

# Malaria Social and Behavior Change Evidence Discussion Webinar

## Discussion Guide

March 25, 2020

Welcome to the fourth Breakthrough ACTION malaria social and behavior change (SBC) evidence discussion webinar. We will be discussing [The impact of behaviour change communication on the use of insecticide treated nets: a secondary analysis of ten post-campaign surveys from Nigeria](#). Please use the following questions to guide your reading.

**Situation:** The study authors cite 10 quantitative surveys conducted between 2009 and 2012 in Nigeria following insecticide-treated mosquito net distributions coupled with behavior change communication that found significantly increased hanging and use of nets, particularly among vulnerable groups. What evidence did authors collect and use to come to this conclusion? How was this evidence collected?

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

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

**Impact:** Which behavioral or health outcomes were measured by the surveys and how were they measured?

**Study design:** What kind of study design (e.g., cross-sectional, longitudinal, pre-post, other) and analytical measures were used? What steps were taken to avoid bias?

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

**Generalizability:** Were the groups surveyed in this study representative of 10 states as a whole? Can lessons learned in this study be applied beyond these 10 states in Nigeria?

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

