trachoma)	<b>ADAPT</b>
 <p>Disease Prevention</p>	Poster (OV & LF)	<b>ADAPT</b>
	Brochures (All)	<b>ADAPT</b>
	Radio Program	<b>ADAPT</b>
 <p>Visibility</p>	Bag (OV & LF)	<b>ADAPT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



ሕግም ትራኮማ ብጠብሐ ገረላየሉ ናይ ዉልቀን ክባቢ ያዊ ዕሬት ጉድሰት ኣብ ዘለዉ ክባቢን ጠብሐ ሱብ ገቡብጪሉን ሕፊት ምግብ ኣብ ዘለዎም ማእበረሰብ ክፋል እዩ። መብይካትኡ ጊዚ እቲ ሕግም ኣብ ህፃፊንቲ ዕድሚኡም ክብ 1- 9 ዓመት ዘለዉ ዓይኒ ዘየቅዕ እዩ።

**ምልክታት ሕግም**

- ዓይኒ ምትላኡ፣
- መብይካትኡ ግዚ ንጎሆ ዝርእይ ዕንጭል፣ ብርሃን ንምርእይ ምፍራሕ፣
- ዓይኒ ታንዋን ምብካይን እዮም



እዚ ሕግም እንተብይተሓምና ንግዚኡ ዝሓዎ ይመስል እምቡር ብኣይኒ ክረእ ዘይኸእል ቀጢን በሰላ ኣብ ዓይኒ ቆቢዕ ይፈጥር። እቲ ሕግም እንትጸጋጎም እቲ በሰላ እናሰፍሐ ስለዝከይድ ላዕላዎይ ናይ ዓይኒ ቆቢዕ ናብ ዉሽጢ ገቲሩ ስለዝሰከብ ላዕላዎይን ታኡተዎይን ናይ ዓይኒ ቆቢዕ ክይጋጥም ይገብር ። ስለዚ እቲ ላዕላዎይ ናይ ዓይኒ ሽፋሽፍቲ ናይ ዓይኒ መስተዋት ብምፍግፋግ ናይ ምርእይ ዓቕሚ ክብ ጊዚ ናብ ጊዚ ክንኪ ብምግባር ናይ ምርእይ ፀገም የምዕእ።

ህፃፊንቲ ብሕግም ትራኮማ ብተጸጋጋሚ እንተሓሚሞም ኣብ ንእስነት ዕድሚኡም ናይ ምርእይ ፀገም የምዕእ። እቲ ሕግም ንክሰፍሕን ክራብኡን ዝገብር ሃመማ እዩ ። ምክንያቱ እቲ ታኡዎስ ክብ ሕሙም ናብ ጡዕይ ብሃመማ ስለዝመሓላልፍ እዩ።

**መመሓላልፍ፣ መንገድታት ሕግም ትራኮማ**

ሕግም ትራኮማ ብተለሱ ዝመሓላልፍ ሕግም እዩ። እቲ ምመሓላልፍ ምንገድታት ዝበእቡ እዮም።

1. ብትራኮማ ዝሓመመ ህፃን ዓይኑ ይተይብን ዕንጭል ይሕልዎን ክመለዎን ሓልፍ ሓልፍ ካብ ሕፃን ግዳኡ ፈሰስ ይሕልዎ። ኣብቲ ሰለ ትራኮማ መምዕኡ ተሕዋስ ስለዝከኣሉ ናብ ለፃብኡን ክዳግ ንትን ብቀልሉ ብምሕላፍ ናብ ዕይኒ ይከይድ።
2. ሓመማ ብትራኮማ ካብ ዝሓመመ ሰብ ናብ ጡዕይ ሰብ እቲ ሕግም ምምዕኡ ተሕዋስ የመሓላልፍ።
3. ህፃፊንቲ ብሓይ ክኮቅሱን ክሉ እቲ ተሕዋስ ካብ ህፃን - ናብ ሓፃን፣ ካብ ህፃን ናብ ክፃን፣ ካብ ክፃን ናብ ህፃን ይመሓላልፍ።
4. እዲታት ንሕግም ትራኮማ ዝተቀላሉ እዮም ምንገድታት ዝበእቡ ግዚኡም ምስ ህፃፊንቲ ስለዝተልፍኑ።

**ሕግም ትራኮማ ብጠብሕ ዝረላየሉ ቦታታት**

- ቀርይ ዝስተ ግይ ኣብ ዝሃል ቦታታት፣
- ሓመማ ኣብ ዝበእቡ ቦታ፣
- ዕኩቅ ሰብ ኣብ ዘሉ ቦታ ብፍላይ ህፃፊንቲ፣
- ዕይኒ ክዳከሙ ዝከሉሉ ነገራት ዘረኣሉ ቦታታት፣ ከም ዉሕት ሓመድ፣ ኮስሞትክስ
- ጽንጎት

**ሕግም ትራኮማ ምክልኻልን ምሕካምን ይካእል እዩ**



**1 ናይ ዉልቀ ዕሬት ብምሕላዉ**  
በቢ መዓልቱ ህፃፊንቲ እዲምን ገምን ብፀርይ ማይን ሳሙናን ክከወቡ ብምግባር እዩ።

**2 ክባቡ ያዊ ዕሬት ብምሕላዉ**

- ዝተመሓሸ ሽንት ቤት ብእግባቡ ብምጥቃም!
- ንሓፍ ብእግባቡ ብምለለይ!
- ሃመማ መራብሒ ቦታ ምጥፋሕ
- ቀርይ ማይ ምጥቃም



**3 ምሕካም**



- ናይ ህፃፊንቲ ዓይኒ እና ቀይሖን ዕንጭል ክእዝን ክሉ ብዕሬት ምሕላዉን ናብ ሕክምና ምወላድን የድሊ። እቲ ሕክምና ቡቲ ሓዚም ትእዛዝ መሰረት ክይከፋፈሉ ብምክትታል።
- ናይ ዓይኒ ሽፋሽፍቲ ናብ ዉሽጢ ዝእተወ እንተካይኑ ብመድሓነት ጥራሕ ምሕካም እይክእልን። ስለዚ ቀለል መጥባሕቲ ምክያድ እድላይ እዩ።





**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	<ol style="list-style-type: none"><li>1. Change picture to look like woman from the region</li><li>2. Remove technical information from brochure (i.e. transmission diagram)</li></ol>
Poster (Trachoma)	<ol style="list-style-type: none"><li>1. Change picture to clearly depict MDA</li><li>2. Add section to address side effects</li></ol>
Radio Program	<ol style="list-style-type: none"><li>1. Change broadcasting schedule to air 3 weeks before MDA. Increase frequency</li><li>2. Add section to address side effects</li><li>3. Pre-test</li></ol>



## 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	<ul style="list-style-type: none"> <li>• Spot check</li> <li>• Post coverage survey</li> </ul>
	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"> <li>• Broadcast certificates</li> <li>• Omnibus survey</li> </ul>
	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"> <li>• CDD interviews</li> <li>• MDA spot checks</li> </ul>
	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"> <li>• Broadcast certificates</li> <li>• Omnibus survey</li> </ul>
	Radio Spot	Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA	<ul style="list-style-type: none"> <li>• Develop radio spot</li> <li>• Ensure delivery mechanism is in place</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast certificates</li> <li>• Omnibus survey</li> </ul>
	Training	Step down trainings	Adapt training materials to include empowerment messages	<ul style="list-style-type: none"> <li>• Training reports</li> </ul>
	TV Documentary	Played 2x/week 3 weeks leading up to MDA	Adapt documentary	<ul style="list-style-type: none"> <li>• Broadcast certificates</li> </ul>
	LF Flyer	Delivered with drugs and handed out during MDA	Adapt flyer and pre-test	<ul style="list-style-type: none"> <li>• Post coverage survey</li> </ul>



# Next Steps: Ethiopia

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- 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



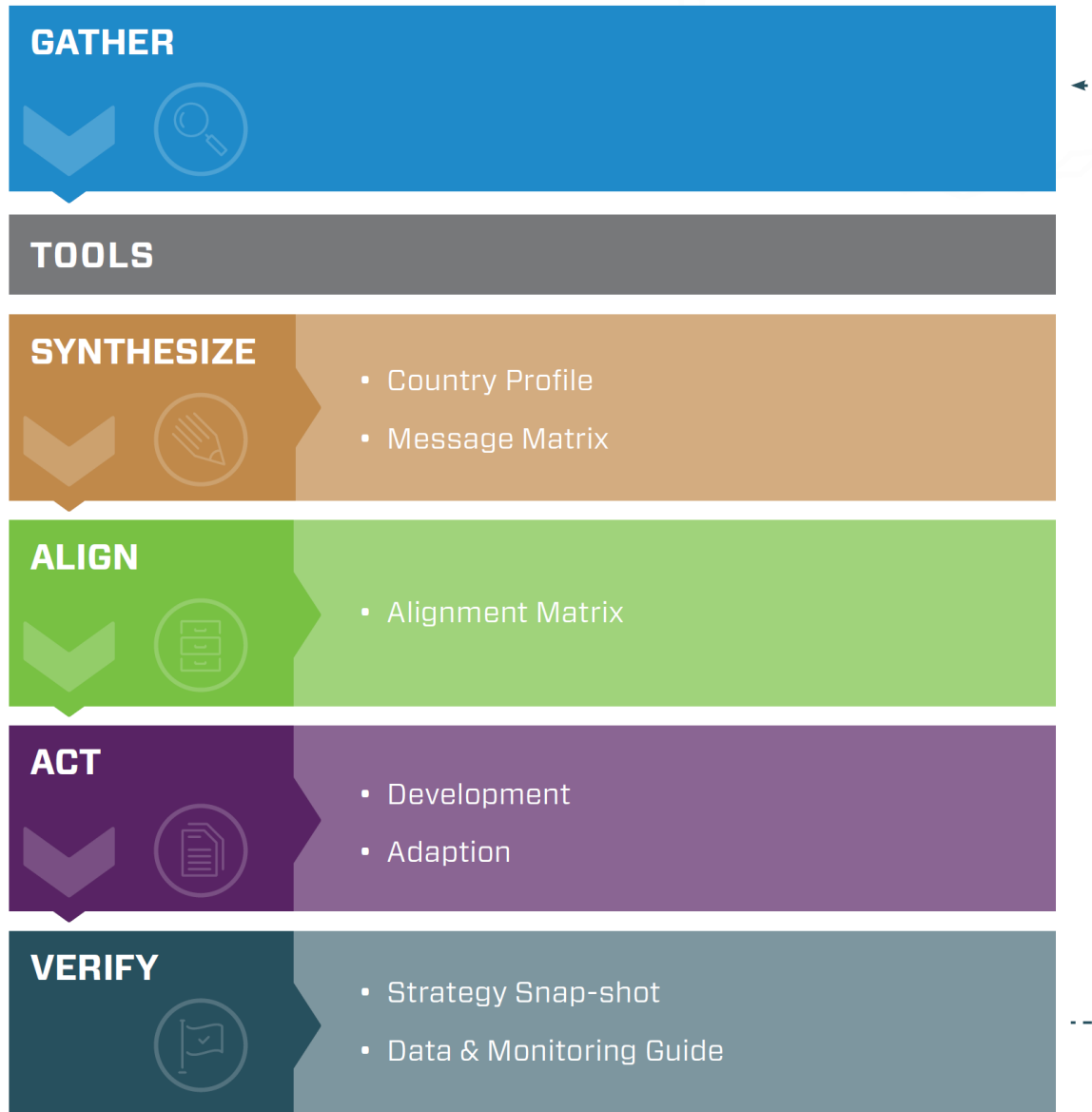
# Summary and Lessons Learned from Ethiopia

- Well received and process appreciated by partners.
- Excellent tool for starting a dialogue about the goals of IEC/BCC material
- Despite differences between implementation areas, helpful to review materials as a group- common themes emerge
- Keep workshop small (10 or less) and ensure appropriate people are present. Allow for two days to complete all steps of the tool.
- Can be easily adapted for use in other areas related to NTDs (TT surgery, WASH, etc.) or other health topics



# Process Review

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# Uganda Experience

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## 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

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## 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](http://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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