



Effectiveness of communication strategies to fight against incidence and the persistence of Malaria in Rwanda



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Issues

- Malaria is one of the major public health concerns worldwide, particularly in sub-Saharan Africa due to the climate conditions of this region.
- Malaria is a parasite disease transmitted to human body through the bites of infected female anopheles mosquitoes.
- Malaria affects each and every category of people little children, young and old, and very severe to the pregnant women and children under 5 years old.
- According to RDHS-2005, each year malaria afflicts 300 to 500 million people worldwide, cases of death lay between 1 to 2 million, and the majority of them more than 90% occurs in Africa.

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- In Rwanda, malaria was identified as the main cause of the morbidity and mortality, more than 800,000 severe cases were reported by hospitals, approximately 900 resulted deaths whereas 35% of them were children under age 5.
- Imbuto Foundation with partners implemented a countrywide project aimed to achieve at least 90% Long-lasting insecticidal nets (LLINs) coverage to the population at risk of malaria by 2013.

Description

- Since October 2009, Imbuto Foundation implemented malaria project in 6 districts namely: Nyarugenge, Kicukiro, Gasabo, Kamonyi, Muhanga and Nyanza.
- Malaria project aimed at strengthening behavior change through communication strategies towards malaria prevention and control.

Project implementation levels:

To the Ministry level: RBC/Malaria division

District hospitals report to RBC/Malaria division through HMIS database.

To the District hospital level

District hospitals supervise the daily activities at health center levels.

To the Imbuto Foundation level

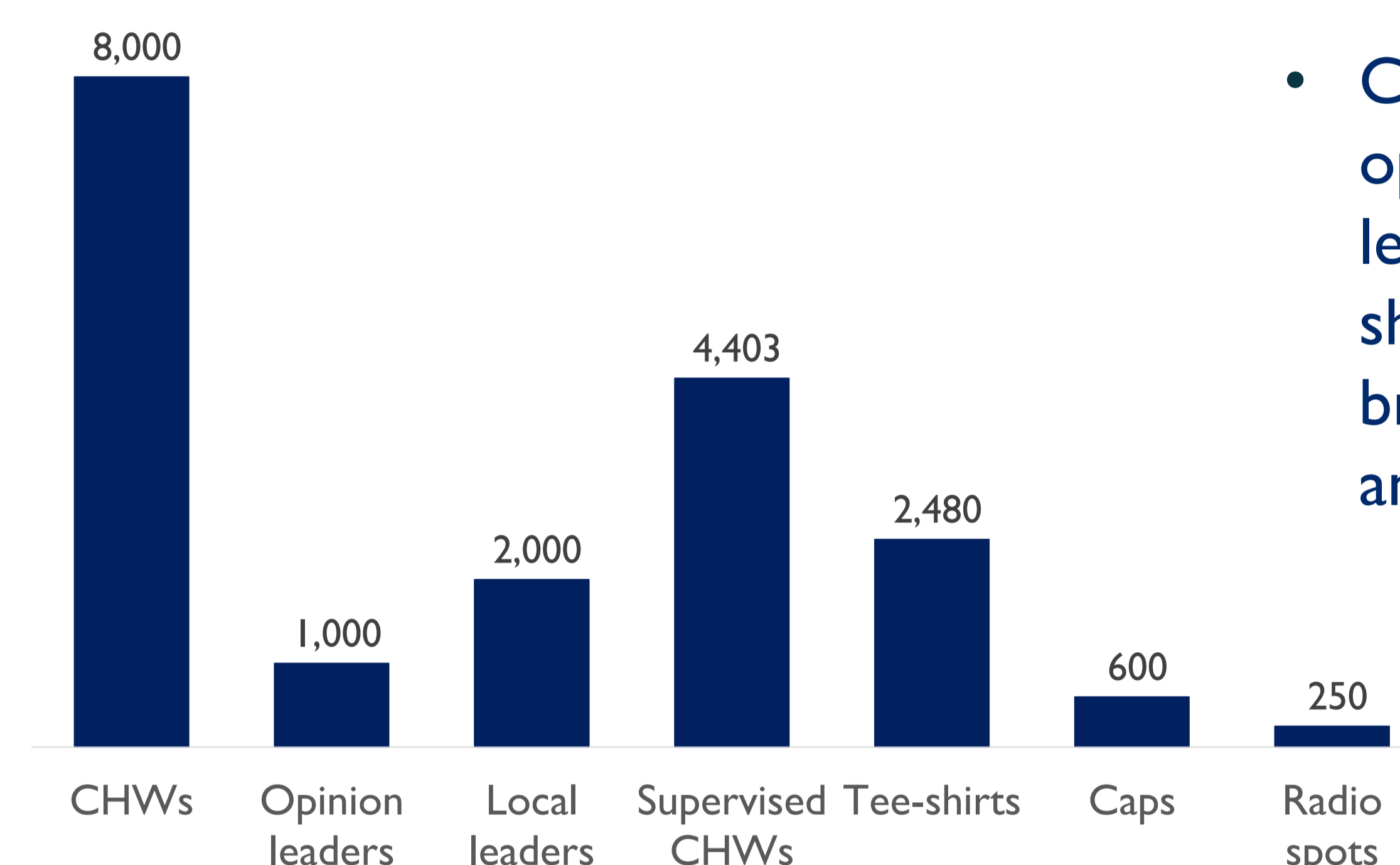
IF analyzed data and reported to GF/Malaria unit on quarterly basis. Evaluation of activities done by CHWs and at HC levels

Lessons Learned

Programme interventions and coverage areas

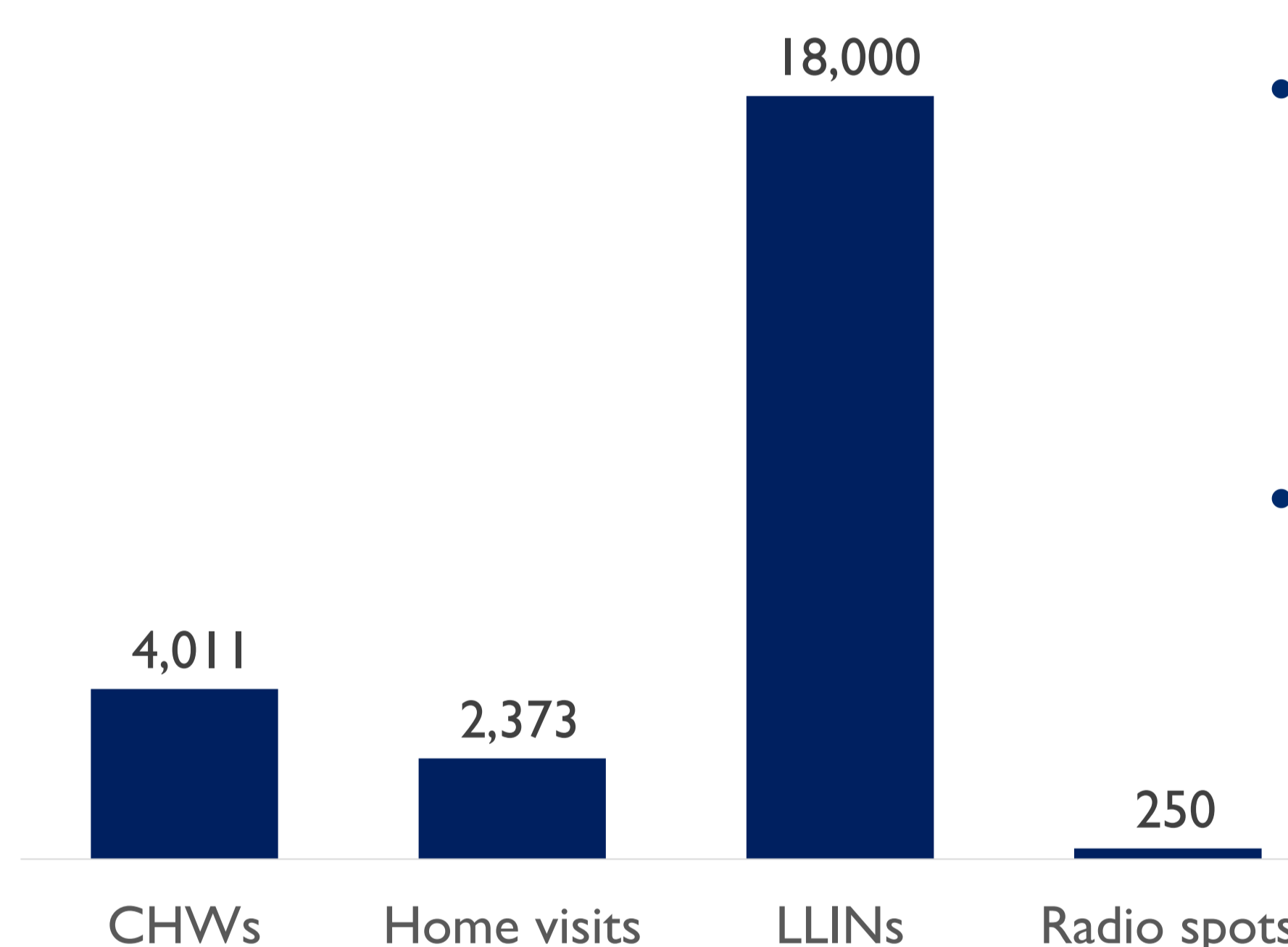
- Malaria project was implemented in with all 71 health centers and 6 district hospitals which operate in the area.

2009-2011



- Community health workers, opinion leaders and local leaders were sensitized, tee-shirts, caps, and 100,000 brochures were produced and distributed.

2011-2012



- In the 2nd year, a strong force of 4,011 CHWs was developed, 2373 home visits were conducted by Health Center staffs to village level
- 18,000 community members Radio spots with malaria prevention and control messages aired, 250 times in 5 radio stations.

For the year 2013-2014

Through football competitions, mobile video unit in 6 districts, National Karate Championship different means of communication were used to disseminate the message on malaria prevention and control.

Next Steps

Implementing malaria project indicated that:

- Cross bordering efforts were needed to join hands to fight malaria in Nyanza districts.
- A new consistent way of addressing BCC/IEC was needed as the community still showing signs of low knowledge on malaria prevention and control in malaria endemic zones.
- BCC/IEC needs constant mobilization as to keep the population awake/aware about the malaria issue.
- Children also have knowledge on malaria but need more guidance from their parents and elders.

- **Key words:** Malaria, public health, incidence, prevention and control.

- For more information: www.imbutofoundation.org