**Messaging Creative Brief**

**Tanzania School Net Programme**

**Background**

Malaria is one of the leading threats to public health in the world particularly in Sub-Saharan African countries including Tanzania. According to World Health Organization estimates, about 2.7 million deaths occur in the world per year. Ninety percent (90%) of all malaria cases in the world occur in Africa. In Tanzania it is estimated 16 – 18 million malaria cases are reported annually.

The Ministry of Health and Social Welfare (MoHSW) through the NATNETS in the National Malaria Control Programme (NMCP) includes Long Lasting Insecticide Treated Nets (LLINS) as a major part of its malaria control plans with the aim of having the whole population protected by this intervention. The NATNETS programme was formed in 2000 to steer the Insecticide Treated Nets (ITN) activities and guide the whole process of ITN up scaling in Tanzania. The NATNETS Programme aims to achieve high usage of ITNs nationally in a cost-effective, sustainable and equitable manner.

In the past the focus has been on protecting the most vulnerable groups (pregnant women and infants), and distributions of LLINs have been targeted at these people. The malaria control policy aims at achieving and maintaining “Universal Coverage” for Long Lasting Insecticide Treated Nets (LLINs) ownership and use. The objective is that once at least 80% of the population is sleeping under an LLIN every night there will be an overall reduction in malaria transmission.

In 2004, the Tanzania National Voucher Scheme (TNVS) was launched with the objective of distributing nets to the vulnerable group that include pregnant women and infants through vouchers. Due to the slow increase in coverage to the vulnerable group, in 2009 the MoHSW through NMCP instituted Under 5 Catch Up Campaign whereby all children under five years of age were given treated nets. This initiative could also not increase the coverage and from the fact that the objective is at least 80% is covered, then the Universal Coverage Campaign was launched in 2010. A total of 34.3 million LLINs have been distributed through TNVS and Campaigns.

To sustain these gains, the MoHSW initiated a wide scale consultative process (by international and national consultants) to define future continuous or “Keep-Up” distribution system to cover new sleeping spaces and to replace lost or worn out nets etc. The model that has been chosen for the “keep up strategy” is a combination of school based net distribution together with the Tanzania National Voucher Scheme (TNVS) which is ongoing and contributing to approximately 2.5 million LLINs annually and expected to increase to 3 million by 2014.

The School net project will be implemented in the first year (2012/13) in the Southern Zone (Lindi, Mtwara and Ruvuma regions) and later on scaled up to a National programme. Based on enrolment rates in the seventeen districts in these regions, approximately 442,000 LLIN will be needed annually. On a national scale, the school net programme would distribute approximately 4.6 million nets annually by 2014, increasing to 5.7 million by 2023. (*taken from the training manual background*)

**Communication Objectives**

* Create awareness of the School Net Program among the three pilot regions
* Ensure that each target audience is identified with the appropriate messages
* Ensure that each target audience knows their role in the roll out of the SNP form the stake holders to the children.

**Intended Audiences**

* Stakeholders – LGA official, heads of school, Ward and Village officials
* Heads of Household
* Children
* Teachers
* CCAs/Zinduka Clubs
* Ward Educational Coordinators

**Messaging**

* *Rational for School Net Program*: Why does Tanzania need a School Net Program?
* How it works: Need to explain the grades chosen and that each kid is responsible for getting the net from the school to their home.
* *Why schools and why only some children*: Explain why the schools and the grades chosen provide the most efficient and effective way of getting the numbers of nets into the households to ensure coverage of 80% of HH using nets.
* *Redistribution*: Some households may find they have more nets than they need and others may need nets due to them not having children in school. Explaining the idea that the nets needs to be a “community” entity and that we need to ensure everyone in our community has a net and is using it.
* *Net use*: reinforce the notion that it is a “community norm” to use nets. If you don’t use a net then you are putting your family and neighbors at risk.
* *Care and repair*: Nets can last a long time if you care for them properly and repair them when necessary.
* *Roles and responsibilities*: What is expected from each of the levels, specifically with the stakeholders

**Channels**

* Radio spots – 60 second public service announcements
* Patapata – 25 episode children’s radio program that will reinforce SNP messaging.
* Radio programs – These are live shows and discussion where experts can explain more in-depth the idea of the SNP
* Advocacy meetings: these are the regional and district meetings where NMCP and partners will begin to explain the program and identify the roles and responsibilities of all the partners.
* Training meetings: These are the sessions where the TOTs will be trained and then the teachers from all the schools will be trained in the districts.
* Print – Poster – this will be a school based poster to explain the logistics of the campaign.
* CCA Cue cards: these will be job aids that CCAs will use to explain the SNP to the communities they are working in.
* MVUs – Mobile Video Units will be used to disseminate more information to the communities and schools. A new documentary will be developed.

**Creative Considerations**

* The campaign should be emotional and empowering yet conveys the benefits of getting everyone covered (including neighbors)
* It should draw on popular “sharing” belief that exist in Tanzania and in religious teachings
* It should also capitalize on existing primordial stories where “good kids” and/or good neighbors shares what’s good. For example the famous *“rafiki ni bora kuliko mwanasesele”* a friend is important than a toy etc to encourage inter household redistribution.

**Supporting Points**

* All district leaders have been informed about the campaign and they are all in full support
* At least two teachers from every school will be trained to handle the registration process and distribution of nets
* Every eligible child will receive 1 net that s/he will deliver at home
* Community based volunteers will be talking to parents and care takers about the school net program
* Any current net related reports – THMIS?

**Keep Up School Net Program**

**Message Matrix**

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| **Audience** | **Communication Objectives** | | | | **Key messages** | **Channel** |
| *Who do we target?* | *What do we want them to KNOW?* | | | *What we want them to DO?* | *What do we want our audience to say?* | *What channel should we use to deliver these messages to the target audience?* |
| CCAs | Example   * What is school net program * Why kids are given nets * How are children going to receive nets * When & where will the children receive nets * What parents needs to do * Importance of sleeping under the net every night and repairing a torn net * That the net can be for the community and not necessarily the household that receives it. * If households have more nets than they need, share them with others that don’t. | | | * Incorporate in their monthly activity the SNP messaging * Small group meeting with communities * School visits with children and teachers * Household visits * PataPata listening groups * Partner with teachers and school officials in promotion and implementation of school net program | * SNP is one of the MoHSW strategies to ensure that every household has the nets they need to ensure everyone has a net to sleep under every night. * School children are used as agents to deliver nets to their households and ultimately to their communities * Not all households have children that receive nets, and others will receive more nets that then may currently need. Communities should work together to ensure that all households have the nets they need and that may include some households giving their nets to other households. * You need to protect yourself and make sure your neighbors are protected. * Sleeping under a treated net every night gives you a good night sleep and protection against malaria * Nets are valuable and when cared for can last a long time, take care in storing, using and repair nets. | * CCA and Zinduka clubs Orientation meetings * Cue cards * PataPata radio program |
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| School children | | * Why are they getting the nets * When and how they will receive the nets * This net is not “your” net, but the net for your household (or others) * Importance of sleeping under a net every night * Importance of caring and repairing your nets | | * Inform their parents about the upcoming nets program * Bring the net home the same day they get it * Support their friends in getting the nets home * Make sure that the net is used properly * Sleep under the net every night and make sure your friend do * Participate in Patapata listening groups with CCAs, teachers or others * Care for their nets | * It’s my job to receive the net at school and bring to my house. * Tell parents if their friends/neighbors don’t have nets. * Treat my net as a valuable asset and I will care for it and repair when necessary. * Sleeping under a treated net every night gives you a good night sleep and protection against malaria * Be active in my community to ensure everyone is sleeping under a net every night. * Create a PataPata listening group with a CCA, teacher, adult, other kids | * Posters * PataPata program * CCA/Zinduka activities * MVU |
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| Parents/care takers | | | * Their children in class 1,3,5,7, Form 2 and 4 will receive one net * Why are school kids getting the nets * Why kids in those classes are getting the nets * When and how will the kids get the nets * That the net can be for the community and not necessarily their household. * If your household have more nets than you need, share your net with others that don’t. * Importance of sleeping under a net every night and caring for nets | * Talk to their kids about getting the nets at school * Ensuring that the net gets to the house * Make sure hat all sleeping are covered with a net and if they have extras share with other households. * Make sure all household members are sleeping under a net every night * Take care of the net and repairs it when needed | * The SNP is the best way to maintain sufficient nets in households so that we can prevent malaria. * The children are the agents to get the nets to the household. * The nets are for the good of the community and I am responsible to help ensure that all households have the nets they need. * If I have extra nets I can share with other households who need a net. * Sleeping under a treated net every night gives you a good night sleep and protection against malaria * Nets are valuable and when cared for can last a long time, take care in storing, using and repair nets. | * Radio spots and programs * MVU/PA * CCAs * Malaria ambassador events |

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| Head/Health teachers | * What is the school net program * Why kids are given nets * Why some classes get nets and why others don’t * How will they register/issue nets * When & where will they receive nets * What parents need to do * Importance of sleeping under the net every night and repairing the nets when needed | * Explain the school net program to their colleagues and pupils * Explain why the kids are given the nets and that they are for the household, not the kid necessarily. * Inform the class teachers on their responsibilities within the program * Explain why some classes get nets and why others don’t * To inform the class teachers about the registration and issuing process * Inform school committee, board, and parents of the SNP * Inform social committee and village government about the SNP | * SNP is one of the strategy to cover new sleeping spaces and/or worn out nets in the community * School children are used as agents to deliver nets to their households and ultimately to their communities * Teachers are responsible for registration and issuing process * Why the SNP program is important and how it will work | * Teacher Trainings * Posters | |
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| Class teachers | * What is the school net program * Why kids are given nets * Why some classes get nets and why others don’t * How will they register/issue nets * When & where will they receive nets * What parents need to do * Importance of sleeping under the net every night and repairing the nets when needed | * To explain the school net program to the pupils * Explain why the kids are given the nets and that they are for the household, not the kid necessarily. * Explain why some classes get nets and why others don’t * To inform the students about the registration and issuing process * To register and issuing nets to the students | * SNP is one of the strategy to cover new sleeping spaces and/or worn out nets in the community * School children are used as agents to deliver nets to their households and ultimately to their communities * The importance of sharing the nets within household and community * Timing of the registration and the issuing process | * School meetings * Poster * Radio spots |

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| District stakeholders  -DC  -SHC  -DMFPs  -DEOs  - DED  -DMO  -WEO/VEO | * What is school net program and how does it work * Why are kids are given nets * Why some classes get the nets and others don’t * What is the stakeholders role in the SNP * How will the children get registered and issued nets * When & where will they receive nets * What parents needs to do * Importance of sleeping under the net every night and repairing a ton net | * To facilitate and supervise the process * To use various already established platforms to explain the SNP | * SNP is one of the strategies to cover new sleeping spaces and/or worn out nets in the community * School children are used as agents to deliver nets to their households and ultimately to their communities * Community and officials should cooperate with the SNP process * Explain the roles of each stakeholders in the process | * Trainings * Advocacy Meetings |

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| Ward Education Director | * What is school net program * Why kids are given nets * Why some classes get and why others don’t * How will the children get registered and issued nets * nets * When & where will the schools receive the nets * What is the schools role and what are the teachers and head teachers role in the SNP * What parents needs to do * Importance of sleeping under the net every night and repairing a ton net | * To facilitate registration process of all schools * To collect all the reports from schools to district * To ensure the schools are ready to receive and issue the nets | * Collection of reports for both registration and issuing | * Trainings * Advocacy Meetings |