

“Communication to vendors, care providers and community members”

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PREVENTION



DIAGNOSIS



TREATMENT



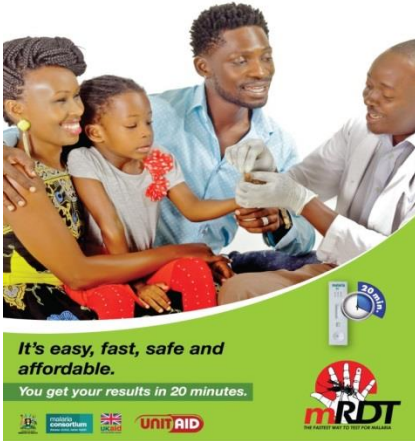
RESEARCH

What has been done

- Community- Health seeking behavior
 - Identification of symptoms
 - Ask for the test
- Provider
 - Interpersonal communication skills
 - Motivation to act the right way
 - Profitability and Increasing client base
 - Confidence in RDT
- Feedback and pretesting messages at all levels

Behavioral Change Communication activities

Don't guess! First test for malaria with an RDT.



other materials should be considered contaminated with blood and kept away from children and pregnant. They should be handled and disposed of according to national policy.

13. Do you consider whether down the blood when the patient is asleep?

14. No. After you add the assay diluent to the cassette, your blood smear the time the blood smear was added and the time the results will be ready (for example, 20 minutes), depending on the RDT you are using. Blood was added on the test cassette. This is especially important if you are testing in an area where you are not the only person testing for malaria.

15. Why do you advise about the time after adding the blood and when you are going to collect the result?

16. The test only begins to work after you add assay diluent. Thus, you need to wait the correct time after adding the assay diluent, and after adding the blood. However, most RDTs should be able to do so immediately after adding the blood, before the blood dries.

17. How long will results usually be ready?

18. The result usually takes 15 to 20 minutes after adding the blood, but the RDT should be read or shown on a screen for 30 minutes after adding the blood (for example, 20 minutes). After several hours, negative RDTs may sometimes appear positive. This is a false result.

19. How do you test about all kinds of malaria or just Plasmodium falciparum?

20. The mRDT Malaria Ag Pf P2 detects only Plasmodium falciparum.

21. Can I purchase the patient's finger swabbers, or buy pre-charged test strips?

22. The best place to purchase is on the side of the finger. But, the best one is the one that is most comfortable for the patient and the person who is taking the sample. There is some reason why you cannot purchase the kit. Please, you may purchase some other finger swabbers.

23. Can you please tell the lowest cost after using it?

24. No. You should consider the lowest RDT is an approved charge fee. Discounting the price is an approved charge fee. However, the fee of approval being raised or reduced for accidental starting. Discounting.

25. Why do children seem to get malaria more frequently than adults?

26. In areas with a lot of malaria, most adults have been exposed to malaria many times. Their bodies have developed some immunity to malaria. This means they often do not feel sick even if they have some malaria parasites. Children's immunity is not fully developed, so they are more likely to become ill when infected with malaria.

27. What do the markings on the RDT mean?

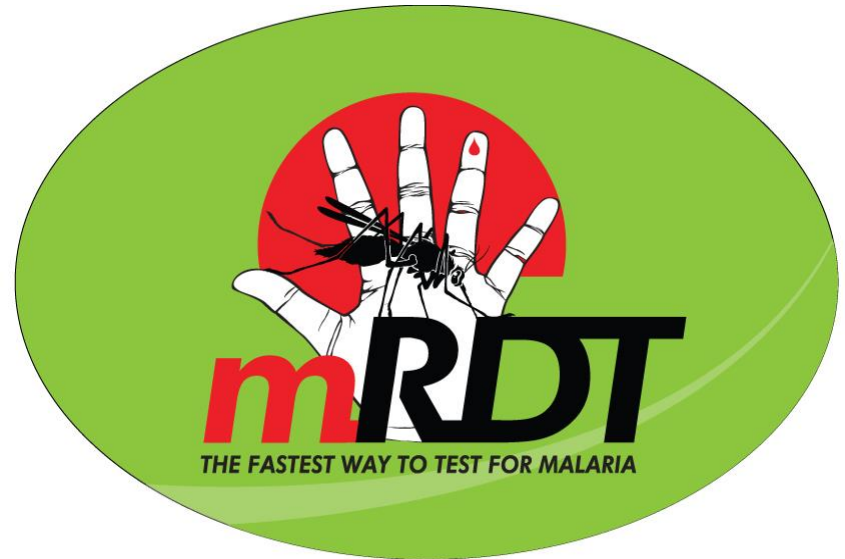
28. The reason here is where you get the assay diluent. The report has a where you get the blood. The assay diluent is where you get the result. The line that means that. It's either the control line. The line will turn if the test is performed correctly. The line is negative if only the control line appears. The test is positive when a line other than the control line appears. The test is invalid if you control the system without a line or a line is present. If the control, repeat the test using a new unopened cassette.

Frequently asked questions on malaria RDTs

UNITAID private sector RDT project

UNICEF
MALARIA
UNITAID

ABS board and the sticker



Interpersonal communication



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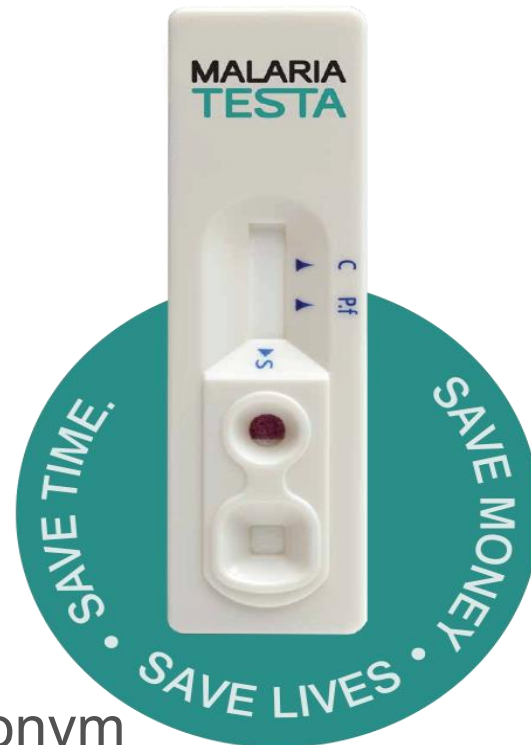
What have you found to be effective?

- Periodic review of the communication plans and strategies
 - Change of messages from test and treat to its safe, quick, reliable saves money and life
- Training of providers and availability of product before a communication campaign
- Timing is critical

What was found not to be effective

- Focusing the campaign on an individual

Don't guess! First test for malaria with an RDT.



- Communicating “MRDT” acronym

What should be done next

Stronger and better targeted communication:

- Supplement messages to cater for other age groups
- 360 approach - IPC
- Focus messages on benefits rather than knowledge (safe, quick and reliable)
- More point of sale support

The Campaign

People-centered: The target audience is at the center of the strategy. Understanding the audiences, their knowledge, attitude and practices towards adopting the use of mRDTs.

Participation of stakeholders: The strategy takes into account the involvement of all stakeholders at all stages.

Gender: This Campaign promotes equitable opportunities for men and women.

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New malaria policy in offing



UNITAID portfolio Manager, malaria Dr. John Culter, Tumwesigye and Magumba during an evaluation meeting at Hotel Africana on Monday. Photo by Tony Rujuta.

KAMPALA

By Vivian Agaba

Dr. Elioda Tumwesigye, the health minister has said

rapid diagnostic tests (MRDT) was organised by Malaria Consortium and attended by partners such as World Health Organisation (WHO), the National Drug Authority

The Campaign

Multi-channelled: This strategy ensures effective strategic communication through the use of a variety of approaches. A media mix that integrates interpersonal communication (IPC), community-based channels, and Mass media

Benefit-oriented: The audience must perceive a clear benefit in taking the action promoted by the communication effort. The mRDT will save your life , Money and Time

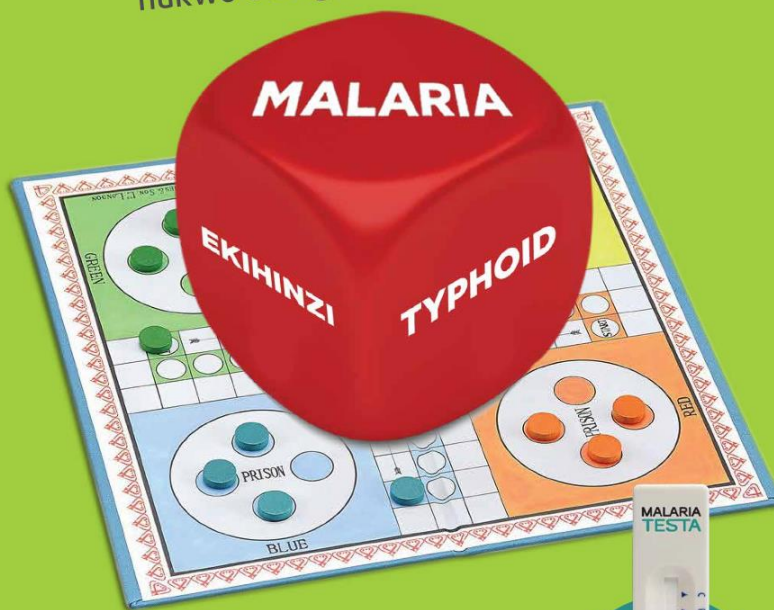
Results-oriented: The ultimate proof that a strategic communication effort is effective lies in health outcomes. Monitoring and evaluation will be undertaken by the partners to determine whether objectives were achieved.



Ministry of Health

OTAZAANA EJAARA NOMUSWIJA

Kozesa ka MALARIA TESTA okumanyira kimu
ngu omuswiija ogwoine nugwo ogw'emibu
nukwo otunge obujanjabi bwonyini.



Saba omusaaho waawe
ka MALARIA TESTA.



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mRDT
THE FASTEST WAY TO TEST FOR MALARIA

**TESTING
AVAILABLE HERE.**

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Questions?

