

Malaria Brief

USAID/Ghana Accelerating Social and Behavior Change Activity

OVERVIEW

The United States Agency for International Development (USAID) Accelerating Social and Behavior Change Activity (ASBC) is 5-year project that seeks to work with the Government of Ghana (GoG), and Ghana Health Service (GHS) Health Promotion Division (HPD), to lead social and behavior change (SBC) efforts using tested mass media and community engagement strategies.

STRATEGIC APPROACH

The ASBC Activity utilizes FHI 360's ADDED (Audience-driven, Demand, Design, and Delivery) Framework to address a range of individual, social, and structural determinants of SBC across health behaviors.

ASBC also uses the **Community Engagement for Health and Wellbeing (CE4HW)** approach for integrated and participatory programming.

To date, via CE4HW, ASBC is supporting **570** Community Health and Planning Services (CHPS) facilities with Community Health Action Plan (CHAP) development and implementation.

PRIORITY BEHAVIORS

- Pregnant women (and children under five) sleep under an insecticide treated net (ITN).
- Pregnant women take intermittent preventative treatment of malaria in pregnancy (IPTp) during ANC visits.

KEY OUTCOMES



7,683,449

(approx. per quarter) people reached with USG supported Malaria messages through mass & social media engagement in 2023.



68,964

people reached with USG supported Malaria messages through community engagement in 2023.

OPD MALARIA CASES PER 1000 POPULATION

254.8
2021

vs

231.5
2022

vs

200.1
2023

OPD MALARIA CASES CHILDREN UNDER 5 YEARS

153,674
2021

vs

140,697
2022

vs

121,554
2023

OPD MALARIA CASES PREGNANT WOMEN

26,540
2021

vs

23,862
2022

vs

21,772
2023

IPTp3 COVERAGE

52.6%
2022

vs

59.6%
2022

vs

59.5%
2023

Source: Ghana DHIMS 2

STRATEGIC INTERVENTIONS and PROGRAM ACTIVITIES

CE4HW



50,810 community members

especially pregnant women and their partners, and caregivers of children under 5 years reached through CHAP activities and **low-cost doable actions**. Activities include community demonstrations on use of nets, community activations through with cast of YOLO and Kofi Kommando TV Series.

31% of **Community Health Action Plans** developed by Community Health Management Committees (CHMCs) every quarter **prioritize malaria**. CHMCs continue to prioritize high impact Malaria prevention approaches.

Kpododo Mobile Messaging



4,993 community members registered on the platform.

Clients received targeted messages on malaria including, sleeping under ITN, uptake of IPTp, and prompt appropriate care seeking.

**Kpododo is a digital platform that uses QR codes to track Antenatal and Postnatal care service attendance and provides targeted voice messages in six different languages in Northern Ghana.*

Sermon Guides

1,065

religious leaders, including Imams and pastors, leading community level engagements at worship centers through sermons to propagate messages inclusive of malaria (bednet use).

17,646

congregation/community members reached by religious leaders.

Sermon guides are reference materials that were co-developed with religious leaders based on scripture and priority health areas.

Amplio Talking Books for Community Engagement



160 devices across **40 CHPS zones** deployed.



1,185 participants reached with messages on sleeping under ITN.

**Amplio is a low-literacy audio device that is used to deliver self-paced information to participants, with feedback features that allow users to suggest improvements and new content demands.*

Mass Media



6 Multi-language TV Commercials and 30-minute programs/episodes (You Only Live Once, Goodlife Game Show, Kofi Kommando, Lucky Trip) promoting the adoption of priority malaria behaviors supported. Available in **7 languages**.



5,333 Posters distributed nationwide on malaria.

2 Public Service Announcements and radio jingles in multiple languages on malaria messages disseminated nationwide.

RESULT AREAS

1. The Government of Ghana leads, harmonizes, and manages effective SBC programs at national, regional and community levels.
2. Communities demand, identify, and implement practical solutions to address barriers to healthy behaviors and practices.
3. Private sector promotes healthy behaviors and practices in support of the public health agenda.

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ACCELERATING SOCIAL
AND BEHAVIOR CHANGE

