

# Building an airplane as you fly!

Connecting stakeholders' collaboration, volunteer malaria testers and regional malaria teams in a fluid, continuous monitoring system facilitated behaviour change among gold miners in Guyana

## INTRODUCTION

Flight is literally required to access much of the remote gold mining regions of Guyana. Formative research informed the **SBC campaign design and approach**.



## METHODS

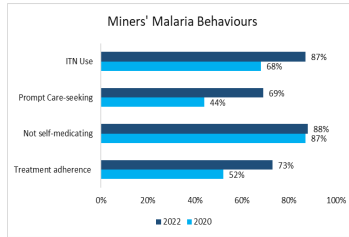
Volunteer malaria testers are trained to test, treat counsel miners and conduct exit interviews by the Ministry of Health (MoH) using communication materials developed by Breakthrough ACTION in collaboration with PAHO and the MoH.



Continuous monitoring system consists of field visits and exit interviews conducted simultaneously with the SBC multi-media campaign, depicting the desired care seeking behaviors. The campaign uses print media, TV, radio, and social media; incorporating animated and live actor videos, and music.

## RESULTS

Field visits identified poor internet access, Facebook access by secondary audiences while gold miners, the primary audience, enjoyed watching sport. Exit interviews show improvements in SBC.



## DISCUSSION

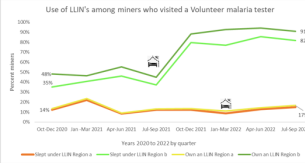
The success of the continuous monitoring system is in its collaborative approach and agility and flexibility, for example; field visits identify the efficacy of SBC communication channels, resulting in changes to relay SBC messaging during sporting events. Exit interviews provide insight in changes in behaviour and where the campaign messages could place emphasis.



## HIGHLIGHTS

Exit interviews highlight increases in miners prompt care seeking, completing the Ministry of Health's treatment regimen and refraining from self-medication.

Most miners who own LLIN's are using them. Difficulties in insecticide net distribution is highlighted. A clear difference between regional LLIN ownership identified different distribution processes.



Simultaneous SBC and continuous monitoring activities prove to be invaluable and may be applicable in similar contexts.

The overarching success of our project strategy or "flight" is largely due to the agility of the program, collaboration with relevant stakeholders and participatory approaches including miners, volunteer testers and regional malaria MoH staff.

## CONTACT

Camille Adams  
Monitoring and Evaluation Officer  
Breakthrough ACTION Guyana  
Email: cadams66@jhu.edu

