IEC & Social Mobilization Tool Kit: Overview and Practical Experiences from Ethiopia and Uganda
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ENVISION is an eight-year, global project (2011-2019) funded by USAID

What is ENVISION?

LATIN AMERICA & THE CARIBBEAN

AFRICA

ASIA

ENVISION supports national NTD control programs in 19 countries

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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
- ONCHO
- TRACHOMA
- STH
- SCHISTO

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

HAITI  BENIN  UGANDA  NEPAL
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

- Fear of side effects
- Not necessary for me
- Not aware of MDA
- Absent from home
- Severely ill
- Other

Side effects remain a concern, yet minimal communication focused on this.
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

GATHER

TOOLS

SYNTHESIZE
- Country Profile
- Message Matrix

ALIGN
- Alignment Matrix

ACT
- Development
- Adaption

VERIFY
- Strategy Snap-shot
- Data & Monitoring Guide
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

- MDA Awareness
- Side Effects
- Disease Awareness
- Epidemiological Knowledge
- Prevention
- Advocacy
- Training
- Absenteeism
- Visibility/Program Branding
- Motivation
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

ETHIOPIA Experience
**SYNTHESIZE**

**MESSAGE MATRIX**

<table>
<thead>
<tr>
<th>Material</th>
<th>Audience</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster (Trachoma)</td>
<td>Community Members</td>
<td>MDA Awareness</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prevention</td>
</tr>
<tr>
<td>Radio Spot (PSA)</td>
<td>General Population</td>
<td></td>
</tr>
<tr>
<td>Poster (OV &amp; LF)</td>
<td>Community Members</td>
<td>Disease Awareness</td>
</tr>
<tr>
<td>T-shirt (Trachoma)</td>
<td>General Population</td>
<td></td>
</tr>
<tr>
<td>Bag (OV &amp; LF)</td>
<td>Health Extension Workers</td>
<td>Visibility</td>
</tr>
<tr>
<td>Brochure</td>
<td>Community Members</td>
<td></td>
</tr>
</tbody>
</table>

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
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Material</th>
<th>Action (K-A-Di-D)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td><strong>Material</strong></td>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>MDA Awareness</td>
<td>Poster (Trachoma)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Radio spot (PSA)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Banner (Trachoma)</td>
<td></td>
</tr>
<tr>
<td>Disease Awareness</td>
<td>Poster (OV &amp; LF)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brochures (All)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Radio Program</td>
<td></td>
</tr>
<tr>
<td>Visibility</td>
<td>Bag (OV &amp; LF)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>T-shirt (Trachoma)</td>
<td></td>
</tr>
<tr>
<td>Side Effects</td>
<td>Brochure</td>
<td></td>
</tr>
<tr>
<td>Rumors</td>
<td>Banner</td>
<td></td>
</tr>
<tr>
<td>Prevention</td>
<td>Bag (OV &amp; LF)</td>
<td></td>
</tr>
<tr>
<td>Motivation</td>
<td>Bag (OV &amp; LF)</td>
<td></td>
</tr>
</tbody>
</table>
- 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
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Material</th>
<th>Action (K-A-Di-D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDA Awareness</td>
<td>Poster (Trachoma)</td>
<td>ADAPT</td>
</tr>
<tr>
<td></td>
<td>Radio spot (PSA)</td>
<td>KEEP</td>
</tr>
<tr>
<td></td>
<td>Banner (Trachoma)</td>
<td>ADAPT</td>
</tr>
<tr>
<td>Disease Prevention</td>
<td>Poster (OV &amp; LF)</td>
<td>ADAPT</td>
</tr>
<tr>
<td></td>
<td>Brochures (All)</td>
<td>ADAPT</td>
</tr>
<tr>
<td></td>
<td>Radio Program</td>
<td>ADAPT</td>
</tr>
<tr>
<td>Visibility</td>
<td>Bag (OV &amp; LF)</td>
<td>ADAPT</td>
</tr>
<tr>
<td></td>
<td>T-shirt (Trachoma)</td>
<td>ADAPT</td>
</tr>
<tr>
<td>Side Effects</td>
<td></td>
<td>DEVELOP</td>
</tr>
<tr>
<td>Rumors</td>
<td></td>
<td>DEVELOP</td>
</tr>
<tr>
<td>Prevention</td>
<td>Brochure</td>
<td>ADAPT</td>
</tr>
<tr>
<td></td>
<td>Banner</td>
<td>DISCARD</td>
</tr>
<tr>
<td>Motivation</td>
<td>Bag (OV &amp; LF)</td>
<td>KEEP</td>
</tr>
</tbody>
</table>
Following a structured process for materials design will ensure that program outputs are audience-focused and compelling.

<table>
<thead>
<tr>
<th>Challenge/Non-Negotiable</th>
<th>Message to Address Challenge/Non-Negotiable</th>
<th>Target Audience</th>
<th>Channel</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side effects</td>
<td>List of potential side effects and how to address them</td>
<td>Community Members</td>
<td>Mass Media</td>
<td>Radio spot</td>
</tr>
<tr>
<td>Rumors</td>
<td>Drugs are free, safe and effective</td>
<td>Community Members</td>
<td>Inter-personal communication through community elders</td>
<td>N/A</td>
</tr>
</tbody>
</table>
## ADAPTION TOOL

<table>
<thead>
<tr>
<th>Material</th>
<th>Desired Changes (content or timing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure</td>
<td>1. Change picture to look like woman from the region</td>
</tr>
<tr>
<td></td>
<td>2. Remove technical information from brochure (i.e. transmission diagram)</td>
</tr>
<tr>
<td>Poster (Trachoma)</td>
<td>1. Change picture to clearly depict MDA</td>
</tr>
<tr>
<td></td>
<td>2. Add section to address side effects</td>
</tr>
<tr>
<td>Radio Program</td>
<td>1. Change broadcasting schedule to air 3 weeks before MDA. Increase frequency</td>
</tr>
<tr>
<td></td>
<td>2. Add section to address side effects</td>
</tr>
<tr>
<td></td>
<td>3. Pre-test</td>
</tr>
</tbody>
</table>
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.
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Material</th>
<th>Delivery Mechanism (including timing)</th>
<th>Proposed Next Steps</th>
<th>Monitoring Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Announcement Banner</td>
<td>Delivered and displayed 3 weeks before MDA. Identify high traffic areas to display banners</td>
<td>Ensure delivery mechanism is in place</td>
<td>• Spot check • Post coverage survey</td>
</tr>
<tr>
<td></td>
<td>Radio Spot English</td>
<td>Played 5x/day 3 weeks leading up to MDA and 10x/day during the MDA</td>
<td>Ensure delivery mechanism is in place</td>
<td>• Broadcast certificates • Omnibus survey</td>
</tr>
<tr>
<td></td>
<td>CDD Laminated Job Aid</td>
<td>Given to CDDs during training (including a training session on how to use it)</td>
<td>Pre-test adapted training module</td>
<td>• CDD interviews • MDA spot checks</td>
</tr>
<tr>
<td></td>
<td>Radio Spot</td>
<td>Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA</td>
<td>Ensure delivery mechanism is in place</td>
<td>• Broadcast certificates • Omnibus survey</td>
</tr>
<tr>
<td></td>
<td>Radio Spot</td>
<td>Played 3x/day 3 weeks leading up to MDA and 10x/day during the MDA</td>
<td>• Develop radio spot • Ensure delivery mechanism is in place</td>
<td>• Broadcast certificates • Omnibus survey</td>
</tr>
<tr>
<td></td>
<td>Training</td>
<td>Step down trainings</td>
<td>Adapt training materials to include empowerment messages</td>
<td>• Training reports</td>
</tr>
<tr>
<td></td>
<td>TV Documentary</td>
<td>Played 2x/week 3 weeks leading up to MDA</td>
<td>Adapt documentary</td>
<td>• Broadcast certificates</td>
</tr>
<tr>
<td></td>
<td>LF Flyer</td>
<td>Delivered with drugs and handed out during MDA</td>
<td>Adapt flyer and pre-test</td>
<td>• Post coverage survey</td>
</tr>
</tbody>
</table>
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
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
Uganda Experience

- Collection and review of existing strategy and materials
- Clear gaps between materials, strategy and field reports
- Alignment of strategy and communication issues not addressed
- Development of new materials and interpersonal strategies
- Development of logical framework
The tool provided a guide for both technical and non-technical partners.
Thank you!

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