

Element: Malaria														
1. Sponsor mtgs in 7 project catchment areas with community leaders, CHTs, CHSW Boards, etc. to learn about community needs in the area of malaria, including ways to increase demand for ITNs and MIP services & strengthen CHV roles in malaria prevention (cross-reference with SO 1.2).	BCCA, FHA & CBHPTL, CCs	CHTs, NMCP				X	X	X	X					
2. Assist the HPU to design and conduct formative research among community members, CHTs, local decision-makers, MOHSW staff and health providers to identify key messages, target audiences, most appropriate media and materials and opportunities for public private partnership( PPP) for malaria within C-IMCI framework.	BCCA, CBHPTL, FHA & CCs	HPU, HS, NMCP, CHTs					X	X	X	X	X			
3. Based on initial formative community research results, plan community mobilization/BCC strategy, including increasing demand for ITNs and MIP services,	CCs, BCCA & CBHPTL	HPU, HS, NMCP					X	X	X	X				
4. Identify key malaria messages and develop, print and disseminate health education campaign materials including job aids for CHVs and health facility worker outreach	BCCA & CBHPTL	HPU, HS, NMCP				X	X	X	X	X	X	X	X	X
1. Identify key malaria messages and develop, print and disseminate health education and media materials with MOHSW Health Promotion Unit (HPU) to identify gaps, overlaps and best practices	BASICS, BCCA & CBHPTL	HPU, HS, NMCP,				X	X							

1.3. Coordinate with Ministry of Education to increase knowledge and use of MIP services and increase demand for ITNs.	COP & CBHPTL	HPU, HS, NMCP,						X	X					
5. Assist the HPU in developing a BCC campaign targeting pregnant women to increase knowledge and use of MIP services and increase demand for ITNs.	COP & CBHPTL	HPU, HS, NMCP							X	X	X	X	X	X
5.1 Work with the HPU to identify and hire a local firm to design a BCC campaign on malaria and materials to support it.	BCCA & CBHPTL	HPU, NMCP, HS				X	X	X	X	X	X	X	X	X
5.2 Work with the local firm to develop malaria BCC campaign and materials to support it.	BCCA & CBHPTL	HPU						X						
5.3 Pre-test malaria BCC campaign materials with target audiences.	BCCA & CBHPTL	HPU, HS, NMCP										X		
5.4 Launch malaria BCC campaign and disseminate materials with target audiences	BCCA & CBHPTL	HPU, HS, NMCP											X	X
6. Rehabilitate an existing building to become the new NMCP HQ	IA	NMCP, IU, HS				X	X	X	X	X	X	X	X	X
6.1 Harmonize planning for NMCP headquarters with MOHSW infrastructure Unit plans.	IA, CCs	HS, NMCP, IU	X	X	X									
6.2 Assess, prioritize, and budget NMCP rehabilitation and equipment/supply needs.	IA, CCs	HS, IU				X	X	X						

