

# Protecting Our Families Against Malaria

How to Become a Champion  
Community

## Campaign Guide



**WORKING DRAFT**

# **I. Welcome to the Champion Community Campaign Guide**

**For many** years, Ethiopian parents, community leaders and health workers have demonstrated that they are eager to improve the health of their children and ensure that every new born baby starts life, successfully.

**This campaign** guide has been written with and for community leaders, HEWs, and health workers in order to help them become a *Champion Community*. The guide focuses on mobilizing families to take action against malaria.

**To become** a Champion Community, your kebele must reach the goal it has set for earning *Malaria Protection Stickers*.

**To earn a** *Malaria Protection Sticker*, a family must carry out the four criteria, listed on the Scorecard and have a CMC volunteer verify their actions.



**Your Community Mobilization Committee (CMC)** will be responsible for providing leadership, encouraging volunteers and mobilizing community groups, so that your kebele can become a champion.

**The most** vulnerable members of the community, pregnant women and children under five, will benefit most from the *Champion Community* program.

**Each** CMC member will receive and learn how to use teaching tools, which include up-to-date information about malaria prevention.

**It is an** important honor to be recognized as a *Champion Community*. Each CMC volunteer and community group, who is part of the *Community Mobilization Committee*, will receive a certificate of merit for their efforts to protect families in their kebele, against malaria.

## **II. Objectives of this Guide**

This is a step-by-step guide designed to assist Community Mobilization Committees, to manage and successfully achieve **Champion Community** status.

### III. Eight Essential Malaria Actions

A family that carries out these actions is best protected against malaria.

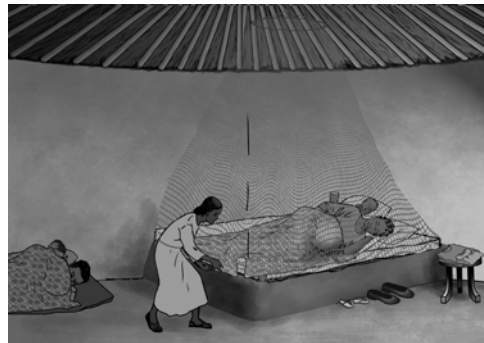


1. **All** family members should sleep under insecticide-treated nets (ITNs), every night.

This is the easiest way to protect your family against malaria.

2. **Give priority** to pregnant women and children under five to sleep under insecticide-treated nets, every night.

They are the most vulnerable to malaria.



3. **Whenever** a family member has a fever, take them to the nearest health facility, immediately.

Early treatment will prevent the malaria from becoming more dangerous.

4. **Take all** (full course) of the anti-malaria drugs, prescribed to you by health personnel.



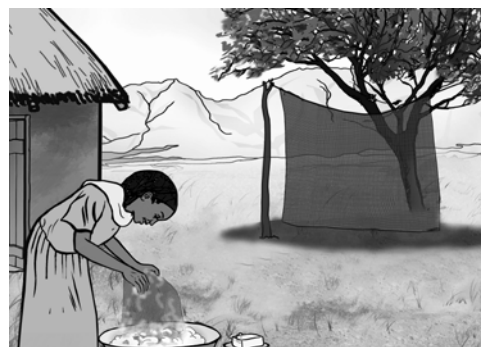


5. **Do not interrupt or share your anti-malaria drugs, prescribed to you by health personnel.**

**This will prevent the malaria from relapsing.**

6. **Wash your mosquito net with regular soap, every 3 – 4 months and hang or lay it out to dry, in the shade.**

**This will help the insecticide in the net, work better.**

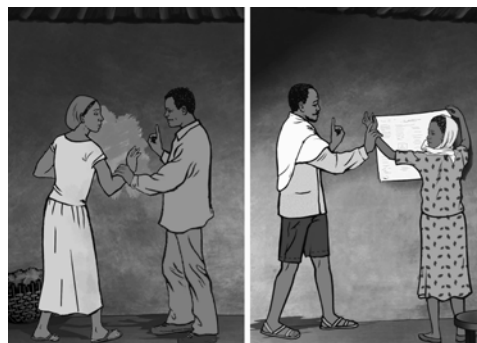


7. **Cooperate with sprayers during Indoor Residual Spraying (IRS) period.**

**Spraying benefits your family and the entire community.**

8. **Do not re-plaster your home for six months after spraying is complete.**

**This will ensure that the insecticide will remain effective.**



## **IV. Overview of the *Champion Community Approach***

### **The Champion Community Approach**

**Follow these 7 easy steps for your kebele to become a Champion Community:**

- 1.** Establish a Community Mobilization Committee (CMC) & attend Launch Workshop.
- 2.** Organize a community Start-up Meeting in your kebele.
- 3.** Set a reasonable goal for earning Malaria Protection Stickers.
- 4.** Review your Implementation Plan and begin your Malaria Protection Campaign.
- 5.** Monitor your kebele's progress, towards reaching your goal.
- 6.** Certify that your kebele's goal has been met.
- 7.** Celebrate your SUCCESS!



## V. Seven Steps to Become a Champion Kebele

### 1) Establish a CMC & Attend Launch Workshop



#### **Establishing a CMC:**

- Identify 15 CMC volunteers.
- At least half of the CMC volunteers should be women.

#### Criteria for being a member of the CMC

- Desire to promote better health, in the community.
- Respected by community members.
- Willingness to assist in CMC activities.

#### Essential volunteers of the CMC:

- The head of the kebele
- The head of the health center and Health Extension Workers (HEWs)
- A school principal or a teacher
- Leaders of community groups, such as agricultural cooperatives, women's health groups, religious groups, etc.

#### **FORM 1: Community Mobilization Committee Volunteers**

**Kebele** \_\_\_\_\_

**Date** \_\_\_\_\_

**Woreda** \_\_\_\_\_

	<b>Name</b>	<b>Position in the Community (HEW, Priest, Teacher, Leader of Church Group, etc.)</b>	<b>Position on Committee (President, secretary etc)</b>
1			
2			
3			
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## 2) Organize Start-up Meeting in Your Kebele

### Community Start-up Meeting:

At this meeting, representatives from the woreda will explain how your kebele can:

- Fight malaria
- Earn *Malaria Protection Stickers*
- Become a *Champion Community*

### How to Conduct a Start-Up Meeting

1. Consult with woreda officials to set a time and date for the meeting.
2. Let everyone in the community know when and where the meeting will be held.
3. Invite 50 – 60 people to attend this meeting.
4. If necessary, organize two meetings in different kebeles in order to reach everyone.
5. Reach as many people as possible during this initial stage, to get the program off to a good start.
6. The meeting should not last for more than 2 hours.

### Sample Meeting Agenda:

#### Champion Kebele Start-Up Meeting Agenda

Time	Activity	Facilitators Add name of each speaker.
8:30	Welcome Participants	
9:00	Opening – <ul style="list-style-type: none"> <li>• Short 3 - 5 minute remarks by a key official</li> <li>• Facilitator from the woreda briefly explains the malaria situation in the kebele</li> </ul>	
9:15	EMA Flipcharts and Malaria Protection Stickers and Scorecards will be presented	
9:30	Overview of the Champion Community Approach	
9:45	Introduction of CMC Volunteers Who Will be Carrying Out Household Visits	
10:00	Invitation to All Community Groups to Participate in the Campaign	
10:15	Announcement of the Kebele Goal	
10:30	Closing – Woreda Official Encourages Kebele to Become a <i>Champion Community</i> .	

### 3) Set a Kebele Goal for Earning Malaria Protection Stickers

#### Guidelines for setting a reasonable goal:

- Prioritize families in the kebele **who have a mosquito net**, to earn a *Malaria Protection Sticker*, during the first campaign.
- To reach their goal, each CMC volunteer and each community group should set its own target. (See FORM 2: Worksheet to Determine Kebele Goal)  
For example:
  - The EOC women's group sets a target of 25 *Malaria Protection Stickers*
  - The local PTA's target is 30 *Malaria Protection Stickers*
  - Each CMC volunteer has a target of 20 *Malaria Protection Stickers*
- Verify approximate number of families in the kebele who own mosquito nets.
- A realistic kebele goal may be calculated using this formula:

$$\text{Number of families with bed nets} \times \frac{1}{2} = \text{KEBELE GOAL}$$

For example, a kebele with 400 mosquito nets would calculate their goal:

$$400 \times \frac{1}{2} = 200$$

**This kebele's Goal is 200 Malaria Protection Stickers.**

- Determine whether net distribution is planned during the next three months and plan your kebele goal and action, accordingly.

**FORM 2**

**Woreda  
Kebele**





**Instructions:**

- Fill in the name and the target of each community group and volunteer.
- Discuss and make sure that all the goals are reasonable.

	Name of Community Group	Name of Group's Leader	Target Set	Target Accomplished
1				
2				
3				
4				
5				

**Total Target for Community Groups**

	Name of CMC Member	Target Set	Target Accomplished
1			
2			
3			
4			
5			
6			
7			

**Total targets for volunteers****Our Kebele's Goal****4) Review Implementation Plan & Begin Malaria Protection Campaign**

- Review the implementation plan developed by your CMC, during the Launch Workshop (See FORM 3: Campaign Implementation Plan). Make necessary changes to make the implementation schedule and goals for your kebele, feasible.
- **Remember:** Your CMC has 3 months to implement your campaign and achieve your goal.
- Each kebele will be assigned a Woreda Team Leader to monitor and assist kebeles in reaching their goal.

FORM 3: <u>Campaign Implementation Plan</u>				
Kebele	Woreda		Date	
Phase	Number of Weeks	Focus	Actual start date	
<b>I Start up</b>	2	<ul style="list-style-type: none"> <li>• Hold a community Start-up Meeting</li> <li>• Organize training session for interested volunteers and groups, who were not able to attend the workshop.</li> <li>• All targeted households have nets hung, properly.</li> <li>• CMC volunteers begin household visits</li> <li>• Group presentations begin.</li> </ul>		
<b>II Expansion</b>	8	<ul style="list-style-type: none"> <li>• Families have Malaria Scorecards and begin carrying out EMAs.</li> <li>• Priority is given to pregnant women and children under 5 to sleep under mosquito nets, every night.</li> <li>• First Malaria Protection Stickers awarded.</li> <li>• Families who have earned Malaria Protection Stickers begin mentoring other families.</li> <li>• Radio listening groups multiply.</li> <li>• CMC monitors kebele's progress, regularly.</li> </ul>		
<b>III Wrap up</b>	2	<ul style="list-style-type: none"> <li>• CMC monitors progress towards kebele's goal.</li> <li>• Final push to fill all program gaps.</li> </ul>		
<b>Extra Time</b>		<b>Note:</b> Your kebele may want to extend its activity, so that additional families can earn Malaria Protection Stickers. Work with your Woreda Team Leader for additional supplies and support.	<b>End date</b>	



**in Malaria Protection Campaign**

**Beg**

## **Your Kebele CMC will Carry Out Three Basic Activities:**

- I. Conduct Household Visits**
- II. Conduct Group Meetings**
- III. Integrate Schools**

### **Tips on Carrying out the Three Activities:**

During the CMC Launch Workshop, CMC volunteers will receive a package of educational tools – **Malaria Scorecards** and an **EMA Flipchart**. Use these tools to carry out the three activities.

- Attend pre-established community group meetings, which occur every week or month. CMC volunteers will have many opportunities to help members of these groups, to earn Malaria Protection Stickers.
- Liaise with school administration on integrating Champion Kebele activities into lesson plans taught in schools or into after-school programs.



## I. Conduct Household Visits

Example of steps a CMC volunteer will follow during household visits:



### Steps for Household Visits

#### First Visit

- a. **Greet** the family and tell them that you recently attended a training workshop. Politely, ask for a few minutes of the families' time.
- b. **Explain** that if the family is willing, they can earn a **Malaria Protection Sticker**.
- c. **Give** the family a **Scorecard** and explain how it works. Ask if they want to become a *Champion Family*.
- d. **Offer** to help hang the family's mosquito net, if they have one, but are not using it.
- e. **Inform** family members of other activities, such as radio dramas, group presentations and school-based activities.
- f. **Explain** that during your next visit, if they meet the criteria on the **Scorecard**, they can earn a **Malaria Protection Sticker**.

#### Second Visit

- a. **Greet** the family and ask politely for their time.
- b. **Review** the **Scorecard** with the family.
- c. **Ask** if they have carried out the 4 criteria to earn a **Malaria Protection Sticker**.  
  
**If Yes:** Ask the family to sign the Malaria Protection Scorecard. The CMC Member must sign the card, to verify the family's achievement.
- d. **Discuss** any difficulties of sleeping under the net or carrying out the 4 **criteria** on the **Scorecard**. **Help** them find solutions.
- e. If necessary, schedule a third visit.

**REMEMBER:** The **EMA Flipchart** can be used, as a tool to support household visits.

## 1. Malaria Protection Scorecard

**Carry out these 4 Malaria Prevention Actions:**


**1** Did your family sleep under a bednet every night during the past month?  
 • Continue to do so throughout the year.  
☐ YES!    Date \_\_\_\_\_



Give priority to pregnant women and children under 5. Tuck the edges under your mattress.




**2** If a family member has fever do you take them to the health clinic immediately?  
☐ YES!    Date \_\_\_\_\_




Fever is a common sign of malaria. Delaying treatment can cause malaria to become worse and risk death.

**3** Do you take all the malaria medicine you receive even if you feel better?  
☐ YES!    Date \_\_\_\_\_




Do not share your medicine with anyone.




**4** Do you assist the indoor spraying team when they come to your community?  
☐ YES!    Date \_\_\_\_\_



Do not replaster your walls for at least 6 months.

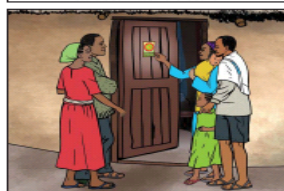


**CONGRATULATIONS!**



You have protected your family against malaria.  
 Certified: Date: \_\_\_\_\_  
 Name of volunteer: \_\_\_\_\_  
 Signature: \_\_\_\_\_


**DISPLAY YOUR STICKER ON YOUR FRONT DOOR!**



**Help Protect Your Community**

- Share your success with friends and family.
- Help them earn a sticker too.

**TAKE CARE OF YOUR BEDNET**




Every 3 months, wash your net with «regular» soap and hang it or lay to dry in the shade.

Federal Democratic Republic of Ethiopia  
MINISTRY OF HEALTH

ORIGAMA HEALTH BUREAU

USAID C-CHANGE

**EARN A MALARIA PROTECTION STICKER**



**MAATHIKOO BUSAA  
IRRAA NANITTISA**

**IN FOUR EASY ACTIONS**

## 2. Malaria Protection Sticker

### Criteria to earn a Malaria Protection Sticker

To earn a sticker families must answer **YES** to the following questions:



Malaria Protection Sticker

- Did your family sleep under a mosquito net, every night during the past month, giving priority to pregnant women and children under five?
- If a family member has fever, do you take them to the health facility, immediately?
- Do you take all of the malaria medicine you receive, even if you feel better?
- Do you assist the indoor spraying team, when they come to your community?

## II. Conduct Group Meetings

- ✓ Every kebele has many activities involving community groups. You can help members of community groups, earn *Malaria Protection Stickers*.
- ✓ **Keep in mind:** Community groups, schools and health centers should all be engaged in educating families about malaria protection.
- ✓ **Use the EMA Flipchart**, during the group meetings.



**EMA Flipchart**

### Steps for Community Group Meetings

#### First Meeting

- a. **Explain** that you are a CMC volunteer assisting the kebele to fight malaria and that you recently attended a training workshop.
- b. **Explain** how group members can earn a Malaria Protection Sticker.
- c. **Review** the **EMA Flipchart**, discussing all 8 EMAs.
- d. If members want to earn the Malaria Protection Sticker, **give** each member a **Scorecard** and explain how it works.
- e. **Ask** which families own a net, but need help hanging it. Organize a time with other group members to help hang their nets.
- f. **Inform** the group members of other activities, such as radio dramas, home visits and school-based activities.

#### Second Meeting

- a. **Use** the **EMA flipchart** to reinforce key actions.
- b. **Ask** group members to explain what progress they are making and any difficulties they have encountered.
- c. **Review** the **Scorecards** of each group member.
- d. If some members have special difficulties, arrange a time to make a household visit to help them find solutions to their problems.
- e. **Explain** that at the next meeting, if they meet the criteria, you will visit their home, so they can earn a **Malaria Protection Sticker**.

## Steps for Community Group Meetings Continued...

### Third Meeting

- a. **Ask** who met the **Scorecard** criteria and feels they have earned a Malaria Protection Sticker.
- b. **Schedule** a household visit with these group members.
- c. If certain group members have difficulties, help them find solutions. **Encourage** them to keep working towards earning a Malaria Protection Sticker.

### Conduct Household Visit

- a. **Remember:** You cannot certify that a family has earned a *Malaria Protection Sticker*, without visiting a family's home and seeing that the net is hung, properly.
- b. **Review** the **Scorecard** again with the family and ask if they have carried out the 4 criteria, to earn a **Malaria Protection Sticker**.  
  
**If Yes:** Ask the family to sign the Malaria Protection Scorecard. The CMC Member must sign the card, to verify the family's achievement.
- c. **If No:** Use the **EMA Flipchart** to help clarify any points, the family does not understand and set up a time for a follow-up visit.

**Remember:** Every family who earns a **Malaria Protection Sticker** should be encouraged to mentor three other families, so that they can also earn stickers. This is one of the qualities of a true Champion Kebele – *families, friends and neighbors are always encouraging each other to succeed.*





### III. Integrate Schools

#### **Getting Schools Involved in the *Champion Kebele* Goal**

- ✓ Be sure to have an active Parent Teacher Association (PTA) member and a teacher or school principal, on the CMC.
- ✓ After the Start-up Meeting, the school administration should discuss how the Champion Community activities may be integrated into lesson plans and after-school activities.
- ✓ The PTA should work with teachers and students to carry out the assessment.
- ✓ Successful schools will use students to assist their parents and neighbors, to earn *Malaria Prevention Stickers*.
- ✓ CMCs are encouraged to come up with special activities for students, to promote bed net use or prepare for Indoor Residual Spraying (IRS), etc.

### 5) Monitor Your Kebele's Progress





- The CMC should ensure that all the volunteers and each community group are actively working, towards their goal.
- Every month, the Woreda Team Leader will meet with the CMC to review the progress, which has been made.
- Together, they will fill out the monitoring form, share success stories and address any problems.
- They will also decide, if any changes have to be made in the CMC implementation plan.
- The CMC will provide feedback to community members, about the progress towards achieving their goal and becoming a Champion Kebele.

## 6) Certify that Your Kebele's Goal Has Been Met

- After a 3-month campaign, most communities will have reached their goal. If a community has not achieved its goal, the Woreda Team Leader and the CMC will organize a *special effort* to complete any outstanding work.
- Once the goal has been met, the CMC will request the Woreda Team Leader, to certify that the kebele is indeed a *Champion Community*.

## 7) Celebrate SUCCESS!

- The next step is to celebrate your kebele's success. Tell everyone that your community has taken important steps, to protect its families against malaria!
- Invite guests from neighboring communities and let everyone know that your kebele is a *Champion Community*.



## FORM 1: COMMUNITY MOBILIZATION COMMITTEE VOLUNTEERS

### Community Mobilization Committee Volunteers

Kebele \_\_\_\_\_

Date \_\_\_\_\_

Woreda \_\_\_\_\_

	Name	Position in the Community (HEW, Priest, Teacher, Leader of Church Group, etc.)	Position on Committee (President, secretary etc)
1			
2			
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**FORM 2      Worksheet to Determine the Kebele Goal****Woreda** \_\_\_\_\_**Date** \_\_\_\_\_**Kebele** \_\_\_\_\_**Instructions:**

- Fill in the name and the target of each community group and volunteer.
- Discuss and make sure that all the goals are reasonable.

	<b>Name of Community Group</b>	<b>Name of Group's Leader</b>	<b>Target Set</b>	<b>Target Accomplished</b>
1				
2				
3				
4				
5				

**Total Target for Community Groups**

	<b>Name of CMC Member</b>	<b>Target Set</b>	<b>Target Accomplished</b>
1			
2			
3			
4			
5			
6			
7			

**Total targets for volunteers**

<b>Our Kebele Goal</b>			
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**FORM 3: Campaign Implementation Plan**

Kebele \_\_\_\_\_ Woreda \_\_\_\_\_ Date \_\_\_\_\_

Phase	Number of Weeks	Focus	Start date
<b>I Start up</b>	2	<ul style="list-style-type: none"><li>• Hold community Start-up Meeting</li><li>• Organize training session for interested volunteers and groups, who were not able to attend the workshop.</li><li>• All targeted households have nets hung, properly.</li><li>• CMC volunteers begin household visits</li><li>• Group presentations begin.</li></ul>	
<b>II Expansion</b>	8	<ul style="list-style-type: none"><li>• Families have Malaria Scorecards and begin carrying out EMAs.</li><li>• Priority should be given to women and children under 5, to sleep under mosquito nets, every night.</li><li>• First Malaria Protection Stickers awarded.</li><li>• Families who have earned Malaria Protection Stickers begin mentoring other families.</li><li>• Radio listening groups multiply.</li><li>• CMC monitors kebeles progress, regularly.</li></ul>	
<b>III Wrap up</b>	2	<ul style="list-style-type: none"><li>• CMC monitors progress towards kebeles goal.</li><li>• Final push to fill all program gaps.</li></ul>	
<b>Extra Time</b>		<b>Note:</b> Your kebele may want to extend its activities, so that additional families can earn Malaria Protection Stickers. Work with your Woreda Team Leader for additional supplies and support.	<b>End date</b>

## **Malaria & the Oromia Region: Frequently Asked Questions**

### **1. What is Malaria?**

- Malaria is caused by microscopic organism known as plasmodium, which is transmitted, through mosquito bites.
- The plasmodium organism infects the human blood cells and disturbs the function of the brain. It can also make the human liver and kidneys fail and lead to death.

### **2. What are the symptoms of malaria?**

A person infected with malaria:

- Has a headache
- Has a fever (most common symptom)
- Lack of appetite
- Feels cold and normally shivers
- Feelings of pain on the shoulders and joints.

### **3. What should you do if someone has a fever and/or a combination of these symptoms?**

- Whenever someone has a fever, they should be taken to the nearest health facility, immediately. If medical treatment is not given, quickly, the disease will become more severe and result in medical complications, which include:
  - Weight loss
  - Pancreatic swelling
  - Change in pigmentation of the skin
  - Anemia
  - Possible death

### **4. How is malaria transmitted?**

- Malaria transmission from an infected person to an uninfected person is through the bite of a mosquito.
- The mosquito which transmits malaria usually breeds after the rainy season or in an environment with stagnant water.
- Mosquitoes usually bite and suck on human blood, in the evening and night time.
- Mosquitoes can fly as far as two km, from their breeding place.

### **5. Which members of our family are most vulnerable to malaria?**

- Two groups are most vulnerable to malaria: pregnant women and children under 5, as they have less resistance to the disease.
- If they don't get the required medical assistance on time, malaria can lead to severe health problems, including death.

- Malaria also exposes pregnant women to severe anemia, birth of an underweight baby or lead to a miscarriage.

## **6. How is malaria prevented?**

### **I. Mosquito nets**

97% of the bites from the malaria mosquitoes occur between the evening and morning hours. Therefore, families can protect themselves from the disease, by always sleeping under a mosquito net.

Nightly use of bed nets has been shown to lower premature births by 42% and can dramatically reduce child deaths, by at least 20%. In Ethiopia, mosquito nets can prevent up to 62% of malaria cases. The insecticides used in different mosquito nets have shorter or longer life spans, depending on net care and strength;

- An Insecticide-Treated Net (ITN) which lasts for up to a year.
- Long-Lasting Insecticide Treated Nets (LLINs), which are widely distributed and sold in Ethiopia, last for an average of 3 years or 20 washes.

When washing your net, it is important to use regular soap and avoid washing in lakes/streams or any other water source. At all times, nets should be hung in the shade to dry or for airing out.

### **II. Indoor Residual Spraying (IRS)**

Indoor Residual Spraying (IRS) is a chemical which is sprayed on the walls of households, to kill malaria-causing mosquitoes. IRS is sprayed twice a year in some areas and once in others, depending on the level of malaria transmission. Having your house sprayed protects you and your family from getting malaria.

**Q2:** Some of my neighbors don't like indoor residual spraying - what should they do?

**A2:** When sprayers come to our community, they are responsible for spraying several houses in the locality. Therefore, they need the community to cooperate and assist them, while spraying houses. It's important to cooperate with sprayers, by motivating friends and neighbors to have their homes prepared for spraying.

Once walls have been sprayed, we must refrain from re-plastering our walls, since the chemical sprayed on walls, will no longer be effective. Walls can be re-plastered at least one week before spray operation starts and six months after spraying has been conducted.

## **7. Treatment**

If you or your family members become sick, with a fever or a combination of malaria symptoms, you must go to the health center, for treatment, immediately. The health

worker will prescribe medications. It's crucial that you take the full course of the anti-malaria drugs, as prescribed by the health personnel. Some people feel better after taking part of the treatment and stop taking their medication. Although you may feel better, the parasite might still be in your system and the disease will relapse again.

Key points to remember if you or a family member is treated for malaria:

- Even if you feel better or a family member asks you to share your medicine, you need to finish the entire course of your medication, by yourself.
- Sharing medication with others, whose illness has not been properly diagnosed, can expose the person to other health complications.
- Even if the person has malaria, the drug you will share with them will not be enough to properly cure them.

## **8. What about the malaria situation in Ethiopia and the Oromia Region?**

- In Oromia, malaria accounts for approximately:
  - One out of four visits to health facilities are due to complications from malaria
  - One out of six hospital admissions are due to complications from malaria
- Every five to eight years, Ethiopia experiences a large-scale malaria epidemic. Malaria attack rates can rise as high as 30%.
- In the 2003 highland epidemic, there were 3,000 reported deaths.
- Despite thousands of nets being distributed across Ethiopia, during the past 3 years, very few pregnant and nursing women will sleep under a net, every night.

## **7. What is the economic impact of malaria?**

- The main malaria season in Ethiopia corresponds with the annual harvest and as such, impacts the population engaged in agriculture, the most. Farmers and family members lose precious time in the fields during the harvest, either because they or their children have malaria.
- People outside the agricultural sector also lose time from work and children are absent from school.
- Secondary effects of malaria, such as anemia in pregnant women, also reduce a woman's ability to work, productively.