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.

**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, 2,373 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.

**Description**

- 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.

**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

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**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.