

PMTCT Accelerated Plan Critical Review: 4-5 November 2009



## SOCIAL MOBILISATION- LESSONS LEARNT AND RECOMMENDATIONS FOR SCALING UP

Jack Lewis- [jack@beatit.co.za](mailto:jack@beatit.co.za)

Richard Delate- [richard@jhuccp.co.za](mailto:richard@jhuccp.co.za)

Lusanda Mahlasela- [lusanda@jhuccp.co.za](mailto:lusanda@jhuccp.co.za)

# WHAT IS SOCIAL MOBILISATION?

- Process of bringing together stakeholders:
  - to raise awareness of and demand for an issue, services or policy, thereby
  - creating capacity for management of own health at population level
  
- (AIDS Competent Communities)



# KEY FOCUS AREAS FOR SOCIAL MOBILISATION FOR THE A-PLAN

- HIV prevention
- Teenage pregnancy
- Family planning
- Early antenatal booking
- HAART/dual therapy
- Safe infant feeding

**Social & cultural issues (male & family involvement, tradition & culture, etc)**



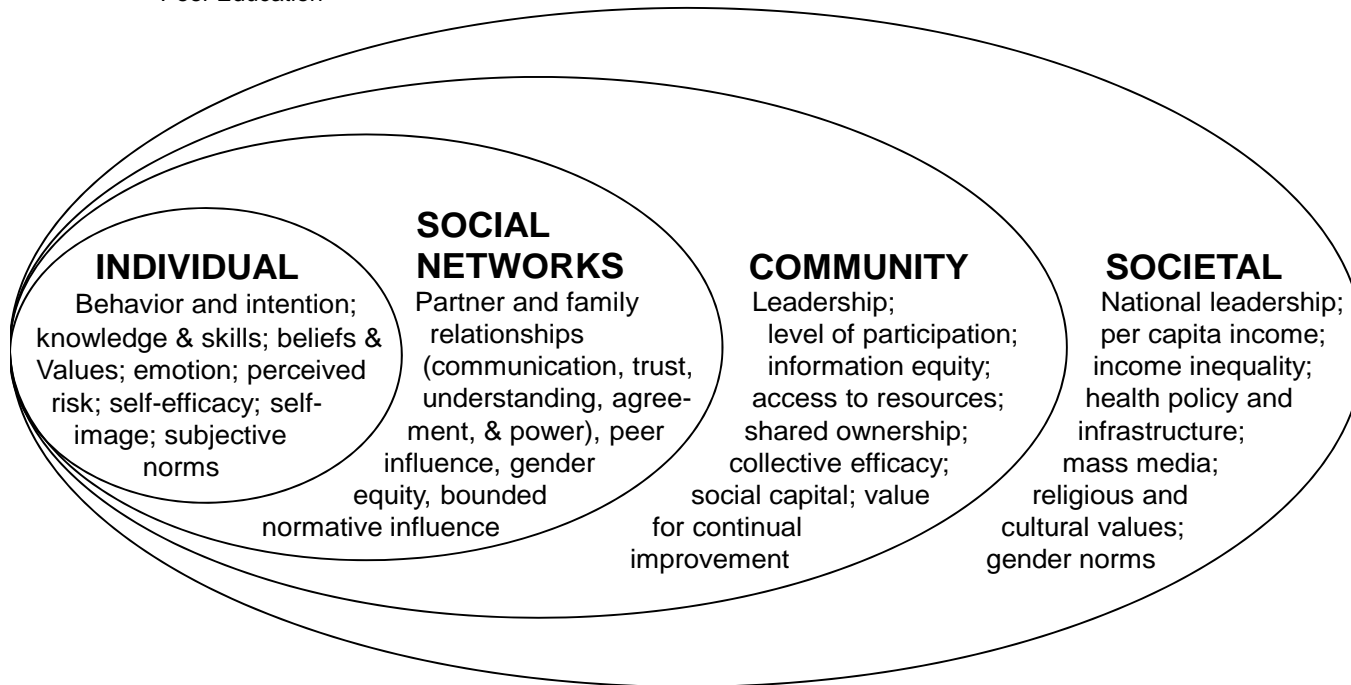
# APPROACH

## SOCIAL ECOLOGY MODEL & COMMUNICATION FOR SOCIAL AND BEHAVIORAL CHANGE

**Engagement**  
**Mass Media**  
Dialogue  
Counseling  
Peer Education

**Types of Communication**  
Communication for  
**Participatory Development**  
Dialogue    Community Mobilisation  
Peer education

**Advocacy**  
To strengthen  
policy and  
systems



### Physical Environment and Infrastructure

Burden of disease; climate and seasonality; transportation and communication networks, access to health care facilities, access to water, sanitation, and household technologies; etc.



# **A MODEL FOR SOCIAL MOBILISATION AT DISTRICT LEVEL**



Activity	Products	Outcomes	Risks	M&E	WHO
<b>Community Dialogues</b> -District - sub-district dialogues.	Guide to district dialogues	Systems and structures strengthening at the district and local level.  AIDS Competent Communities  Better coordination at the district level.  Community Action Plan	Weak coordination  DACs not functioning  Limited Financial resources	Community Action Plan	District Health Plan
<b>In-clinic facilitation</b>	Trained facility based CHWs  ICTs Equip.  Training  Facilitators guide  DVD Training series  *Cell Phone	Early ANC booking  HIV Prevention  VCT  Teen Pregnancy  Male Involvement  Safe Infant feed  Treatment Literacy	National Policy framework on:  *role & function, *training and *remuneration of CHWs  NGOs unclear on A-plan objectives;  Need for driver-champion to integrate with DH	OUTPUT indicators  number of people /gender reached Topics; Training Individual support provided;  Qualitative Evaluation  IMPACT indicators A-Plan targets (except 1)	District Health  Health Facilities  NGOs  CHWs





Activity	Products	Outcomes	Risks	M&E	WHO
<b>Community Outreach</b>	Open Days Door-to-door Peer Education Religious & other community gatherings	AIDS Competent Communities  Early ANC booking Male Involvement HIV Prevention Social & cultural barriers Family Planning Teen Pregnancy Treatment Literacy Safe Infant Feeding	Financial support  Driver-champion  Poor multi-sectoral Coordination	Output Indicators  Number of people reached;  Qualitative Evaluation  Impact Indicators A-plan 1, 2, 9.	District Health Promoters,  District PRs,  CHWs
<b>Small Media (Linked to Community Outreach)</b>	Brochures Posters Newspaper inserts	Early ANC booking Male Involvement Social & Cultural barriers HIV Prevent Family Planning Teen Pregnancy Treatment Literacy Safe Infant Feeding	Finance  Coordination – Management  Effective distribution  CHW and Open Days	All Except 11, 8	District Health Promoters District PR
<b>Mass Media (Linked to Community Outreach)</b>	Community Radio Community Newspapers SABC Radio;	Early ANC booking Male Involvement. Social & Cultural barriers HIV Prevention Family Planning Teen Pregnancy Treatment literacy Safe Infant Feed			District Health Promoters District PR

# RECOMMENDATIONS

- Integration
  - Social mobilisation activities integrated into district health plans
  - Critical analysis of the findings of the dialogues and integration with CHW work & media
- Coordination
  - District management support for social mobilisation
  - Engagement and discussions with NGOs managing CHWs
  - Harmonising with emerging CHW (CCG) national policy
  - Strengthening of structures- District Health Councils, clinic committees and hospital boards
  - District Community worker facilitator- training and reorientation to support CHWs
  - Additional capacity- District Facilitator
  - Short-term training course for PRs and Communicators
  - Community dialogues- quarterly
  - Support for individual follow-up- linkages between facility & community
- M&E
  - Implementation of M&E for social mobilisation as part of DHIS
- **SCALE UP TO ALL (PRIORITY) DISTRICTS WITH SUPPORT FOR 3 YRS**

