**National malaria social and behavior change strategy stakeholders' workshop**

**Terms of reference**

**How to use this template**

This stakeholder workshop terms of reference template is part of the RBM Partnership to End Malaria Social and Behavior Change (SBC) Strategy Development Toolkit. These sample terms of reference can be used to define and share the purpose of strategy development with the National Malaria Control Program and malaria SBC stakeholders. This is often the first step in initiating the strategy development workshop process, and an important way to set expectations regarding process. Review this guidance, fill in content boxes, and delete guidance text.

Introduction

Provide a brief rationale for the use of social and behavior change activities to support your country’s malaria control efforts. Describe the need for the strategy, it’s duration (period of performance), and the partners expected to be involved. Specify what division from which ministry is responsible for the development, implementation, oversight, and evaluation of the strategy.

Workshop Purpose

The purpose of the stakeholders’ workshop is two-fold: to establish partner buy-in and to establish consensus on a shared vision regarding *how* priority behaviors should be addressed.

Participant profiles for the stakeholder workshop include: the entire NMCP unit/division, the head of the health communication/promotion division (where this exists), at least one decision-making representative from the reproductive, maternal, reproductive, and child health unit/division, one decision-making representative from each major malaria SBC donor (Global Fund Principle Recipient, PMI Resident Advisor, etc.) as well as their SBC focal point, one decision-making representative from service provision implementing partner(s), a World Health Organization representative with knowledge of global policy and recommendations, and state/regional malaria and/or health communication focal points. Whenever possible, inclusion of intended strategy beneficiaries is highly valuable.

Having convinced stakeholders that this strategy is theirs and having incorporated feedback from as diverse an array of partners as possible, detailed strategy development will take place among a smaller sub-group of technical experts (during the writing retreat). The stakeholder workshop should instill a sense of ownership among stakeholders and establish the overall focus and priorities of the new strategy.

Examples of **strategy focus**:

* How will the strategy help achieve goals articulated in the national malaria strategic plan? How will behavior change efforts target areas of different transmission?
* If a country (or regions within it) is in transition (new partnerships, new malaria transmission zone strata/foci, new strategic focus, etc.), what steps are planned to initiate and accelerate new approaches? Is this a concerted effort that relies on partnerships with bordering countries, with the private sector, with state/regional/district authorities?
* Will this strategy rely on a multi-sectoral (incorporation of non-ministry of health government branches) approach? Will other health divisions be involved (reproductive, maternal, and child health)?
* Will the strategy follow a “high burden to high impact” approach advocated by the WHO and the RBM Partnership to End Malaria[[1]](#footnote-1)?
* Will the strategy articulate how to maintain and/or adapt effective SBC even during unexpected circumstances (Ebola virus outbreak, COVID-19 pandemic, etc.)?

Examples of **strategy priorities**:

* Which behaviors should be prioritized (this does not merely involve listing the behaviors included in the national strategic plan, but listing them in order of importance – assuming that resources are limited and not all may receive equal attention)?
* How will data be used to shape priorities and make key decisions (particularly regarding selection of key behaviors and identification of behavioral determinants)?
* Is it important to consider how gender affects the approaches being prioritized? Will there be a deliberate effort to achieve a level of equity (ensuring marginalized, stigmatized, economically depressed populations are reached)?
* Is it important to ensure communities are engaged in the development of efforts to improve their health?
* Should the strategy be developed in as participatory a manner as possible (and what does that mean)? Should the beneficiaries of this strategy play a role in its development (when, and how)? Will strategy monitoring and evaluation be prioritized (if so, how)?



Workshop Objectives

The outputs of a strategy development workshop are the sections of the strategy itself. The RBM Partnership to End Malaria SBC Strategy template shows how to structure this content. For the purposes of these terms of reference, it is enough to summarize these elements in bullet form. Outputs in parentheses are not necessary for the terms of reference, they are included in this guidance merely to make it clear how these objectives fit with concrete strategy elements.

1. Establish a shared vision: what do stakeholders want to achieve within the strategy’s period of performance? (output: strategy forward, strategy introduction – mission, vision, objectives, supporting SBC objectives)
2. Come to a consensus on strategy priorities, using available data to justify reach decision (output: strategy forward, strategy introduction)
3. Review and analyze available data and discuss implications (outputs: strategy introduction, situation analyses, behavioral analyses, audience analysis, strategic approaches)
4. Come to a consensus on priority behaviors: assuming resources are finite, which behaviors should the strategy focus on? Which should be prioritized when resources are limited? Are there some behaviors more important in a certain region of transmission zone? (outputs: behavior-specific communication plans)
5. Come to a consensus on appropriate strategy monitoring and evaluation targets (output: strategy monitoring and evaluation plan)

Expected Results

By the end of the stakeholders’ workshop the National Malaria Control Program’s chosen team of technical experts will have guidance regarding the strategy’s desired focus and priorities.

* Outputs: strategy forward, strategy introduction

The team will also leave with not only all available data, but consensus regarding what the data means in context and how it should be used to shape strategic decisions regarding selection of behaviors, articulation of behavioral determinants, identification of target audiences, and selection of specific communication approaches and an appropriate mix of channels.

* Outputs: intervention-specific plans, situation analyses, behavioral analyses, audience analyses, strategic approaches, considerations for varying areas with stratified malaria transmission

*The desired result of this workshop is not a validated strategy.* The goal is to provide a small team of technical experts with all of the top-level decisions needed to ensure the strategy’s direction is aligned with the expectations of the broad array of stakeholders who have agreed to implement it.



Date and Location

Organization and management

Conditions of Work

Work Documents

Contact Organizers

Participants

Agenda

Workshop agenda (see RBM Partnership to End Malaria template).

This resource is part of the [Malaria SBC Strategy Development Toolkit](https://drive.google.com/drive/folders/1paJiNjmiHdVtfI25BZSCfpk1HV61ygcL?usp=sharing)

1. Consider articulating what is meant by the “high burden to high impact” new “country-led” approach: political will; strategic information to drive impact; better guidance, policies and strategies, coordinated national malaria response? [↑](#footnote-ref-1)