

MosquitoZone International

Keys to Success: Public Health and Community-based Programs



How Does a Successful Community-based Malaria Prevention Program Work?

MosquitoZone International believes that successful community-based malaria prevention will be:

Science-driven – A program must be based on the entomological and epidemiological realities on the ground, in the community, not based on theories or agendas emanating out of distant western capitals. The best way to waste money is to use the wrong tools—insecticides that vectors can resist, bed nets in communities where vectors bite outside, or targeting locations where few exposures and cases are really occurring and ignoring the behaviors and risk factors that are driving most transmission. MosquitoZone International's experts recommend using science to guide your prevention strategy.

Comprehensive – Mosquitoes are always evolving in ways that thwart any single intervention. The scientifically proven key to outsmarting these killers is to hit them with as many interventions as science supports and budgets allow, all at once. MosquitoZone International's experts recommend an integrated vector control (IVC) model that includes all the tools: indoor residual spraying (IRS), larviciding breeding sites (where appropriate and feasible), eliminating unnecessary breeding sites, bed nets (when vector bionomics and behavior indicate and community support are present), and close coordination with the medical delivery system (either public or private) that diagnoses and treats malaria cases.

Strategic – Strategic partnerships with key players in national and regional efforts can save you money by offering access to bulk pricing, expedited procurement and other economies of scale. Such partnerships also help raise your company's profile and build good will towards your company beyond the immediate community to the regional, national and international levels. Finally, these partnerships also help ensure sustainability of malaria prevention when it is time for your company to leave a certain community. MosquitoZone International's experts recommend entering into strategic public-private partnerships that save you money, build good will toward your company in the local communities so critical to your project's success, and elevate your company's national and international reputation.

Eight Keys to Operational Success in the Community

Based on the most effective community-based programs in the world, such as the AngloGold Ashanti Ghana program, the Konkola Copper Mines Zambia program, or the Lubombo cross-border (South Africa/Mozambique) initiative of the early 2000's, MosquitoZone International's

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experts operate, support and recommend science-driven, comprehensive and strategic programs that contain the following eight key elements:

1. **Community Baseline Assessment** - Before starting or expanding a program, it's important to assess
 - **Entomology:** What kind of mosquitoes are spreading malaria? When and where do they bite? What insecticides work on them (or don't)?
 - **Epidemiology:** What are the patterns and prevalence of malaria in the target population?
 - **Knowledge, Attitudes and Practices (KAP):** What does the target population know, think and already do about malaria?
 - **Partnership opportunities with stakeholders:** What resources can be leveraged at the community and national levels to save your program money or increase its efficiency and impact?
2. **KAP Campaign** - Educate the target population about malaria, how to prevent infection, and what to do if they see symptoms.
3. **Pre-IRS Household Assessment of Structures and Breeding Sites** - Catalog the structures and breeding sites that need to be treated or provided with an intervention. Prepare the households for what the IRS campaign involves for them.
4. **Other (non-IRS) IVC Interventions** - Conduct larviciding, eliminate standing water where possible, and distribute bed nets.
5. **Post-Campaign Monitoring** - Closely track all data in a robust IT system.
 - Entomological: Monitor the number and type of mosquitoes, any development of resistance, and behavioral changes from interventions
 - Epidemiological: Monitor all malaria cases in the target population, what care they receive, and final results. Track specific hot spots that arise.
 - Environmental: Regularly inspect all procedures and equipment to ensure proper handling, environmental safety and compliance with regulations.
6. **Rapid Response to Hot Spots** - Based on data monitoring, quickly investigate each new problem, whether epidemiological, entomological or environmental, and address the cause.

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7. **Evaluation and Future Planning** - Analyze program inputs, process outputs and outcome indicators to prove success and improve future programming.

8. **Media Outreach to Optimize Reputation** - Ensure that your program's story is told in local and international media outlets and that your brand is associated with success.

How we can help:

MosquitoZone International's experts stand ready to support your program in whatever way you need – from providing a little advice to get you started, to making improvements to your existing program, or to operating a comprehensive program on your behalf.

Contact: Katy French
VP, Corporate Affairs
MosquitoZone International
1101 Pennsylvania Ave, NW
Washington, D.C. 20004
+1.202.756.5037
Katy.French@MosquitoZone.com
www.mosquitozone.com