



Mekong RBM IEC Project News

June 2004



All the IEC teams are very busy with their IEC materials production. They are involving target groups, for example, village volunteers, village leaders, local health staff, teachers, school children, and provincial and district health departments and information and culture departments to produce the materials and guidelines. Involving target populations in the IEC development and production gives the teams a much better understanding of how to work with each target group and what tools are appropriate. IEC educational materials are intended to be used in an inter-active way.

Mr. Nguyen Ngoc Thuy, the IEC specialist from Vietnam gave us an update on their activities.

The Vietnam team is planning to produce IEC materials on the basis of ideas collected from participants in the workshops in Khanh Vinh district in March 2004. This will be the first time IEC materials for an ethnic group have been produced with a bottom-up approach. According to the plan, there will be a poster with the principal photo of a Raglai wife putting a bednet into her husband's basket before he leaves for the forest. The poster will have some photos to support the theme: "Don't leave home without a bednet". NIMPE will be producing two flipcharts consisting of drawings based on two story lines produced by the workshop participants, a guideline for IEC activities to be used by hamlet health workers, and a training package to be used by district health staff for training of trainers in IEC skills. Other materials to be produced by NIMPE will be two sets of visual aid cards similar to the ones produced in Laos and to be used by village health workers. NIMPE will arrange with the national radio for one or more radio spots to be broadcast by the Community Health Programme for two successive weeks to raise awareness and mobilize communities to roll back malaria. They also intend to produce a series of radio programmes telling the audience about the basic facts of malaria, focusing on preventive measures for high-risk groups such as "free migrants", people from the north who come to settle in the south, and the forest goers.



People from the northern part of Vietnam come to settle and work in the central and central highland.

In Khanh Hoa, a plan is underway for the production of video spots, radio spots and radio programmes especially for Raglai group as well as the general audience. Khanh Hoa Radio and Television will be the main producer as it has good facilities, wide coverage and a new section for translating the materials into Raglai language.

The team plans to produce radio spots and short radio programmes in Raglai language and record them on cassette for playback on the commune loudspeaker systems. According to a KAP survey conducted by NIMPE and the University of Melbourne among the Raglai in Ninh Thuan, a province next to Khanh Hoa, most respondents speak Vietnamese, but many are not literate. 73% said they would prefer malaria information in the Raglai language.

The Thai IEC team lead by Mr. Prayuth Sudathip from the Bureau of Vector Borne Disease has finished pretesting materials using both qualitative and quantitative methods, and all materials are being revised accordingly. The team involved staff from a health centre for ethnic minorities and a school for ethnic minority children in Chiang Mai in the production of the materials.

They suggested appropriate terminology in the Karen language to be used in the materials.



Next month, Prayuth and team members will conduct a workshop with malaria centre staff, teachers and village women's group members to develop guidelines for the IEC materials. The guidelines will include suggestions of who should utilize the materials, how they can be used and when would be a good time to use them.

In August, Prayuth will present the malaria IEC materials and guidelines in the national annual technical conference on disease control at the Ministry of Health. The conference will bring in representatives from all regional and provincial offices of the Bureau of Vector Borne Disease.

The Lao IEC team is planning to go to Attapeu Province to pre-test print materials and produce audio malaria educational materials in the Lave and Taliang languages. Print materials that will be pre-tested include a flipchart,

story-telling cards, pictorial cards, poster-calendars and a story booklet for school children. The story booklet is adapted from the Lao version of the Facts for Life booklet that was originally developed in 1998 by UNICEF. Malaria audio educational materials include a story adapted from the story-telling cards, songs, radio spots and the children's story booklet.

Dr Samlane Phompida, Director of the Center of Malariology, Entomology and Parasitology, said "The RBM IEC Project is focusing on working with ethnic and hard to reach communities. It is within the framework of the national malaria control programme. The Mekong RBM IEC project supported by ADB and WHO will provide a model of the IEC component for the national malaria control programme to reach these particular groups, while the mainstream strategy covers the majority of the at-risk population."

Mr Xu Jianwei, the IEC team leader from Yunnan Institute of Parasitic Disease and team members in Ximeng County are organizing a few workshops with different target groups to produce IEC materials. Video is one of the IEC educational materials for the Wa ethnic group, as 60% of village administrative offices in Ximeng County received TV and video set from the provincial government as part of official information dissemination.

The team has finished pre-testing the first draft of the video script. The title is "Nobody can prevent malaria better than yourself". The script contains 6 main messages:

1. Areas and people with high risk of malaria infections;
2. Early signs of malaria for self diagnosis;
3. Risks of delayed treatment and benefits of prompt treatment;
4. Cost of incomplete treatment and benefits of effective treatment;
5. Knowledge the causes and prevention of malaria;
6. Importance and benefits of using bednets and ITNs.



Pre-testing video script with the Wa ethnic groups in the evening.

The script is now being revised and edited. The script then will be pre-tested again before preparation with villagers and actors for rehearsal and filming.

Through consultation with target populations, an artist from the Art Institute of Ximeng County has come up with a draft of 2 posters. The message of the first poster is the importance of prompt diagnosis and effective treatment. The second poster focuses on the importance of using bednets, especially insecticide treated bednets. These posters will be used by village health workers and village leaders. Later the posters will be displayed and used periodically to remind people of these issues.

The “Buddy System”, an initiative of the team members to educate school children and use them to channel information to their families and communities, is based on a child-to-child approach. It is being designed for primary school children grade 4 – 6 and secondary school children grade 7 and 8. The manual consists of 9 activities, starting with simple assignments to collect information. From those assignments children have to answer questions from research and discussions, and take information back to the community. Activities in the manual are as follow:

- Introductory malaria prevention and control activity (primarily to learn about malaria in general)
- Getting to know about malaria incidence and prevalence in their own communities
- Malaria risk and effect on self and community
- Recognition of malaria symptoms and danger signs
- Familiarity with malaria vectors
- Cause and transmission of malaria
- Prevention of malaria by community and self
- Learning to find people with malaria and why this is important
- Regular finding, monitoring, and reporting families with a person who has malaria symptoms

In Cambodia, the team is spending most of its time in Rattanakiri Province to work with partners and target communities in producing and pre-testing IEC materials. For the last few weeks, the team has been pre-testing the video script, revised and prepared for video shooting. Villagers are invited and encouraged to act and take part in the performance. Rehearsals for actors and actresses have been organized. The story is based on a real life situation that takes place in a village and chamcar (farm). It focuses on malaria prevention and treatment. The importance of using bednets especially ITNs is strongly emphasized. In some scenes there are around 50 villagers taking part in the filming. It has created a strong sense of ownership and good mobilization for malaria control.



Shooting a video with community participation. Story is based on real life story of people who lives in malaria endemic area in Rattanakiri Province.

In the Mekong RBM IEC Project News, April 2004 issue, we introduced the Philippines malaria control programme for indigenous people. It is estimated that indigenous people constitute 90% of the population in malaria endemic areas where there is no access to health facilities, problems arising from cultural differences, and low socio-economic

development. The technical working team organized a meeting at the end of May 2004 to discuss project implementation. In the meeting, communication channels and IEC materials were discussed. The inter-active flipchart from Lao PDR was one of the materials discussed. The flipchart provides information on malaria transmission, seeking early treatment, correct treatment dosage, prevention of malaria by sleeping under a bednet, and the importance of annual impregnation. The materials are being printed on a plastic material, which is durable and suitable for local conditions. The technical working group is planning to pre-test this flipchart with target population to see how it can be adapted.



Training of trainers in the Lao PDR to increase provincial and district staff's communication skills on how to use inter-active flipchart and other IEC materials effectively.

