

5-Year Global Strategic Framework for Malaria SBCC at the Country-Level

PROVISIONAL Consultative Meeting Agenda

Accra, Ghana / May 2-4, 2012

Background

Social and behavior change communication (SBCC) is increasingly becoming a valued and integrated element in a wide spectrum of malaria prevention and control interventions. Its three key elements—advocacy, behavior change communication, and community/social mobilization—are critical to creating an enabling environment, motivating behavioral change, and mobilizing society to embrace and sustain a culture of malaria prevention and control. In April and August 2011, a small group of partners met to begin to further integrate SBCC into malaria control and chart out a research, implementation, and evaluation agenda for the next five years.

Meeting Objectives

This meeting will continue the process started in 2011, aimed at outlining a 5-Year Global Strategic Framework for Malaria SBCC at the Country-Level, which, when completed, will:

- 1) Articulate the contributions and challenges communication makes to malaria control
- 2) Present practical examples of communication best practices
- 3) Identify the long term strategic vision and priorities for communication in malaria control
- 4) Provide working group structure to operationalize the program and research agenda

During this consultative meeting, we will also collectively review and discuss the latest best practices and lessons learned in malaria communication in order to provide clear guidance to countries developing or implementing malaria communication programs.

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Day One: Wednesday, May 2, 2012

Time	Sessions
8:30 – 9:00 am	Welcome, Introductions and Purpose of Meeting
9:00 – 10:30 am	Review and Discussion of Call to Collective Action
10:30 – 10:45 am	Tea Break
10:45 – 11:15 am	Review and Discussion of What is SBCC?
11:15 – 1:00 pm	Review and Discussion of Evidence and Lessons Learned
1:00 – 2:00 pm	Lunch
2:00 – 3:15 pm	Review and Discussion of Core Principles
3:15 – 3:30 pm	Tea Break
3:30 – 4:30 pm	Review and Discussion of Strategic Vision and Goals
4:30 – 5:30 pm	Wrap-up and Report Out

Day Two: Thursday, May 3, 2012

Time	Sessions
8:30 – 9:00 am	Recap of Day One
9:00 – 10:30 am	Review and Discussion Future Global Research Agenda
10:30 – 10:45 am	Tea Break
10:45 – 1:00 pm	Review and Discussion of Future Global Research Agenda
1:00 – 2:00 pm	Lunch
2:00 – 3:15 pm	Review and Discussion of Monitoring and Evaluation Frameworks
3:15 – 3:30 pm	Tea Break
3:30 – 5:00 pm	Review and Discussion of Monitoring and Evaluation Frameworks
5:00 – 5:30 pm	Wrap-up and Way Forward

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Day Three: Friday, May 4, 2012

Time	Sessions
8:30 – 9:00 am	Recap of Day Two
9:00 – 10:30 am	Review and Ratification of the Framework
10:30 – 10:45 am	Tea Break
10:45 – 12:00 pm	Formation of the RBM Communication Working Group
1:00 – 2:00 pm	Lunch

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