

Malaria Behavior Dashboard User Guide

Malaria Behavior Survey

- Country Selection
- Net Use and Care Pg 1
- Net Use and Care Pg 2
- Net Use and Care Pg 3
- Net Use and Care Pg 4
- Net Use and Care Pg 5
- Care-Seeking for Fever Pg 1
- Care-Seeking for Fever Pg 2
- Malaria in Pregnancy Pg 1
- Malaria in Pregnancy Pg 2
- Malaria in Pregnancy Pg 3
- Malaria in Pregnancy 4
- Malaria in Pregnancy 5
- Cross Cutting Factors Pg 1
- Cross Cutting Factors Pg 2
- Cross Cutting Factors Pg 3

Breakthrough ACTION is funded by the U.S. Agency for International Development (USAID) and U.S. President's Malaria Initiative under the terms of Cooperative Agreement No. AID-OAA-A-17-00017.

1 User Guide

Country Selection

MALARIA BEHAVIOR SURVEY

The Malaria Behavior Survey is a cross-sectional household survey of malaria-related behaviors and the factors that drive or inhibit them. The survey uses a theory-driven and standardized methodology to produce data to inform malaria social and behavior change interventions. Explore this interactive dashboard of Malaria Behavioral Survey data by selecting a country.

A suite of key resources for malaria SBC program design are available at the bottom of this page.

Select a Country by Clicking a Tile Below
11 Countries Surveyed
Countries are sorted alphabetically for countries with data available.

Click for keyboard accessible link to reports **VIEW REPORT**

 Benin 2022 survey 3 survey zones 3,534 households 6,071 respondents	 Cameroon 2019 survey 2 survey zones 2,576 households 4,515 respondents	 Cote d'Ivoire Republic of 2018 survey 4 survey zones 5,969 households 8,675 respondents	 Malawi 2021 survey 3 survey zones 3,862 households 5,485 respondents
 Congo Democratic Rep. of 2021 survey 4 survey zones 4,998 households 7,904 respondents	 Sierra Leone 2019 survey 2 survey zones 2,003 households 3,836 respondents	Angola Coming soon	Ghana Coming soon
Kenya Coming soon	Liberia Coming soon	Tanzania Mainland Coming soon	Tanzania Zanzibar Coming soon

Description

The Country Selection page is the default landing page for the MBS report where users can select a country to enter the report for the most recent survey year for the selected country. Summary information is also provided on each of the country tiles in which survey data is available.

Interactivity

1. **Language Selection** – The dashboard will be available in 3 languages. Selecting a language button will navigate the user to the appropriate dashboard in the selected language.

2. **Country Selection** – Select a tile (map + text) and the report will filter for the selected country and the most recent year of survey data. Users will be taken to the first page, which is Net Use, but can then navigate to other sections of the MBS dashboard to review data for the selected country and year.
3. **Accessible Report Navigation** – For users with screen readers, use the “View Report” button to navigate to the first report page (Net Use). Users will then have to select a desired country on that page as action filters (the action of selecting a country tile and passing the filter to the reports) are not keyboard accessible.

Report Element Definitions and Calculations

- Survey Year** – The most recent year of the country’s survey results. More years may be available to view for a country and are accessible within the report.
- Survey Zones** – The number of survey zones used in the report’s comparison, which are visible on the unique country maps. Some countries have zones that together span the entire country and others have areas of the country that are not a part of the survey (shown in gray on the maps).
- Households** – The number of unique households surveyed for the country and most recent survey year.
- Respondents** – The number of unique individuals surveyed for the country and most recent survey year.
- Order of Countries** – Countries are ordered alphabetically by those with survey data available. Countries that state “coming soon” have survey data that is expected in the future. Note that if a user accidentally selects a country that doesn’t have data, the reports will be blank.

Net Use and Care Pg 1

MALARIA BEHAVIOR SURVEY

BENIN | 2022 Survey

Mosquito Net Use and Care

Who sleeps under nets consistently?

For maximum effect, net use must be habitual. Consistent use is defined as sleeping under a net every night of the week.

Select Demographic to View: Total

How do survey zones vary in consistent net use among respondents? *by Total*

Survey Zone	Percentage
Southern	85%
Central	66%
Northern	66%
Survey Average	73%

Observations: 73% of all respondents report they sleep under a net every night of the week. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Prioritize specific demographic groups where consistent net use is low or moderate to ensure SBC programming efforts are focused on where they are most needed to achieve consistent net use.

What factors influence consistent net use?

Logistic regression revealed the following factors were significantly associated with consistent net use.

Which factors influence respondents consistently using a net? *Only showing statistically significant factors*

Factor	Odds Ratio
Favorable attitudes towards net use	3.0
Know bed net prevents malaria	2.2
Injunctive norms	1.8
Perceived susceptibility	1.5
Perceive they can make their net last long	1.4
Correct knowledge	0.5

Observations: Favorable attitudes towards net use influences consistent net use. This factor has the largest odds ratio among all the statistically significant results shown in this chart. Survey respondents with favorable attitudes towards net use were 3.0 times more likely to sleep under a net every night.

SBC Recommendations: As the most important factor associated with consistent net use, it is important for programs to strengthen favorable attitudes towards net use. Because levels of favorable attitudes towards net use can vary among segments, refer to the next chart to view favorable attitudes towards net use for specific sub-groups and SBC recommendations.

How do these behavioral factors vary?

Select a Factor: Favorable attitudes towards n...
Pick a Survey Zone: Survey Average

What is the percent distribution of respondents with favorable attitudes towards net use? *Zone: Survey Average*

- under 50%
- 50% or greater

Demographic	Percentage
Female	66%
Male	65%
30 years and above	68%
Under 30 years	64%
Rural	66%
Urban	66%
Less than primary education	68%
Primary or higher education	65%
High wealth	65%
Moderate or low wealth	67%
Total	66%

Observations: When viewing each factor that is significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations:
High: Maintain positive attitudes by framing consistent net use as a social norm and emphasizing that its easy to habitually use a net. If the majority of respondents report this, prioritize other factors from this dropdown menu.
Low: Demonstrate the non-health benefits of consistent net use such as a peaceful night's sleep and using an net for a crowded house. Counter negative beliefs, such as the danger of insecticide on nets.

Description

The Mosquito Net Use and Care, Page 1, report analyzes the proportion of respondents that sleep under nets consistently, what factors influence consistent net use, and how the behavioral factors vary across survey zones and demographics.

Users can add demographics to the first chart on net use to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are the individual country survey zones.

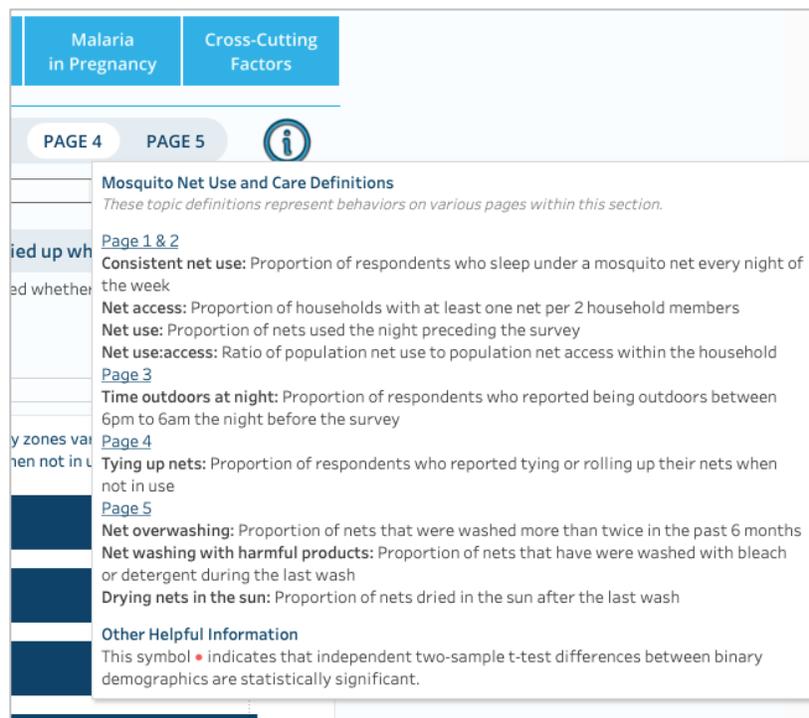
The second chart shows odds ratio (regression) results for the behavior of net use. Values above 1 are more likely to contribute to the behavior and these will be in blue. Values below 1 are in gray and indicate the factor is more likely to contribute to the behavior not occurring. The odds ratios are set at the survey average and only show those factors that were significant in the regression analysis. For this reason, countries will differ in the number of resulting factors shown in the chart.

The final chart allows users to see how individual factors vary across a selection of demographic factors. Users can choose a region and a factor listed in the odds ratio chart to compare demographics. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant. Note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see description and image below in the interactivity section).

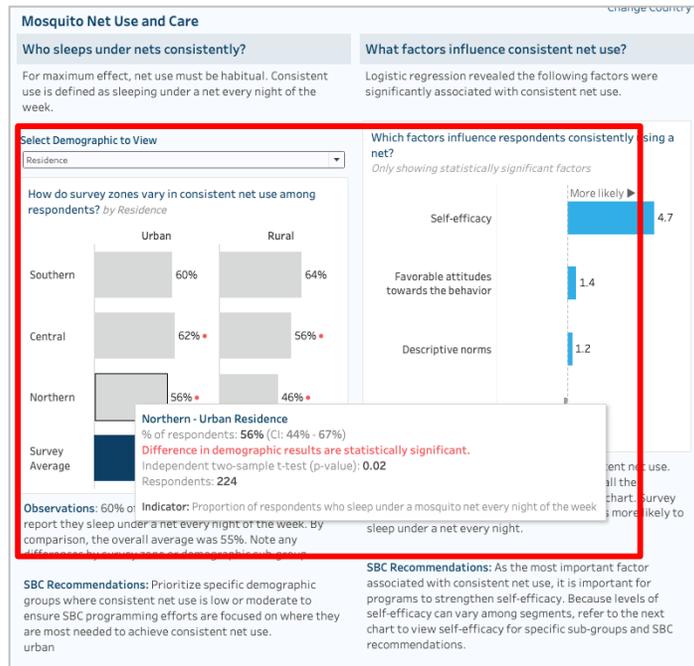
Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

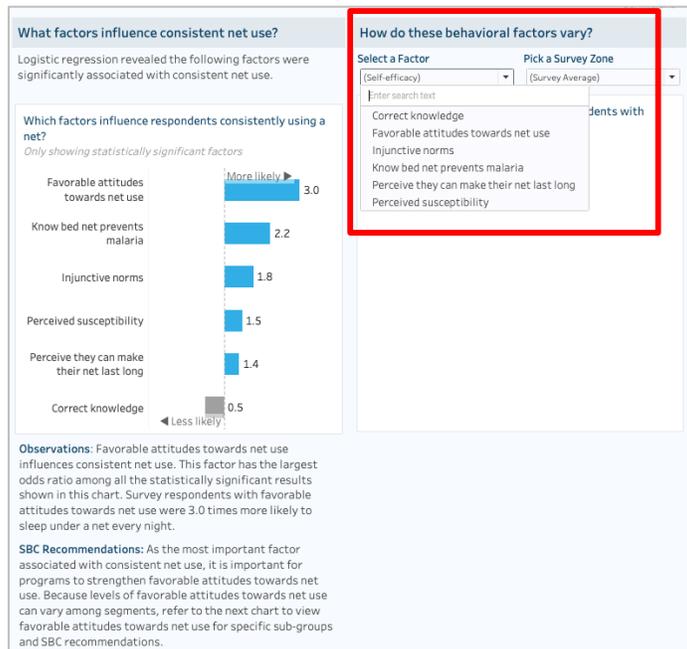
1. ! **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. ! **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. ! **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. ! **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see image below)



5. ! **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. ! **Add Demographic** – Choose a demographic to stratify the chart (see image below)



7. **Select a Factor Drop-Down** – Change the selected behavioral factor to filter the chart; note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see image below)



8. **Survey Zone Filter** – Change the selected survey zone to filter the chart
9. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is added to a relevant view) are significant and tooltips will show values relevant to the chart

upon hover. In the behavioral factors chart (3rd one), the gray bars represent less than 50% of respondents and green represent above 50%.

10. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- **Consistent Net Use** – Proportion of respondents who sleep under a mosquito net every night of the week.
- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- **Indicator** – The survey variable/question.
- **Factor Definition** – For the odds ratio chart, the definition of the behavioral factor in the view.
- **Odds Ratio** – How much more likely or unlikely a behavioral factor is to influence the odds (chances) that respondents would engage in the behavior.
- **Odds Ratio Recommendations** – The behavioral factor that is the most influential towards the behavior (highest value) is displayed in the observations and recommendation text below the chart.
- **Behavioral Factor Recommendation** – The high and low recommendation will change based on the selection from the “Select a Factor” filter above the chart. Some factors only have one recommendation and if a factor is negatively associated (and not “Incorrect Knowledge”) the recommendation will explain that other positively associated factors should be leveraged instead.

Net Use and Care Pg 2

MALARIA

BEHAVIOR SURVEY

🏠

Mosquito Net Use and Care

Pre-Seeking for Fever

Malaria in Pregnancy

Cross-Cutting Factors

[Go to Country Selection Home Page](#)

MALAWI | 2021 Survey

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

i

Change Country: Malawi, 2021
Year: Malawi, 2021
hover for definitions

Who is sleeping under nets?

Net use may vary by age, sex and whether there are sufficient nets in a household (1 net for every 2 persons).

Pick a Survey Zone

Survey Average

How does net use vary by age, sex and access to nets in households? Zone: Survey Average

● Males ● Females

Observations: Access to nets is an important determinant of net use. Net use in households with enough nets is highest among female household members aged 5-14. In households without enough nets, it is lowest among female household members aged 50+.

SBC Recommendations: Pregnant women, children under 5, and young women in their first pregnancy, who are all particularly vulnerable to malaria, should be prioritized in households without sufficient nets. In all contexts, promote net acquisition to cover the whole family through the available distribution channels. To secure access to nets, ensure channels such as ANC and EPI are well-stocked.

Are the available nets being used?

This chart shows the proportion of households with at least 1 net for every 2 household members (net access), the proportion of household members who slept under a net the night before the survey (net use), and the ratio obtained by dividing the two (use:access ratio).

How do survey zones differ in net use:access?

Zone	Net Access	Net Use	Use:Access Ratio
Southern	54%	51%	0.94
Central	39%	40%	1.03
Northern	37%	33%	0.89
Total	43%	41%	0.95

Observations: Survey households reported an average use:access ratio of 0.95. Note differences by survey zone.

- <.60 Low use of available nets
- >=.60 and <.80 Moderate use of available nets
- >=.80 and <1.0 High use of available nets
- >=1.0 High use and typically 2+ persons using a net

SBC Recommendations: Net access and use are linked; even when the use:access ratios are high, examine rates of access in the population. Where net access is low (regardless of use), encourage people to acquire nets from available channels and use them. If use is low among those with access to nets, emphasize the benefits of net use in SBC activities. When access and use are both high, likely after a mass net distribution, encourage tying nets up when they are not in use to keep nets in good condition.

Who has access to and uses nets?

Pick a Survey Zone

Survey Average

How does net use:access differ by wealth quintile and residence? Zone: Survey Average

Category	Net Access	Net Use	Use:Access Ratio
Urban	54%	48%	0.89
Rural	41%	40%	0.98
High wealth	50%	44%	0.88
Moderate or low wealth	37%	38%	1.03

Observations: Survey households reported an average use:access ratio of 0.95. Note differences by survey zone.

- <.60 Low use of available nets
- >=.60 and <.80 Moderate use of available nets
- >=.80 and <1.0 High use of available nets
- >=1.0 High use and typically 2+ persons using a net

SBC Recommendations: Focus SBC among groups where net use is low given access, as that is where it is most needed and where the most gains can be achieved. Among groups with high net use, promote net care behaviors to ensure the nets they use last as long as possible. Net care messaging, especially in rural areas, can emphasize that it may be 1-2 years before the next mass net distribution. Where net access is low, it is important to improve access and encourage net acquisition from available channels. Net purchasing may be emphasized in urban areas as those areas tend to have more availability of nets and with higher wealth quintiles who may have greater purchasing power.

Description

The Mosquito Net Use and Care, Page 2, report analyzes the proportion of respondents that sleep under nets consistently by age, sex, and if enough nets are available in the household, as well as the proportion of respondents that have access to nets and the proportion that use nets, which results in the use/access ratio. Additional stratifications of the data are available by household demographics (residence and wealth) by zone.

Users can choose a zone to view in the first chart and the third chart for additional comparisons and analysis. The blue bar (middle and last charts) will always indicate the survey average (the country average for all zones surveyed) and gray bars are the individual country survey zones.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Survey Zone Filter** – Change the selected survey zone to filter the chart
7. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart
8. **Use/Access Indicator and Tooltips** – Colored dots will indicate use/access ratio ranges for the zones (see the legend for details) and tooltips will show values relevant to the chart upon hover

Report Element Definitions and Calculations

- **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- **Enough/Not Enough Nets** – Households that have enough nets are defined as having at least 1 net for every 2 persons.
- **Net Use** – Proportion of respondents who used a net the night preceding the survey.
- **Net Access** – Proportion of respondents who have at least one net per two household members.
- **Net Use/Access Ratio** – Ratio of population net use to net access within the household. Values greater than one indicate households have high use and typically more than 2+ persons using a net. Lower values indicate low use of available nets.
- **Color Legend** – For the use/access ratio (middle chart): Red = ratio value below .60; Orange = ratio value greater than or equal to .60 and less than .80; Green = ratio value greater than or equal to .80 and less than 1.0; Blue = ratio value greater than or equal to 1.0.
- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Demographic value** – The percent of respondents for the largest age/gender value for those with enough nets for the survey average and the lowest age/gender value for those without enough nets (for the first chart).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- **Indicator** – The survey variable/question.
- **Recommendations** – Static recommendations for each of the 3 survey questions.

MALARIA BEHAVIOR SURVEY

Mosquito Net Use and Care | Fever | Malaria in Pregnancy | Cross-Cutting Factors

MALAWI | 2021 Survey

Mosquito Net Use and Care

Change Country/Year: Malawi, 2021

Is net use considered a social norm?

The MBS measures two different and complementary social norms: The proportion of respondents who perceive that most people in their community use a net among those who use a net, and the proportion who feel that their community approves of net use.

Select Demographic to View: Total | Select a Norm: (All)

Region	Perceive ITN use as a community norm	Perceive that community members approve the use of ITNs
Southern	42%	34%
Northern	39%	33%
Central	33%	22%
Survey Average	38%	30%

Observations: 38% of all respondents reported they believe most people in their community use a net and 30% believe that others approve of net use. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: People may be more likely to act if they feel a behavior is the norm in their community and that community members approve the use of nets. If nightly net use is low, position consistent use as a community norm, such as by encouraging local and religious leaders to recommend net use and to act as role models for proper use.

When are people exposed to mosquito bites?

People commonly engage in activities that are not amenable to being under a net at times when mosquitoes are more active (evening, night-time, and early morning).

What proportion of respondents are outdoors between 6pm-6am? Survey Average

Time	Proportion
6PM	79%
7PM	30%
8PM	8%
9PM	2%
10PM	0%
11PM	0%
12AM	0%
1AM	0%
2AM	0%
3AM	1%
4AM	6%
5AM	33%
6AM	86%

Observations: Examine the proportion of respondents who reported being outdoors between the hours of 6PM to 6AM when mosquitoes may be active, as exposure to malaria vectors outdoors may be greater during these time periods. Identify times when high numbers of people may be at risk. Note that indoor and outdoor sleeping patterns vary and being indoors does not mean protection is fully protected. For reference, 55% of all respondents reported they sleep under a net every night of the week.

SBC Recommendations: Increase malaria risk perception by communicating the dangers of staying outside at night and that malaria is only transmitted by mosquito bite. Reinforce that nets are effective at preventing malaria when used consistently. Identify what activities people do outside at night, socially or for work, to tailor SBC activities, such as promoting outdoor net use, and to reach vulnerable populations. Advocate for other vector control tools to cover the gap in protection that cannot be filled by nets.

Are there positive attitudes about net care?

Studies of ITN (insecticide-treated net) durability show that positive attitudes about ITN care are a major predictor of care behaviors and net longevity. While focused on ITNs, most care behaviors are beneficial to any type of net.

Select Demographic to View: Total

How did the survey zones vary in their positive attitudes towards net care? by Total

Region	Positive Attitudes
Central	97%
Southern	95%
Northern	90%
Survey Average	94%

Observations: 94% of all respondents reported positive attitudes towards net care. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Promote positive attitudes towards net care by focusing on the benefits of tying up nets when not in use, such as avoiding tears and keeping nets clean, effective, and out of reach of playing children. Emphasize a sense of responsibility to protect the family and frame as a habit that will keep even old nets still effective. Encourage households to continue using their nets until new nets are available, as even damaged nets can provide some protection. Net care SBC is typically relevant to all areas, programs may wish to focus on those specific demographic groups where net care attitudes are low.

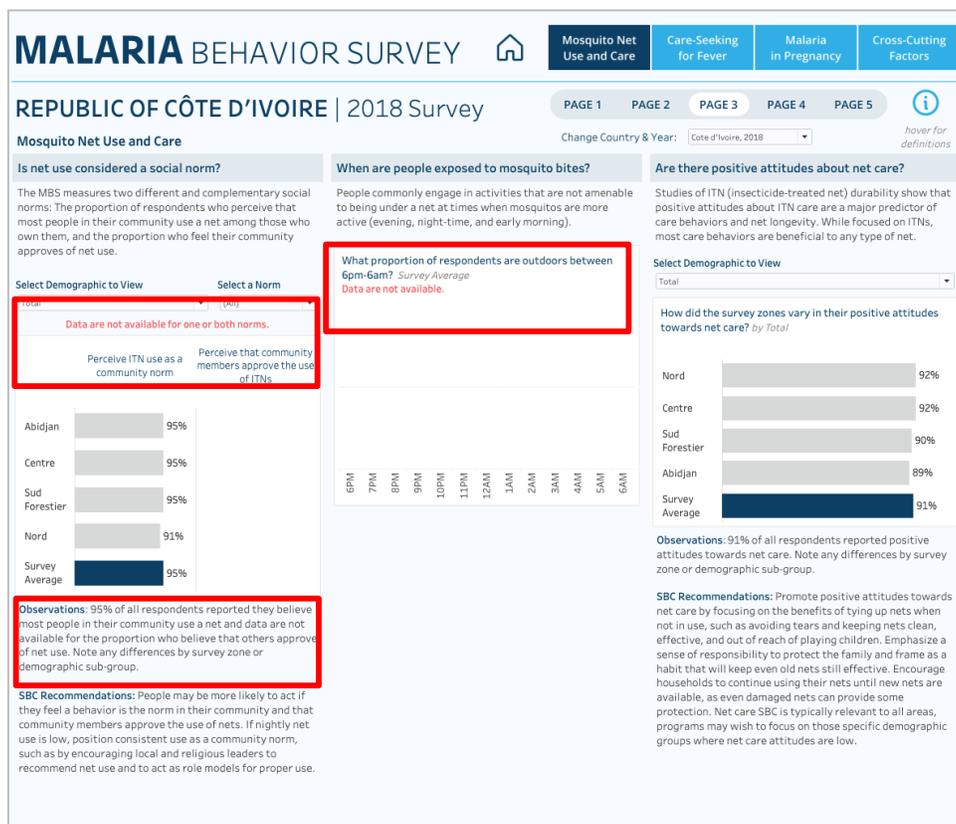
Description

The Mosquito Net Use and Care, Page 3, report analyzes two community norms on net use by survey zone with the ability to add stratifications by select demographics (age, sex, residence, etc.). Users can filter the first chart by isolating one of the two norms to expand the view during analysis. The second chart shows proportion of respondents who were outdoors by hour of the day during which mosquitos are active. This chart is only at the survey average level and not by zone. The third chart analyzes the differences in positive attitudes towards net use by region with the ability to stratify by a demographic using the filter above the chart.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made. If a country doesn't have data for a particular survey question, the chart will be blank and a notation in red text will appear.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Select a Norm** – Default view shows both norms, but users can isolate one of the two norms to expand the view
8. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below). In circumstances, such as the norms charts, where one of two variables is not available, the text below the chart will explain that data for one norm is present and not the other along with a notation when at the Survey Average level. If one zone is selected, only the relevant norm will populate. Users can use the filter above to isolate the one valid norm when there are two available.



9. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is added to a relevant view) are significant and tooltips will show values relevant to the chart upon hover
10. **Text Observations/Recommendations** – Text below each chart will change based on selections if ! applicable; some text may remain static depending on the chart !

Report Element Definitions and Calculations

- Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- Perceive ITN Use as a Community Norm** – Proportion of respondents who perceive net use as a community norm (descriptive norm).
- Perceive Community Members Approve the Use of ITNs** – Proportion of respondents who perceive that community members approve the use of ITNs (injunctive norm).
- When are People Outdoors** – Proportion of respondents who report being outdoors during each of the hours that mosquitos are active (6pm-6am).
- Positive Attitudes Towards Net Care** – Proportion of respondents with a favorable attitude towards net care.
- Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- Indicator** – The survey variable/question.
- Recommendations** – Static recommendations for each of the 3 survey questions.

Net Use and Care Pg 4

MALARIA BEHAVIOR SURVEY

BENIN | 2022 Survey

Mosquito Net Use and Care

What factors influence tying up nets?

ITN durability studies show that tying up a net when not in use is one of the most important ways to prevent damage and extend net longevity. Logistic regression revealed factors significantly associated with tying up nets when not in use.

Which factors influence caring for nets (tying them up when not in use)? Only showing statistically significant factors

Factor	Odds Ratio
Communication with others about malaria	1.5
Favorable attitudes towards the behavior	1.5
Descriptive norms	1.3
Perceived severity	1.2
Perceived susceptibility	0.8

Observations: Communication with others about malaria influences (reported) tying up a net when not in use. This factor has the largest odds ratio among all the statistically significant results shown in this chart. Survey respondents with communication with others about malaria were 1.5 times more likely to tie up nets when not in use.

SBC Recommendations: As the most important factor associated with tying up nets when not in use, it is important for programs to strengthen communication with others about malaria. Because levels of communication with others about malaria can vary among segments, refer to the next chart to view communication with others about malaria for specific sub-groups and recommendations.

How do these behavioral factors vary?

Select a Factor: Communication with others about malaria

Pick a Survey Zone: Survey Average

What is the percent distribution of respondents with communication with others about malaria? Zone: Survey Average

Demographic	Percentage
Female	62%
Male	50%
30 years and above	68%
Under 30 years	58%
Rural	60%
Urban	50%
Less than primary education	66%
Primary or higher education	62%
High wealth	57%
Moderate or low wealth	59%
Total	59%

Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations: Encourage discussion about malaria and net care among families and within communities. Influential individuals, community groups, and health workers can be leveraged to initiate and guide discussions around net care as normative behavior. Take care to encourage two-way dialogue and not one-way instruction.

Are nets being tied up when not in use?

The survey observed whether nets were found tied up over sleeping spaces.

Pick a Survey Zone

Survey Average

How do the survey zones vary in tying up nets over sleeping space when not in use? Zone: Survey Average

Survey Zone	Percentage
Urban	65%
Rural	71%
High wealth	65%
Moderate or low wealth	70%
Total	68%

Observations: 68% of all nets observed were found to be tied up when not in use. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Focus net care SBC among those specific demographic groups where tying up nets is low or moderate. Foster positive attitudes about tying nets up by appealing to a sense of responsibility to protect one's family with well-maintained nets and by emphasizing that it is not a time-consuming daily habit. For example, frame the behavior as part of keeping a clean home. Finally, while positive attitudes are important, be sure to also address any factors significantly associated with tying up nets when not in use from the prior chart.

Description

The Mosquito Net Use and Care, Page 4, report analyzes the factors that influence respondents to care for nets by tying them up and how the behavioral factors vary across survey zones and demographics. Additionally, the third chart looks at the proportion of respondents that tie up their nets when not in use.

The first chart shows odds ratio (regression) results for the behavior of net care. Values above 1 are more likely to contribute to the behavior and these will be in blue. Values below 1 are in gray and indicate the factor is more likely to contribute to the behavior not occurring. The odds ratios are set at the survey average and only show those factors that were significant in the regression analysis. For this reason, countries will differ in the number of resulting factors shown in the chart.

The second chart allows users to see how individual factors vary across a selection of demographic factors. Users can choose a region and a factor listed in the odds ratio chart to compare demographics. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural

residence, for example) are statistically significant. Note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see description and image in the Net Use Care Pg 1 interactivity section).

The third chart shows demographic proportions at the household level for residence, wealth and total. Users can change the view from the survey average (blue bars) to a single survey zone (gray bars).

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made. If a country doesn't have data for a particular survey question, the chart will be blank and a notation in red text will appear.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Select a Factor Drop-Down** – Change the selected behavioral factor to filter the chart; note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see image in Net Use Care Pg 1)
7. **Survey Zone Filter** – Change the selected survey zone to filter the chart
8. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 2 and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover. Gray bars represent less than 50% of respondents and green represent above 50%.
9. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart
10. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below). In circumstances, such as the norms charts, where one of two variables is not available, the text below the chart will explain that data for one norm is present and not the other. Users can use the filter above to isolate the one valid norm.



Report Element Definitions and Calculations

- ❑ **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- ❑ **Tying Up Nets** – Proportion of nets found hanging over the sleeping space.
- ❑ **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- ❑ **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- ❑ **Survey Average Total** – The fixed survey average value for all respondents regardless of survey zone selected in the third/last chart for comparison purposes.
- ❑ **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- ❑ **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- ❑ **Indicator** – The survey variable/question.
- ❑ **Definition** – The survey variable/question definition.
- ❑ **Factor Definition** – For the odds ratio chart, the definition of the behavioral factor in the view.
- ❑ **Odds Ratio** – How much more likely or unlikely a behavioral factor is to influence the odds (chances) that respondents would engage in the behavior.
- ❑ **Odds Ratio Recommendations** – The behavioral factor that is the most influential towards the behavior (highest value) is displayed in the observations and recommendation text below the chart.
- ❑ **Behavioral Factor Recommendation** – The high and low recommendations will change based on the selection from the “Select a Factor” filter above the chart. Some factors only have one recommendation and if a factor is negatively associated (and not “Incorrect Knowledge”) the recommendation will explain that other positively associated factors should be leveraged instead.

Net Use and Care Pg 5

MALARIA BEHAVIOR SURVEY | MALAWI | 2021 Survey

Mosquito Net Use and Care | Care-Seeking for Fever | Malaria in Pregnancy | Cross-Cutting Factors

PAGE 1 | PAGE 2 | PAGE 3 | PAGE 4 | PAGE 5

Change Country & Year: Malawi, 2021

Are nets being washed too often?

Washing an ITN may be needed at times, but overwashing (more than 20 washes in 5 years) removes the insecticide. ITNs washed more than twice every six months are being overwashed. Untreated nets also suffer wear and tear by overwashing.

Are nets being improperly dried in the sun?

Drying an ITN in the sunlight is not recommended because it may degrade the insecticide.

Are nets being washed with harmful products?

Washing an ITN with harsh detergents will wear away insecticide more quickly than washing with the recommended mild soap and water.

How do the survey zones vary in the frequency of net washing? Zone: Survey Average

Survey Zone	Frequency (%)
Urban	43%
Rural	26%
High wealth	30%
Moderate or low wealth	28%
Total	29%

Observations: 29% of all nets in all survey areas were reportedly washed more than two times in the prior six months. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: In areas with over washing, discourage washing nets more than once every three months, emphasizing that too much washing will decrease the net's effectiveness over time. In areas with either frequent or infrequent washing, encourage washing nets gently with only water and mild soap (not detergent or bleach). Community demonstrations and role modeling are useful SBC strategies for this.

How do the survey zones vary in the frequency of improperly drying nets? Zone: Survey Average

Survey Zone	Frequency (%)
Urban	39%
Rural	31%
High wealth	38%
Moderate or low wealth	27%
Total	32%

Observations: 32% of the nets in all survey areas were reportedly dried in the sunlight after last washing. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: In areas where improperly drying nets is common, determine the cause. Use that information to encourage drying ITNs in the shade where the sun will not damage them and where there are no sharp edges that could tear the net. In areas where net drying is appropriate, focus on other net care measures, such as tying up nets when not in use, infrequent washing, or gentle washing methods. Community demonstrations and role modeling are useful SBC strategies for this.

How do the survey zones vary in the frequency of washing nets with damaging products? Zone: Survey Average

Survey Zone	Frequency (%)
Urban	71%
Rural	63%
High wealth	66%
Moderate or low wealth	62%
Total	64%

Observations: 64% of the nets in all survey areas were reportedly washed with detergent or bleach the last time it was washed. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: In areas where harmful products are being used, promote washing ITNs with only soft bar soaps instead of harsh detergents or bleach to increase the useful lifespan of each net. In areas where appropriate products are being used, focus on other net care measures, such as tying up nets when not in use, infrequent washing, or drying them only in the shade. Community demonstrations and role modeling are useful SBC strategies for this.

Description

The Mosquito Net Use and Care, Page 5, report analyzes three different variables related to net care: net washing frequency, improperly drying nets, and washing nets with damaging products by household demographics of residence, wealth, and total. Users can change the view from the survey average (blue bars) to a single survey zone (gray bars). The survey average reference line is available for comparisons when a different survey zone is selected from the drop down. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Significance Indicator and Tooltips** – Red dots will indicate that binary demographic differences are significant, and tooltips will show values relevant to the chart upon hover
8. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart
9. **Survey Average Reference Line** – When a single survey zone is selected, the survey average total value remains in the view for comparison purposes

Report Element Definitions and Calculations

- Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- Net Washing Frequency** – Proportion of nets that were washed more than twice in the past 6 months.
- Improperly Drying Nets** – Proportion of nets dried in the sun after the last wash.
- Washing Nets with Damaging Products** – Proportion of nets washed with bleach or detergent at the last wash.
- Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- Survey Average Total** – The fixed survey average value for all respondents regardless of survey zone selected in the third/last chart for comparison purposes.
- Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- Indicator** – The survey variable/question.
- Definition** – The survey variable/question definition.
- Recommendations** – Static recommendations for each of the 3 survey questions.

Care-Seeking for Fever Pg 1

MALARIA

BEHAVIOR SURVEY

Mosquito Net Use and Care
Care-Seeking for Fever
Malaria in Pregnancy
Cross-Cutting Factors

CAMEROON | 2019 Survey

PAGE 1
PAGE 2

Prompt and Appropriate Care-Seeking for Fever in Children

Change Country & Year Cameroon, 2019 ⓘ

Who sought prompt care for febrile children under 5?

For a child with symptoms of malaria, seeking care on the same or next day from a health facility or community health worker may mean the difference between life and death.

Select Demographic to View
Total

How do the survey zones vary in prompt care-seeking for febrile children under 5? *by Total*

Zone	Prompt Care-Seeking (%)
Far North	80%
North	53%
Survey Average	66%

Observations: 66% of all respondents reported seeking care the same or next day for their febrile children under five. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Focus SBC among those demographic groups where prompt care-seeking is low. Emphasize the symptoms and risks of malaria in under-five children, noting the importance of prompt and appropriate diagnosis from a health facility or community health worker.

Who sought prompt and appropriate care?

Promptly seeking care from a health facility or community health worker when a child has a fever is the best way to quickly diagnose and treat malaria.

Select Demographic to View
Total

How do survey zones vary in prompt and appropriate care-seeking for febrile children under 5? *by Total*

Zone	Prompt and Appropriate Care-Seeking (%)
Far North	56%
North	34%
Survey Average	45%

Observations: 45% of all respondents reported seeking care the same or next day from a health facility or community health worker for febrile children under 5. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Focus SBC among those demographic groups where prompt and appropriate care-seeking is low. Emphasize the benefits of appropriate care-seeking framed around receiving a correct diagnosis from the start, as there are many illnesses that can cause fever, and delaying a correct diagnosis can be fatal. Discourage care seeking from any source other than a community health worker or health facility provider.

Where did respondents first seek care?

Knowing where respondents first sought care for febrile children allows for a deeper understanding of parental care-seeking behaviors. Health facilities and community health workers are recommended.

Where did respondents seek first recourse for febrile children under 5? *Zone: Survey Average*

Location	Percentage
Government health center	39%
Street drug vendor	15%
Government hospital	11%
Faith-based hospital	3%
Pharmacy	2%
Community health worker	2%
Traditional healer	1%
Mobile clinic	1%

Observations: 39% of respondents in all areas first sought care at a government health center for a child with fever. Note what proportion of respondents first sought care at recommended locations.

SBC Recommendations: Encourage care-seeking on the same or next day of fever onset. When care is sought from inappropriate locations it is important to stress that fever has many causes and thus it is important to obtain see a qualified health worker for a quick and accurate diagnosis. In all cases, refer to the factors that are significantly associated with prompt and appropriate care-seeking on the next chart and leverage these in SBC activities.

Description

The Care-Seeking for Fever, Page 1, report analyzes the proportion of respondents that seek prompt care-seeking for children with fever under 5, seek prompt and appropriate care, where people first sought care, and how the proportions vary across survey zones and demographics.

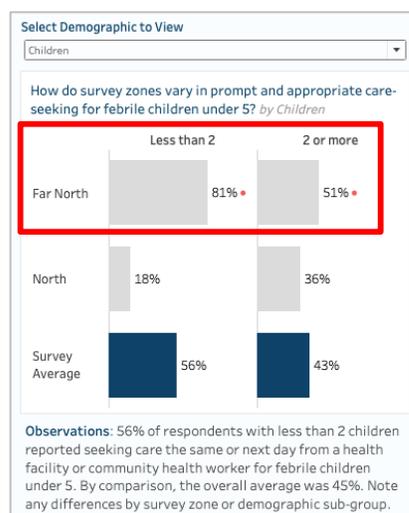
Users can add demographics to the first chart on prompt care and to the second chart on prompt and appropriate care to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones. When a demographic is added to the view of the first two charts, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant. The final chart shows the percent of respondents who sought care at various places and only shows values that were above 0%.

18

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Significance Indicator and Tooltips** – Red dots will indicate that binary demographic differences are significant (when a demographic is added to the view), and tooltips will show values relevant to the chart upon hover



8. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- **Prompt Care for Fever** – Proportion of children under 5 with a fever for whom care was sought the same or next day after fever onset, in the two weeks before the survey.
- **Prompt and Appropriate Care for Fever** – Proportion of children under 5 with a fever for whom care was sought the same or next day after fever onset from a health facility or community health worker, in the two weeks before the survey.

- **Location of First Care-Seeking**– Distribution of facilities where respondents first sought care for children under 5 with a fever in the two weeks before the survey. Only values above 0% are showing in the view.
- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- **Indicator** – The survey variable/question.
- **Definition** – The survey variable/question definition.
- **Recommendations** – Static recommendations for each of the 3 survey questions.

Care-Seeking for Fever Pg 2

MALARIA BEHAVIOR SURVEY 🏠 Mosquito Net Use and Care Care-Seeking for Fever Malaria in Pregnancy Cross-Cutting Factors

BENIN | 2022 Survey PAGE 1 PAGE 2 Benin, 2022 hover for definitions

Prompt and Appropriate Care-Seeking for Fever in Children

What factors influence care-seeking?

Certain factors may increase or decrease the likelihood that respondents will promptly seek care for their febrile children.

Which factors influence seeking care for febrile children?
Only showing statistically significant factors

Factor	Odds Ratio
Correct knowledge	8.1
Descriptive norms	2.4
Communication with others about malaria	2.1
Self-efficacy	1.9

Observations: Correct knowledge is the most influential factor influencing prompt care-seeking for fever, having the largest odds ratio among all the statistically significant results. Survey respondents with Correct knowledge were 8.1 times more likely to have promptly sought care for a febrile child under 5 years old.

SBC Recommendations: As the most important factor associated with prompt and appropriate care-seeking, it is important for programs to strengthen correct knowledge. Because levels of correct knowledge can vary among segments, refer to the next chart to view correct knowledge for specific sub-groups and SBC recommendations.

How do these behavioral factors vary?

What is the percent distribution of respondents with communication with others about malaria? Zone: Survey Average

Demographic	Percentage
Female	62%
Male	50%
30 years and above	51%
Under 30 years	68%
Rural	58%
Urban	60%
Less than primary education	50%
Primary or higher education	66%
High wealth	62%
Moderate or low wealth	57%
Total	59%

Observations: When viewing each factor associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations: Encourage discussion about malaria and fever seeking among families and within communities. Influencing individuals, community groups, and health workers can be leveraged to initiate and guide discussions around care-seeking for fever as normative behavior. Take care to encourage two-way dialogue and not one-way instruction.

Is prompt care-seeking considered a social norm?

The MBS measures two different and complementary social norms: The proportion of respondents who perceive that most people in their community promptly seek care for their children with fever and the proportion who feel their community approves of prompt care-seeking for fever in children.

Believe prompt care-seeking is a community norm

Believe community members approve of prompt care-seeking

Demographic	Believe prompt care-seeking is a community norm	Believe community members approve of prompt care-seeking
Northern	64%	68%
Central	54%	59%
Southern	40%	68%
Survey Average	53%	66%

Observations: 53% of all respondents reported they believe most people in their community seek prompt care for a child with fever and 66% of all respondents reported they believe most people in their community seek prompt care for a child with fever. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: People may be more likely to act if they feel that prompt care-seeking for children is the norm in their community. If social norms about prompt care-seeking are high, determine if the first recourse for care in the prior chart is appropriate and encourage exclusive care seeking from qualified health workers. If social norms about prompt care-seeking are low, establish the norm by having influential and relatable individuals and local leaders to model this behavior.

Description

The Care-Seeking for Fever, Pages, report analyzes the factors that influence respondents to seek care for febrile children and how the behavioral factors vary across survey zones and demographics. Additionally, the third chart looks at two community norms related to care-seeking behavior.

The first chart shows odds ratio (regression) results for the behavior of prompt care-seeking. Values above 1 are more likely to contribute to the behavior and these will be in blue. Values below 1 are in gray and indicate the factor is more likely to contribute to the behavior not occurring. The odds ratios are set at the survey average and only show those factors that were significant in the regression analysis. For this reason, countries will differ in the number of resulting factors shown in the chart.

The second chart allows users to see how individual factors vary across a selection of demographic factors. Users can choose a factor and a region listed in the odds ratio chart to compare demographics. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural

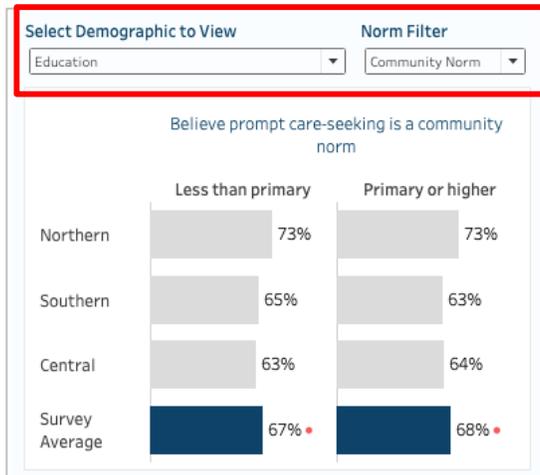
residence, for example) are statistically significant. Note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see description and image in the Net Use Care Pg 1 interactivity section).

The third chart analyzes two community norms on care-seeking behavior by survey zone with the ability to add stratifications by select demographics (age, sex, residence, etc.). Users can filter the chart by isolating one of the two norms to expand the view during analysis.

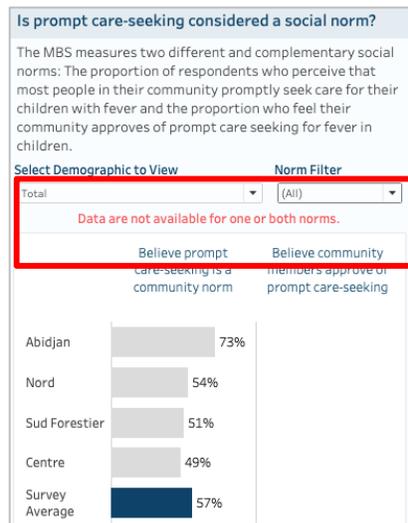
Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made. If data is not available for a particular chart, users will see a notation in red indicating that no data are available.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Select a Factor Drop-Down** – Change the selected behavioral factor to filter the chart; note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see image in Net Use Care Pg 1)
7. **Survey Zone Filter** – Change the selected survey zone to filter the chart
8. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 2 and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover. Gray bars represent less than 50% of respondents and green represent above 50%.
9. **Add Demographic & Select a Norm** – Choose a demographic to stratify the chart. Default view shows both norms, but users can isolate one of the two norms to expand the view (see example image below of when one norm is selected)



10. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below). In circumstances, such as the norms charts, where one of two variables is not available, the text below the chart will explain that data for one norm is present and not the other. Users can use the filter above to isolate the one valid norm.



11. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- ❑ **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- ❑ **Odds Ratio** – How much more likely or unlikely a behavioral factor is to influence the odds (chances) that respondents would engage in the behavior.
- ❑ **Odds Ratio Recommendations** – The behavioral factor that is the most influential towards the behavior (highest value) is displayed in the observations and recommendation text below the chart.
- ❑ **Behavioral Factor Recommendation** – The high and low recommendations will change based on the selection from the “Select a Factor” filter above the chart. Some factors only have one recommendation

and if a factor is negatively associated (and not “Incorrect Knowledge”) the recommendation will explain that other positively associated factors should be leveraged instead.

- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- **Indicator** – The survey variable/question.
- **Definition** – The survey variable/question definition.
- **Factor Definition** – For the odds ratio chart, the definition of the behavioral factor in the view.
- **Perceive Prompt Care-Seeking is a Community Norm** – Proportion of respondents who perceive that most community members take their children to a health provider the same or next day after developing a fever (descriptive norm).
- **Perceive Community Members Approve of Prompt Care-Seeking** – Proportion of respondents who perceive that community members approve of prompt care-seeking for a febrile child (injunctive norm).
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).

Malaria in Pregnancy Pg 1

MALARIA

BEHAVIOR SURVEY

1

Mosquito Net Use and Care

Care-Seeking for Fever

2 Malaria in Pregnancy

Cross-Cutting Factors

CAMEROON | 2019 Survey

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 4

3

4

Change Country & Year:

Cameroon, 2019

i

Malaria in Pregnancy

Who had the recommended number of ANC visits?

Women who were pregnant in the 2 years preceding the survey were asked about their antenatal care (ANC) attendance. At least 4 focused ANC visits are recommended by the World Health Organization (if the country's recommendation differs from this, refer to the full MBS report for more information).

Select Demographic to View

Total

6

What proportion of female respondents attended at least 4 ANC visits during their most recent pregnancy? by Total

North	63%	
Far North	59%	
Survey Average	61%	

Observations: 61% of all women reported attending at least 4 ANC visits in their last pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Focus on demographic sub-groups where improvement in ANC attendance is most needed. Review the charts on the following pages for recommendations to increase ANC attendance.

Who sought ANC early in pregnancy?

Pregnant women should seek ANC as soon as they learn they are pregnant, ideally during the first trimester, to maximize the health benefits of ANC and intermittent preventive treatment in pregnancy (IPTp) for malaria.

Select Demographic to View

Total

7

What proportion of female respondents attended ANC during the first trimester of their most recent pregnancy? by Total

Far North	48%	
North	33%	
Survey Average	40%	

Observations: 40% of all women reported seeking ANC in the first trimester of their last pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Use demographic data to prioritize the groups of pregnant women who tend to first access ANC later in their pregnancy. Data on the barriers to ANC shown on the next graph will help understand difficulties in early ANC attendance. Because matters related to early disclosure of pregnancy are often not discussed openly, leverage interpersonal communication with trusted sources (family, women's groups, midwives) to convey the benefits of early and frequent ANC visits.

5

What are the barriers to attending ANC early?

While respondents may plan to attend early ANC, there can be factors, some outside their control, that prevent them from doing so. The MBS asked for the reasons women did not seek ANC during the first trimester of their most recent pregnancy.

What reasons did female respondents express for not attending ANC in the first trimester? Zone: Survey Average

Other reasons	28%
Inadequate finances	20%
Lack of time	12%
Distance	10%
Lack of money for transport	4%
Not the woman's first pregnancy	3%
Lack of knowledge about pregnancy status	3%
Did not feel sick	3%
Lack of spousal permission	2%
Concerns over sharing of pregnancy status	1%

Observations: 28% of women reported "other reasons" as the reason for not attending ANC in the first trimester. Note which proportion of respondents reported barriers related to access or lack of social support.

SBC Recommendations: Use this data to prioritize psychosocial issues and/or ANC access issues that need to be addressed. This data may help frame messages differently, or choose different channels of communication, for different age groups or women for whom pregnancy is a new experience.

8

9

Description

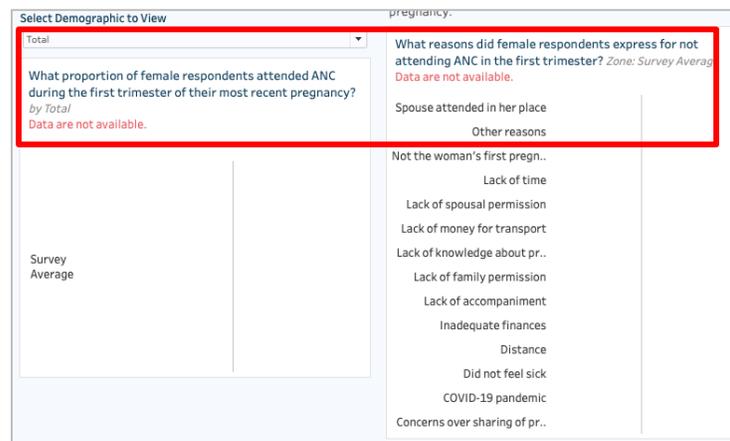
The Malaria in Pregnancy, Page 1, report analyzes the proportion of respondents that received the recommended number of antenatal care (ANC) visits, sought early ANC, the specific barriers to attending early ANC, and how the proportions vary across survey zones and demographics.

Users can add demographics to the first chart on recommended ANC visit attendance and to the second chart on early ANC attendance to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones. When a demographic is added to the view of the first two charts, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant. The final chart shows the survey average percent of respondents who identified the barrier as the main reason for not attending early ANC.

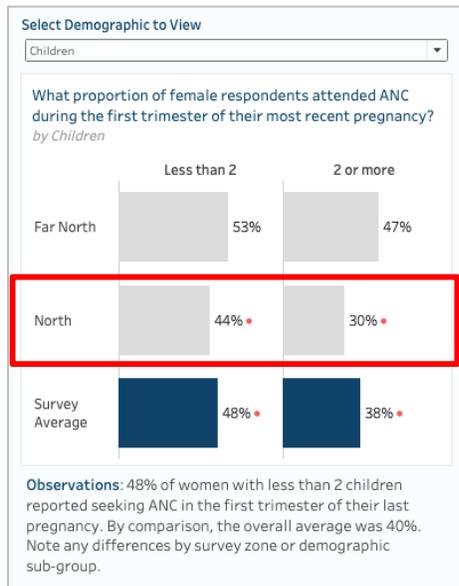
Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below).



8. **Significance Indicator and Tooltips** – Red dots will indicate that binary demographic differences are significant (when a demographic is added to the view), and tooltips will show values relevant to the chart upon hover



9. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- ❑ **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- ❑ **Recommended ANC Visits** – Proportion of women who gave birth in the 2 years prior to the survey who attended their country’s recommended number of ANC visits.
- ❑ **Sought Early ANC** – Proportion of women who gave birth in the 2 years prior to the survey who attended ANC in the first trimester.
- ❑ **Barriers to Attending ANC** – Proportion of women who gave birth in the 2 years prior to the survey who did not attend ANC due to each barrier.
- ❑ **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- ❑ **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- ❑ **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- ❑ **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- ❑ **Indicator** – The survey variable/question.
- ❑ **Definition** – The survey variable/question definition.
- ❑ **Recommendations** – Static recommendations for each of the 3 survey questions.

Malaria in Pregnancy Pg 2

MALARIA BEHAVIOR SURVEY

BENIN | 2021 Survey

Malaria in Pregnancy

Who intends to access ANC early in the future?

Women who expect a future pregnancy were asked in which month of the pregnancy they would make their first ANC visit.

What factors influence early ANC visit intention?

Logistic regression revealed factors significantly associated with the intention to attend ANC visits in the first trimester of a future pregnancy.

How do these behavioral factors vary?

What is the percent distribution of female respondents with communication with others about malaria? Zone: Survey Average

● under 50% ● 50% or greater

What proportion of female respondents intend to seek ANC in the first trimester of a future pregnancy? by Total

Survey Zone	Percentage
Central	94%
Northern	91%
Southern	86%
Survey Average	90%

Which factors influence female respondents intending to visit ANC in the first trimester in a future pregnancy? Only showing statistically significant factors

Factor	Odds Ratio
Self-efficacy	4.5
Favorable attitudes towards IPTp	2.4
Perceived severity	2.2
Communication with others about malaria	1.9

Observations: 90% of all women reported intending to receive ANC in the first trimester of their next pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Intention is a powerful predictor of future behavior. Raise early ANC intentions among women by leveraging interpersonal communication from trusted sources (family, women's groups, midwives) on the benefits of early ANC visits. Focus on those sub-groups where improvement in early ANC is most needed.

Observations: Self-efficacy influences intention to receive ANC in a future pregnancy, having the largest odds ratio among all the statistically significant results. Survey respondents with self-efficacy were 4.5 times more likely to report that they plan to receive ANC in a future pregnancy.

SBC Recommendations: As the most important factor associated with intention to seek ANC early in a future pregnancy, it is important for programs to strengthen self-efficacy. Because levels of self-efficacy can vary among segments, refer to the next chart to view self-efficacy for specific sub-groups and SBC recommendations.

Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations: First, establish awareness that early ANC attendance helps prevent malaria in pregnancy. Mobilize male support for ANC and establish positive attitudes about ANC by strengthening communication skills.

Description

The Malaria in Pregnancy, Page 2, report analyzes the proportion of women that intend to access early ANC in the future, what factors influence early ANC intention, and how the behavioral factors vary across survey zones and demographics.

Users can add demographics to the first chart on ANC intention to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are the individual survey zones.

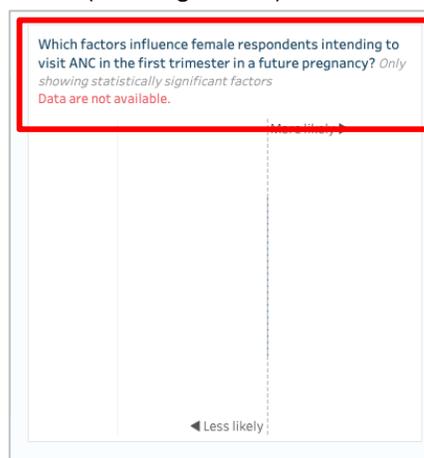
The second chart shows odds ratio (regression) results for the behavior of early ANC intention. Values above 1 are more likely to contribute to the behavior and these will be in blue. Values below 1 are in gray and indicate the factor is more likely to contribute to the behavior not occurring. The odds ratios are set at the survey average and only show those factors that were significant in the regression analysis. For this reason, countries will differ in the number of resulting factors shown in the chart.

The final chart allows users to see how individual factors vary across a selection of demographic factors. Users can choose a region and a factor listed in the odds ratio chart to compare demographics. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant. Note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see description and image below in the interactivity section).

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Select a Factor Drop-Down** – Change the selected behavioral factor to filter the chart; note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see image in Net Use Care Pg 1)
8. **Survey Zone Filter** – Change the selected survey zone to filter the chart
9. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below).



10. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 1 and 3 on this page) are significant and tooltips will show

values relevant to the chart upon hover. Gray bars represent less than 50% of respondents and green represent above 50%.

11. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- Early ANC Intention** – Proportion of women who plan to have a future pregnancy that reported intent to seek ANC in the first 3 months of their future pregnancy.
- Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- Indicator** – The survey variable/question.
- Definition** – The survey variable/question definition.
- Factor Definition** – For the odds ratio chart, the definition of the behavioral factor in the view.
- Odds Ratio** – How much more likely or unlikely a behavioral factor is to influence the odds (chances) that respondents would engage in the behavior.
- Odds Ratio Recommendations** – The behavioral factor that is the most influential towards the behavior (highest value) is displayed in the observations and recommendation text below the chart.
- Behavioral Factor Recommendation** – The high and low recommendations will change based on the selection from the “Select a Factor” filter above the chart. Some factors only have one recommendation and if a factor is negatively associated (and not “Incorrect Knowledge”) the recommendation will explain that other positively associated factors should be leveraged instead.

Malaria in Pregnancy Pg 3

MALARIA BEHAVIOR SURVEY

CAMEROON | 2019 Survey

Malaria in Pregnancy

Who obtained the recommended doses of IPTp?

Women who were pregnant in the 2 years preceding the survey were asked about their use of Intermittent Preventive Treatment in pregnancy (IPTp) which is given to women at ANC. The World Health Organization recommends at least 3 doses of IPTp during pregnancy (if the country's recommendation differs from this, refer to the full MBS report for more information).

Are there positive attitudes towards IPTp?

Persons who view IPTp favorably are more likely to adopt it or support others to do so.

What proportion of female respondents obtained at least 3 doses of IPTp during their most recent pregnancy?

Survey Zone	Proportion
Far North	45%
North	43%
Survey Average	44%

What proportion of respondents held favorable attitudes towards IPTp?

Survey Zone	Proportion
Far North	68%
North	65%
Survey Average	67%

Observations: 44% of all women reported receiving at least 3 doses of SP in their latest pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Focus on the demographic sub-groups where improvement in obtaining at least 3 doses of IPTp is most needed. Explore the following charts to understand what may be affecting IPTp rates. Promote the benefits of IPTp for a healthy pregnancy and baby to build knowledge and positive attitudes. Encourage health workers to speak about benefits and potential side effects of IPTp during ANC.

Observations: 67% of all respondents reported favorable perceptions of IPTp. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Promote positive attitudes towards IPTp by focusing on the benefits of IPTp and the risks to mother and baby of going without preventive treatment. Focus on the demographic sub-groups where improvement in attitudes and obtaining at least 3 doses of IPTp is most needed.

Description

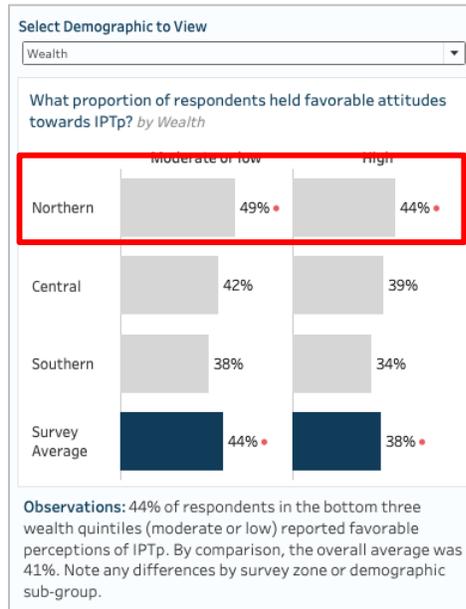
The Malaria in Pregnancy, Page 3, report analyzes the proportion of women that obtained the recommended doses of IPTp and that have positive attitudes towards IPTp, and how the proportions vary across survey zones and demographics. The third column of the page is intentionally left blank.

Users can add demographics to both charts to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are the individual survey zones. When a demographic is added to the view of both charts, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing, and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Significance Indicator and Tooltips** – Red dots will indicate that binary demographic differences are significant (when a demographic is added to the view), and tooltips will show values relevant to the chart upon hover



8. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- ❑ **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- ❑ **Recommended IPTp Doses** – Proportion of women who gave birth in the 2 years prior to the survey who attended their country's recommended doses of IPTp.
- ❑ **Favorable Attitudes Towards IPTp** – Proportion of respondents with favorable attitudes towards IPTp.
- ❑ **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.

- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- **Indicator** – The survey variable/question.
- **Definition** – The survey variable/question definition.
- **Recommendations** – Static recommendations for each of the 3 survey questions.

Malaria in Pregnancy Pg 4

MALAWIA BEHAVIOR SURVEY

MALAWI | 2021 Survey

Malaria in Pregnancy

Who intends to take IPTp in the future?

Women who expect a future pregnancy were asked if they intend to take IPTp during that pregnancy.

Select Demographic to View

Total

What proportion of female respondents intend to take IPTp in their next pregnancy? by Total

Demographic	Percentage
Southern	98%
Central	96%
Northern	91%
Survey Average	94%

Observations: 94% of all women reported intending to take IPTp in a future pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Intention is a powerful predictor of future behavior. Maintain or raise IPTp intentions among women by leveraging interpersonal communication from trusted sources (family, women's groups, midwives) to convey the benefits of IPTp. As ANC is a prerequisite to obtaining IPTp in most contexts, encourage early and frequent ANC visits as well. Focus on those demographic sub-groups where improvement in number of IPTp doses is most needed. On the supply side, increase service providers' confidence in speaking about the safety and efficacy of IPTp, and address issues for them to place timely SP orders.

What factors influence intention to take IPTp?

Logistic regression revealed factors significantly associated with the to intention to obtain IPTp during a future pregnancy.

Select a Factor

Descriptive norms

Which factors influence female respondents intending to obtain IPTp in a future pregnancy? Only showing statistically significant factors

Factor	Odds Ratio
Correct knowledge	2.5
Descriptive norms	2.3
Perceived severity	2.2

Observations: Correct knowledge influences intention to obtain IPTp in a future pregnancy, having the largest odds ratio among all the statistically significant results. Survey respondents with correct knowledge were 2.5 times more likely to report that they plan to obtain IPTp in a future pregnancy.

SBC Recommendations: As the most important factor associated with intention to obtain IPTp in a future pregnancy, it is important for programs to strengthen correct knowledge. Because levels of correct knowledge can vary among segments, refer to the next chart to view correct knowledge for specific sub-groups and SBC recommendations.

How do these behavioral factors vary?

Select a Survey Zone

Survey Average

What was the percent distribution of female respondents with descriptive norms? Zone: Survey Average

- under 50%
- 50% or greater

Demographic	Percentage
Female	77%
Male	69%
30 years and above	78%
Under 30 years	73%
Rural	76%
Urban	70%
Less than primary education	76%
Primary or higher education	75%
High wealth	76%
Moderate or low wealth	75%
Total	75%

Observations: When viewing each factor significantly associated with this behavior, note the groups for which that factor is high or low.

SBC Recommendations: Maintain the perception that attending ANC according to guidelines is the norm and prioritize other factors from this dropdown menu. If this behavior is not yet a community norm, leverage SBC to establish it as a socially desirable. This can be done by featuring personal testimony from respected community members or leaders voicing their approval of those who attend ANC according to guidelines.

Description

The Malaria in Pregnancy, Page 4, report analyzes the proportion of respondents that intend to take IPTp in the future, what factors influence intention to take IPTp, and how the behavioral factors vary across survey zones and demographics.

Users can add demographics to the first chart on IPTp intention to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones.

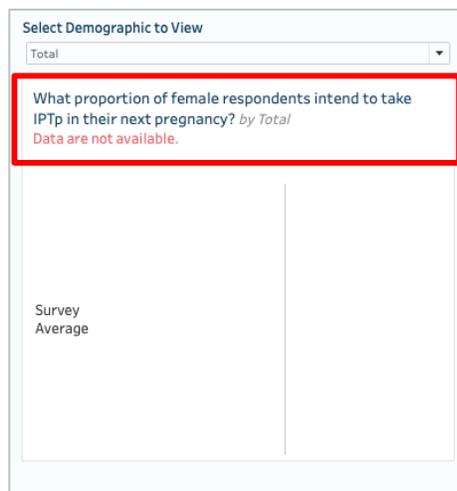
The second chart shows odds ratio (regression) results for the behavior of IPTp intention. Values above 1 are more likely to contribute to the behavior and these will be in blue. Values below 1 are in gray and indicate the factor is more likely to contribute to the behavior not occurring. The odds ratios are set at the survey average and only show those factors that were significant in the regression analysis. For this reason, countries will differ in the number of resulting factors shown in the chart.

The final chart allows users to see how individual factors vary across a selection of demographic factors. Users can choose a region and a factor listed in the odds ratio chart to compare demographics. Any demographic with a red circle indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant. Note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see description and image below in the interactivity section).

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Add Demographic** – Choose a demographic to stratify the chart
7. **Select a Factor Drop-Down** – Change the selected behavioral factor to filter the chart; note that if the odds ratio chart is valid (has data) and the factors chart appears empty, a user may need to select a relevant factor from the drop down first to reset the chart (see image in Net Use Care Pg 1)
8. **Survey Zone Filter** – Change the selected survey zone to filter the chart
9. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below).



10. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 1 and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover. Gray bars represent less than 50% of respondents and green represent above 50%.

11. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- **IPTp Intention** – Proportion of women who plan to have a future pregnancy that reported intent to take IPTp in their future pregnancy.
- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- **Indicator** – The survey variable/question.
- **Definition** – The survey variable/question definition.
- **Factor Definition** – For the odds ratio chart, the definition of the behavioral factor in the view.
- **Odds Ratio** – How much more likely or unlikely a behavioral factor is to influence the odds (chances) that respondents would engage in the behavior.
- **Odds Ratio Recommendations** – The behavioral factor that is the most influential towards the behavior (highest value) is displayed in the observations and recommendation text below the chart.
- **Behavioral Factor Recommendation** – The high and low recommendations will change based on the selection from the “Select a Factor” filter above the chart. Some factors only have one recommendation and if a factor is negatively associated (and not “Incorrect Knowledge”) the recommendation will explain that other positively associated factors should be leveraged instead.

Malaria in Pregnancy Pg 5

MALARIA BEHAVIOR SURVEY

Mosquito Net Use and Care
Care-Seeking for Fever
Malaria in Pregnancy
Cross-Cutting Factors

MALAWI | 2021 Survey

PAGE 1
PAGE 2
PAGE 3
PAGE 4
PAGE 5

Malaria in Pregnancy

Change Country & Year
Malawi, 2021

Is ANC attendance considered a social norm?

The MBS measures the proportion of respondents who perceive that most women in their community attend at least 4 ANC visits in pregnancy.

Select Demographic to View

Total

Believe most pregnant women attend ANC the recommended* number of times

Zone	Percentage
Central	76%
Northern	76%
Southern	75%
Survey Average	75%

Is taking IPTp considered a social norm?

The MBS measures two different and complementary social norms about IPTp: The proportion of respondents who perceive that most women in their community take IPTp, and the proportion who feel their community approves of taking IPTp.

Select Demographic to View

Total

Believe most women in their community take IPTp

Zone	Percentage
Northern	69%
Central	73%
Southern	65%
Survey Average	69%

Believe their community members approve of taking IPTp

Zone	Percentage
Northern	34%
Central	21%
Southern	28%
Survey Average	28%

Observations: 75% of all respondents reported they believed most women in their community attend ANC at least 4 times in a pregnancy. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: If social norms about seeking at least 4 ANC visits are high, maintain this perception by modeling the behavior. If this norm is low, position frequent ANC visits during pregnancy as a community norm by encouraging health workers and community members to speak about their experiences regarding ANC and safe pregnancies, and to encourage others to seek ANC. Have influential, relatable individuals and local leaders model this behavior.

Observations: 69% of all respondents believe most pregnant women in their community take IPTp and 28% of all respondents reported they believe their community members approve of taking IPTp.

SBC Recommendations: People may be more likely to act if they feel a behavior is supported by the norms in their community. If social norms about taking IPTp are high, maintain this perception by modeling the behavior. If the norm is low, position IPTp as a community norm by encouraging health workers and community members to speak about their experiences regarding IPTp and safe pregnancies, and to encourage others to take IPTp. Have influential, relatable individuals and local leaders model this behavior.

Description

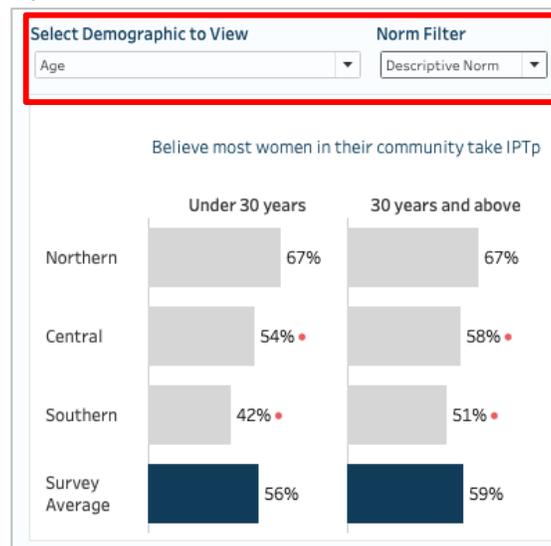
The Malaria in Pregnancy, Page 5, report analyzes proportion of women believe most pregnant women attend ANC the recommended number of times, the proportion that believe most women in their community take IPTp, and the proportion that believe community members approve of taking IPTp, and how the proportions vary across survey zones and demographics. The third column of the page is intentionally left blank.

Users can add demographics to both charts to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones. When a demographic is added to the view of the two charts, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant.

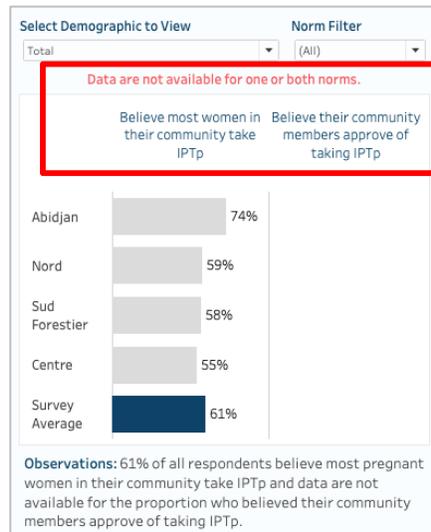
Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Information/Definitions Icon** – Hover over the icon to see a list of definitions as well as corresponding pages for each metric (see example image in Net Use Care Pg 1)
5. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
6. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such in both charts on this page) are significant and tooltips will show values relevant to the chart upon hover.
7. **Add Demographic & Select a Norm** – Choose a demographic to stratify the chart. Default view shows both norms, but users can isolate one of the two norms to expand the view (see example image below of when one norm is selected)



8. **Data are Not Available Notation** – If data are not available for a selected country, text in red will appear notating this and the chart will be blank (see image below). In circumstances, such as the norms charts, where one of two variables is not available, the text below the chart will explain that data for one norm is present and not the other. Users can use the filter above to isolate the one valid norm.



9. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- ❑ **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- ❑ **Believe ANC Attendance is a Social Norm** – Proportion of respondents who perceive that most pregnant women attend ANC the recommended number of times.
- ❑ **Believe Most Women in Community Take IPTp** – Proportion of respondents who believe that most women in their community take IPTp.
- ❑ **Believe Community Members Approve of Taking IPTp** – Proportion of respondents who perceive that community members approve of taking IPTp.
- ❑ **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- ❑ **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- ❑ **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less.
- ❑ **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- ❑ **Indicator** – The survey variable/question.
- ❑ **Definition** – The survey variable/question definition.

Cross Cutting Factors Pg 1

MALARIA

BEHAVIOR SURVEY

1

DEMOCRATIC REP. OF CONGO | 2021 Survey

3

2

Cross-Cutting Factors

Change Country & Year

Republic of Congo, 2021

Who believes they are at risk of malaria?

People may be more likely to take action if they believe that they are susceptible to getting malaria.

Select Demographic to View

Total

5

How did the proportion of respondents who feel they are susceptible to getting malaria vary by survey zone? by Total

Kasai	73%
Nord	67%
Grand Est	55%
West	52%
Survey Average	58%

Observations: 58% of all respondents perceived they are at risk of getting malaria. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: If perceived susceptibility is low, prioritize increasing both the perception of susceptibility to malaria as well as the self-efficacy to prevent it. It is important to balance out any emotions of fear caused by increasing risk perception with the confidence to take action against that risk. Where malaria is seasonal, it may be necessary to emphasize that malaria risk can continue throughout the year. In low malaria transmission areas, low risk perception may be accurate, so it may be more effective for SBC programs to focus on perceived severity than susceptibility.

Who believes that malaria is a serious illness?

People may be more likely to take prevention measures if they feel that the consequences of getting malaria are very serious.

Select Demographic to View

Total

6

How did the proportion of respondents who believe the consequences of getting malaria are serious vary by survey zone? by Total

West	41%
Grand Est	40%
Nord	39%
Kasai	28%
Survey Average	39%

Observations: 39% of all respondents reported believing that the potential consequences of getting malaria—including symptoms and death—are serious. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: If perceived severity is low, prioritize increasing both the perception of severity of malaria as well as the self-efficacy to prevent it. It is important to balance out any emotions of fear caused by increasing risk perception with the confidence to take action against that risk. Emphasize both the severity of the symptoms of malaria and that it can be fatal, and clarify that anyone sick with malaria is at risk for severe consequences, not only young children or pregnant women.

Are there favorable gender norms about malaria prevention and treatment?

Favorable gender norms about malaria prevention and treatment include the belief that children should not be favored for malaria prevention or treatment based on gender, and that pregnant women should feel comfortable asking a partner to attend prenatal consultations.

Select Demographic to View

Total

7

What proportion of respondents reported favorable gender norms about malaria prevention and treatment by survey zone? by Total

Nord	97%
Grand Est	95%
West	94%
Kasai	90%
Survey Average	94%

Observations: 94% of all respondents reported favorable gender norms regarding malaria prevention and treatment. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Where gender norms are unfavorable, encourage the equal value of all children through gender transformative community dialogues, role modeling and opinion leaders. Encourage couple communication about malaria care, and encourage women to talk about malaria with others to build social support for joint decision-making with their family when an ANC visit or fever care-seeking is needed.

Description

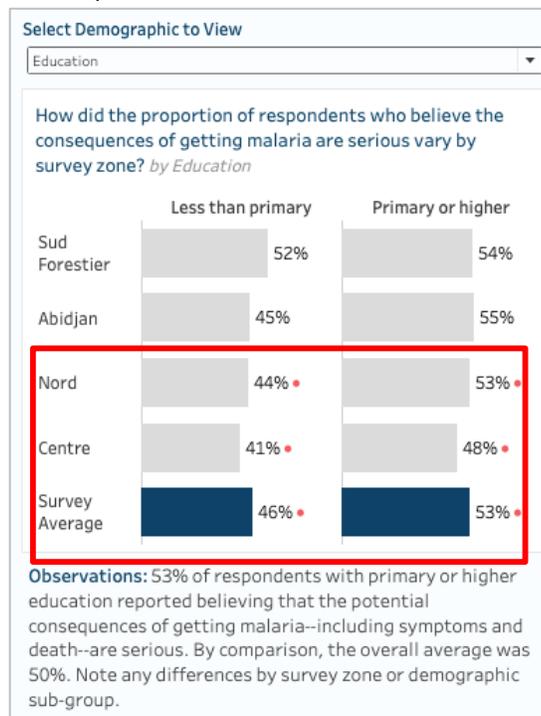
The Cross-Cutting Factors, Page 1, report analyzes the proportion of respondents that believe they are at risk for malaria, believe malaria is a serious illness, and believe there are favorable gender norms about malaria prevention and treatment, and how the proportions vary across survey zones and demographics.

Users can add demographics to all three charts to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones. When a demographic is added to the view, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
5. **Add Demographic** – Choose a demographic to stratify the chart
6. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 1, 2, and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover.



7. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- **Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- **Believe At Risk for Malaria** – Proportion of respondents who perceive they are at risk for malaria.
- **Believe Malaria is a Serious Illness** – Proportion of respondents who feel that consequences to malaria are serious.

- **Have Favorable Gender Norms** – Proportion of respondents who have favorable gender norms towards malaria treatment and prevention.
- **Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- **Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- **Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- **Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- **Indicator** – The survey variable/question.
- **Definition** – The survey variable/question definition.
- **Recommendations** – Static recommendations for each of the 3 survey questions.

Cross-Cutting Factors Pg 2

MALARIA

BEHAVIOR SURVEY

🏠

Mosquito Net Use and Care

Care-Seeking for Fever

Malaria in Pregnancy

Cross-Cutting Factors

SIERRA LEONE | 2019 Survey

PAGE 1 PAGE 2 PAGE 3

Change Country

Sierra Leone, 2019

Cross-Cutting Factors

Are there positive attitudes about community health workers?

When people feel positively about community health workers and their services, they may be more likely to seek them out for advice or malaria services.

Select Demographic to View

Total

What is the percent distribution of respondents with favorable attitudes towards community health workers? by Total

Observations: 86% of all respondents reported perceiving community health workers favorably. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Maintain positive perceptions of health workers and raise demand for the services they provide in the local context, such as health advice, malaria testing, or management of childhood illnesses. Ensure that supply of both worker time, training, and commodities meet demand. Where people do not view community health workers positively, prioritize community engagement and qualitative research to understand reasons for negative perceptions.

Are there positive attitudes about facility-based health workers?

When people feel positively about health facility worker and their interaction with clients, they may be more likely to seek them out for advice or malaria services.

Select Demographic to View

Total

What is the percent distribution of respondents with favorable attitudes towards health facility workers? by Total

Observations: 86% of all respondents reported perceiving health facility workers favorably. Note any differences by survey zone or demographic sub-group.

SBC Recommendations: Maintain positive perceptions of health facility workers and raise demand for management of fever in children, malaria testing and treatment, ITN distribution, and antenatal care. Ensure that health facilities regularly stock the supplies needed to meet the demand. Where people do not view health facility workers positively, conduct research to understand reasons for these negative perceptions. For example, it may be necessary to clarify pricing for malaria services. Examine the quality of health facility worker interactions with clients.

Are respondents involved in decisions about care seeking when their child has a fever?

Respondents were asked about their involvement in making decisions for seeking care when their child has a fever.

What is the percent of married or cohabitating respondents who were involved in the decision to seek care for a febrile child?

Observations: 61% of married or cohabitating women reported being involved in making decisions to go to a health facility when their child has a fever. Note any differences by survey zone.

SBC Recommendations: The level at which female care-takers are involved in making a decision to see care for their febrile child speaks to female decision-making autonomy and local gender norms; generally it is desirable for women to be involved in these decisions. If these levels are low, examine household decision-making dynamics related to malaria to understand the contextual nuances. SBC programs can engage men, mothers in law, and other influential persons such as faith leaders, to support greater participation in decisions by female caretakers.

Description

The Cross-Cutting Factors, Page 2, report analyzes the proportion of respondents that have favorable attitudes towards community health workers, have favorable attitudes towards health facility workers, and the percent of cohabitating parents that were involved in the decision to seek care for a child with fever, and how the proportions vary across survey zones and demographics.

Users can add demographics to the first 2 charts to compare differences across binary demographic variables (male/female, urban/rural residence, for example) and between survey zones. The third chart only displays differences by sex, although some countries may only show female respondents based on the question asked in that country. The blue bar will always indicate the survey average (the country average for all zones surveyed) and gray bars are all individual zones. When a demographic is added to the view, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (male/female, urban/rural residence, for example) are statistically significant.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
5. **Add Demographic** – Choose a demographic to stratify the chart
6. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 1, 2, and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover.
7. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- Favorable Attitudes Towards Community Health Workers** – Proportion of respondents who have favorable attitudes towards community health workers.
- Favorable Attitudes Towards Facility Health Workers** – Proportion of respondents who have favorable attitudes towards facility-based health workers.
- Married/Cohabiting Involved in Decision Making** – Proportion of married or cohabiting respondents involved in making decisions to go to the health facility when their child has a fever.
- Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- Max demographic value** – The percent of respondents for the largest value of the two demographics of the demographic type selected for the survey average (this is in the observation text when a demographic is added to the view).
- Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- Indicator** – The survey variable/question.
- Definition** – The survey variable/question definition.
- Recommendations** – Static recommendations for each of the 3 survey questions.

Cross-Cutting Factors Pg 3

MALARIA

BEHAVIOR SURVEY

🏠

Mosquito Net Use and Care

Care-Seeking for Fever

Malaria in Pregnancy

Cross-Cutting Factors

CÔTE D'IVOIRE | 2018 Survey

PAGE 1

PAGE 2

PAGE 3

Change Country

Côte d'Ivoire, 2018

What mass media channels do people access?

Mass media sources, such as television and radio, can be key opportunities to spread important malaria prevention information to the public.

Select Demographic to View

Total

Who accesses radio or television at least once per week?

Radio Owners	59%
Radio Non-owners	23%
Radio Survey Average	45%
TV Owners	93%
TV Non-owners	28%
TV Survey Average	77%

Observations: 45% of all respondents reported accessing radio at least once per week, while 77% accessed TV at least once per week. Note any differences by demographic sub-group.

SBC Recommendations: This information is helpful in deciding which mix of media approaches to use in SBC strategies and programs. If mass media is widely accessed at least once per week, it will make for a good format to reach audiences. If mass media is not accessed at high levels, SBC activities should also use other complementary formats to reach audiences.

At what times do people listen to radio?

Understanding when media sources are most often being accessed will help SBC mass media programs reach the maximum number of people.

Select Demographic to View

Total

What is the percent distribution of times respondents access radio?

12 midnight to 4am	4%
4am to 8am	38%
8am to 12 noon	20%
12 noon to 4 pm	6%
4pm to 8pm	15%
8pm to 12 midnight	17%

Observations: 38% of all respondents reported being most likely to listen to radio in the early morning (4am to 8am). Note any differences by demographic sub-group.

SBC Recommendations: Leverage the most popular times the target audiences listen to radio to select optimal timing to use these media platforms and maximize messaging reach.

At what times do people watch TV?

Understanding when media sources are most often being accessed will help SBC mass media programs reach the maximum number of people.

Select Demographic to View

Total

What is the percent distribution of times respondents access television?

12 midnight to 4am	0%
4am to 8am	2%
8am to 12 noon	8%
12 noon to 4 pm	10%
4pm to 8pm	36%
8pm to 12 midnight	46%

Observations: 46% of all respondents reported being most likely to watch television in the late evening (8pm to 12 midnight). Note any differences by demographic sub-group.

SBC Recommendations: Leverage the most popular times the target audiences watch TV to select optimal timing to use these media platforms and maximize messaging reach.

Description

The Cross-Cutting Factors, Page 3, report analyzes the proportion of respondents that access radio and TV based on if they own a radio or TV, what time of day people listen to the radio, and what time of day people watch TV, and how the proportions vary across demographics. These charts are all displayed for the survey average.

Users can add demographics to all three charts to compare differences across binary demographic variables (male/female, for example). The blue bar will always indicate the survey average (the country average for all zones surveyed). When a demographic is added to the view, users may see a red circle at the end of the bar, which indicates that the values between the two binary demographic values (only sex and age are available for these charts) are statistically significant.

Hover over any bar or data point for more information such as exact values, confidence intervals if available, p-values if available, number of observations, and definitions. Users will see observation and recommendation text below each chart based on the selections made.

Interactivity

1. **Home Button** – Return to the main country selection page; note users can change the country/year via the filter on the page and are not required to return to the main landing page
2. **Topic Navigation Buttons** – Go to another topic area; dark blue indicates the current topic area the user is viewing, and light blue are the other topic areas for selection
3. **Selected Topic Pages** – Identifies the number of pages within a topic area and user can select another page to navigate through
4. **Change Country/Year Drop-Down** – Select a different country and survey year to filter the entire report
5. **Add Demographic** – Choose a demographic to stratify the chart
6. **Significance Indicator and Tooltips** – Red dots will indicate demographic differences (when a demographic is present in a view such as charts 1, 2, and 3 on this page) are significant and tooltips will show values relevant to the chart upon hover.
7. **Text Observations/Recommendations** – Text below each chart will change based on selections if applicable; some text may remain static depending on the chart

Report Element Definitions and Calculations

- Country and Year** – The name of the country and the year the survey was conducted. If a country has had more than one survey completed, the drop-down filter in the top right will show more than one option for selection (such as Malawi, 2019 and Malawi, 2021, for example).
- Radio Access** – Proportion of respondents who listen to the radio at least once per week.
- TV Access** – Proportion of respondents who watch TV at least once per week.
- Time of Radio Access** – Proportion of respondents who listen to the radio at certain timeframes.
- Time of TV Access** – Proportion of respondents watching TV at certain timeframes.
- Respondents** – The total number of respondents (or households depending on the question) for the survey zone.
- Percent (%) of Respondents** – The number of respondents who answered yes or agreed with the question out of the total number of respondents surveyed in that survey zone for the survey year.
- Max Survey Average Value** – The percent of respondents for the largest value for the time in which respondents accessed the radio and the TV (one value for the middle and last charts).
- Statistically significant** – The binary demographic values (% of respondents) for a survey zone have a p-value (independent two-sample t-test) value of 0.05 or less (urban/rural and moderate or low wealth/high wealth comparisons).
- Indicator** – The survey variable/question.
- Definition** – The survey variable/question definition.
- Recommendations** – Static recommendations for each of the 3 survey questions.