



Nigeria's Advocacy, Communication and Social Mobilization Branch



On Behalf of: Itohowo Uko

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29th- 30th

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Advocacy, Communication and Social Mobilization Branch: Key Strategic foci

ACSM works to.....

- Create enabling environment for the effective implementation of malaria programmes (Advocacy)
- Increase demand for, and utilization, of malaria prevention and treatment interventions (SBCC)
- Mobilize individuals, communities and partners to take action to fight malaria at different levels (Social Mobilization)

ACSM's Recent Endeavors

1. Strengthening malaria advocacy, building strategic partnerships and mobilizing resources
2. Encouraging and utilizing innovative approaches in malaria SBCC
3. Promoting evidence building and evidence based programming
- 4. Standardized Malaria SBCC programming, tools/materials and messages**
- 5. Revitalizing the Technical and Coordination function of ACSM**

1. Strengthening malaria advocacy, building strategic partnerships and mobilizing resources

- Developed an Advocacy plan
- Revising Advocacy toolkit
- Exploring innovative avenues to mobilize resources for malaria
- Strengthening relationship with the media through strategic engagement

2. Innovative approaches in malaria SBCC

- Use of entertainment education to complement ongoing malaria behavior change activities
 - Nollywood
 - National Theme Song and Music Video and ringtones
 - Variety radio shows
 - Social Media
- National and local celebrities to promote LLIN use by households.

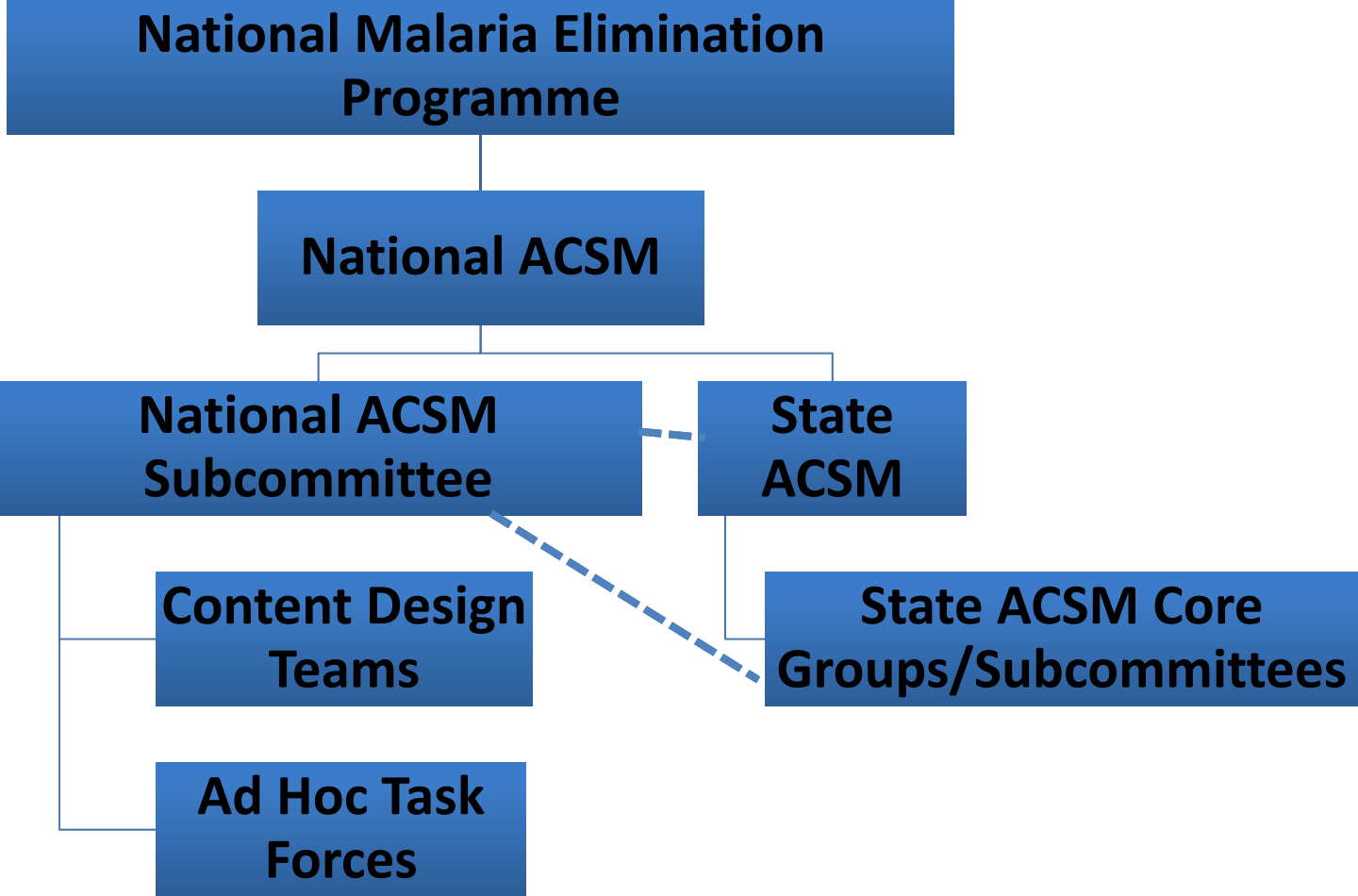
3. Promoting evidence building and evidence based programming

- Ensure more relevant SBCC indicators are captured in the MIS and other large national surveys where appropriate
- Ask partners to include robust research and monitoring and evaluation in their yearly planning
- Collect programmatic and research results for best practices discussions

4. Standardizing Malaria SBCC programming

- ACSM Guidelines: the National blueprint for designing and developing all malaria SBCC programmes, interventions and tools by partners at all levels
- Harmonized Malaria SBCC strategy
- Standardized creative briefs for Content Design Teams
- National malaria SBCC Centerpiece materials

ACSM Structure



5. Revitalizing the Technical and Coordination function of ACSM

- Task teams and Content Design teams within the National ACSM sub committee
- SBCC Coordination toolkit
- Technical clearing house for all malaria SBCC products by partners
- Facilitate exchange of lessons learned, best practices, experiences and resources
- Strengthen State ACSMs and Subcommittees/Core Groups
- Promoting greater engagement of local community structures and FBOs