

# Malaria Social and Behavior Change Evidence Discussion Series

## Discussion Questions

Welcome to the third Breakthrough ACTION malaria social and behavior change evidence discussion series. We will be discussing the article [Prescriber and patient-oriented behavioural interventions to improve use of malaria rapid diagnostic tests in Tanzania: facility-based cluster randomised trial](#). Please use the following questions to guide your reading.

**Situation:** *Study authors cite a [qualitative study](#) that found that rapid diagnostic tests (RDTs) were often a source of conflict in health worker-patient interactions in the Tanga and Kilimanjaro regions of Tanzania. What evidence did authors collect and use to come to the conclusion that a combination of small group workshops, feedback text messages, motivational text messages, and patient information leaflets and posters would improve correct prescription and use of RDTs? How was this evidence collected?*

**Behavioral objectives:** *Which behaviors did this study interventions set out to influence?*

**Communication objectives:** *What knowledge, attitudes, social norms, or environmental factors did study interventions set out to influence and how were they influenced?*

**Impact:** *Which intervention appears to have been more successful? Which behavioral or health outcomes were measured and how were they measured?*

**Study design:** *What kind of study design was used (cross-sectional, longitudinal, pre-post, etc.)? What steps were taken to avoid study bias? How representative was the survey sample of the population that received the intense behavior change communication intervention?*

**Study analysis:** *How confident can we be that behaviors being practiced are a result of the interventions, and not as a result of confounding factors?*

**Generalizability:** *Were the groups surveyed in this study representative of Tanga and Kilimanjaro regions as a whole? Can lessons learned in this study be applied beyond the populations studied?*

For more articles showing the positive impact social and behavior change communication has had on malaria outcomes, as well as [infographics](#) and [factsheets](#), visit the [malaria social and behavior change communication evidence database](#).



U.S. President's Malaria Initiative

