

Malaria Social and Behavior Change Evidence Discussion Series

Discussion Questions

Welcome to the eighth Breakthrough ACTION malaria social and behavior change (SBC) evidence discussion. We will be discussing the article [Improving malaria preventive practices and pregnancy outcomes through a health education intervention: A randomized controlled trial](#). Please use the following questions to guide your reading.

Situation: Study authors cite data that indicates both a high prevalence of malaria among pregnant women in Maiduguri as well as low rates of behaviors known to prevent malaria in pregnancy. They cite additional data suggesting that the Information-Motivation-Behavioural Skills theory may prove an effective means of increasing malaria in pregnancy preventive behaviors. What evidence did the authors collect and use to come to these conclusions?

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

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

Impact: 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, other)? What steps were taken to avoid bias?

Study analysis: How confident can we be those behaviors being practiced are a result of the SBC intervention(s), and not as a result of confounding factors?

Generalizability: Were people surveyed in this study representative of people living in Maiduguri as a whole? Can lessons learned in this study be applied beyond Maiduguri or Borno state?

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



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