**National malaria social and behavior change strategy development residential writing retreat**

**Terms of reference**

**How to use this template**

This writing retreat 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 a writing retreat with the National Malaria Control Program and malaria social and behavior change partners. This is often a second step in the strategy development process, following the facilitation of a stakeholder workshop. It is an important way to set writing retreat expectations. As there will be a great deal of small group work, it is crucial all writing retreat participants understand what is expected of them.

Introduction

Provide a brief rationale for the writing retreat. Describe the need for an inclusive, participatory process. Detail how instructions developed in the stakeholder workshop will guide this week’s efforts and eventual output. 

Writing Retreat Purpose

The purpose of the residential writing retreat is to produce a final malaria SBC strategy. While the goals of the stakeholder meeting are to shape the priorities and focus of the overall strategy, the writing retreat is the step in the strategy development process where the means of accomplishing overarching goals and focus are described in detail. The profile of writing retreat participants are as follows: NMCP SBC representatives (the entire unit/division), and implementing partner SBC focal points (Global Fund and PMI SBC project SBC focal points, for example). PMI Resident Advisors and potentially a World Health Organization representative should be invited to share detailed knowledge regarding global strategy, policy, and recommendations. Brief involvement of a service provider implementing partner representative may be a beneficial means of ensuring demand generation and service provision are aligned. NMCP M&E, malaria in pregnancy, malaria case management, and ITN focal points may be invited, as needed, to review intervention-specific plans. The NMCP director/coordinator is typically involved in developing or reviewing the introduction section (and/or making connections to appropriate Ministry of Health personnel responsible for signing the document).

It is recommended this retreat be residential, that is, located far enough away from participant offices and homes that travel to and from each day is not necessary and distractions are kept to a minimum. The strategy should be ready to circulate to those involved in the initial stakeholders’ meeting for validation shortly after the writing retreat.



Workshop Objectives

1. Analyze data and previously conducted root cause analysis to develop one **situation analysis** for each intervention category (ITN use, case management, malaria in pregnancy, and where appropriate, seasonal chemoprevention and/or indoor residual spraying).
2. Use available data and the previously conducted root cause analysis to select appropriate **primary, secondary, and tertiary audiences, communication objectives, strategic communication approaches, a channel mix, key benefits, and supporting points** for each previously identified (during the stakeholder workshop) priority behavior.
3. Use guidance previously provided (during the stakeholder workshop) to develop appropriate **monitoring and evaluation indicators**.



Expected Results

Following completion of a stakeholders’ workshop, the National Malaria Control Program’s chosen team of technical experts will have guidance regarding the strategy’s desired focus and priorities. As a result of the stakeholder’s workshop, the team chosen to participate in the writing retreat will have 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. *The desired result of this writing retreat is a final strategy, ready to submit for validation.* 

Date and Location

Organization and management

Conditions of Work

Work Documents

Contact Organizers

Participants

Agenda

Writing retreat agenda (see template).

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