

Lessons learnt on stimulating community engagement and support for iCCM providers

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Presentation outline

Community engagement in RAcE, Niger state

- Purpose
- Strategic approach
- Process
- Support and incentive strategies to CORPs and iCCM:
 - What worked well
 - Key lessons learnt

Introduction: community engagement

- Community engagement: the involvement and participation of communities to address issues affecting the people
- Communities played a significant role in improving health practices and access to iCCM services as in iCCM guidelines

Purpose

- Create partnership and community ownership for uptake of iCCM of malaria, pneumonia and diarrhoea, so as to:
 - Decrease morbidity and mortality among children under five years of age in hard to reach communities
 - Ensure long-term sustainability of the programme

Strategic approach

Strategic communication process

- Targeted at key audiences
 - Policy
 - Service delivery
 - Community
 - Households
- Applies evidence and combination of relevant approaches
 - Advocacy at policy and community level
 - Capacity building
 - Media and material development
 - Community engagement and mobilisation

Community engagement process

- 1. Activities designed and implemented to support iCCM services** by community oriented resource persons (CORPs)
- 2. Shared the mandate** with mobilisers and government staff
- 3. Policy and community level advocacy** at onset of the project
- 4. Different communities brought together** at periodic intervals for targeted community dialogue:
 - Brought together community leaders and influencers
 - Relevant activities identified, and prioritised
 - CORPs needs/challenges discussed; decisions taken on the solutions
 - Roles and responsibilities defined and assigned
 - Follow-up actions implemented by community members, the mobilisers and state project team

Community engagement process

126 social mobilisers trained and supported in six LGAs:

- Sensitised communities on disease prevention and treatment
- Re-activated village/ward development committees
- House-to-house visits, sensitisation and town hall meetings
- Mobilised community support for CORPs for two main reasons:
 - Retain/sustain the CORPs services
 - Motivate for adoption of practices that worked and are adaptable from other communities

Community engagement process

1. Produced and distributed SBCC and promotional materials

Leaflets

Posters

Family booklets

T-shirts

Faz caps

Hijabs, etc.

2. Produced radio jingles

Aired on Niger state radio (with high discount)

3. Print and radio materials produced in four languages

English, Hausa, Gbagyi and Nupe

Support and incentive strategies to CORPs and iCCM:

What worked well

1. Promoted CORPs' services and mobilised for their patronage
 - Organised monthly review meetings
 - Shared results and best practices
 - Performances of SMs checked by project team
 - Outstanding SMs were openly encouraged
2. Mobilised community support for the CORPs:
 - Community members provided support
 - Type of support (cash or kind) decided by the communities
 - Best practices within and outside projects shared by project team

Support and incentives provided to CORPs in the six LGAs

Farming support provided to Corps by communities in the six LGAs	Estimated cost of support in US\$	No of CORPs who received support in the six LGAs	Calculation of estimated costs
Farming labour	63,307	302	Costed at average of \$ 6.5 per labour per day for 10,002.5 days
Agrochemicals	3,669	302	Costed at average of \$12.14 /CORP
Farm inputs	21,251	301	Estimated at the prevailing market price. Average of N25,416 (\$71)/CORP for bags of rice, beans and other inputs (Bag of rice @ N10,000 (\$29), Bag of beans at N12,000 (\$33)
Total	\$ 88,227	302*	

* The same CORPs were given this supports

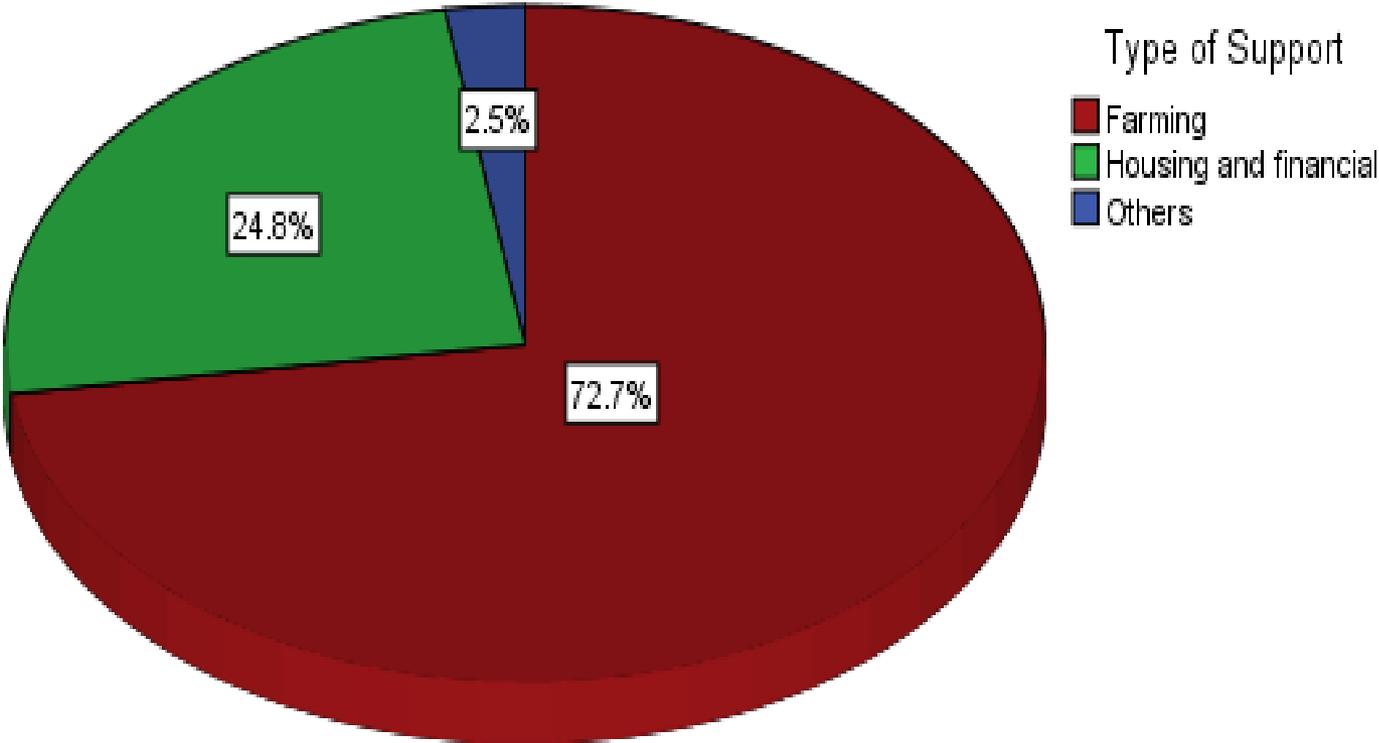
Support and incentives provided to CORPs in the six LGAs

Housing and Financial Support provided to Corps by the communities in the six LGAs	Cost (\$)	No. of CORPs who received support	Calculation of estimated costs
Financial assistance given to CORPs	17,914	433	Cash given directly to CORPs, at average of N14, 894 (\$43) /CORPs
Cost of houses constructed for CORPs	12,228	12	Daily paid labour, at average of N2000 (\$72) per day per labour Building materials (Roofing sheets and planks at prevailing price)
Total	\$30142	445	

Support and incentives provided to CORPs in the six LGAs

Other supports provided to CORPs	Cost (\$)	No. of CORPs who received support	Calculation of estimated costs
Logistics support/aids provided to CORPs	1,419	47	Given as transport fare/fuelling motorcycles at average of N3,000 (\$8) per trip
Support to marry	523	6	Cost of dowry, dresses, food, and entertainment ceremony at average of N31,378 (\$87) per CORP
Purchase of bicycles and motor bikes for CORPs	1,002	6	Costed at prevailing market price(2 nd hand) ; average of N61,560 (\$171) /motorcycle and N9,400 (\$26)
Total	\$2,994	59	

Summary of Support provided to CORPS in the Six LGAs



Selected support given to CORPs



Support and incentive strategies to CORPs and iCCM:

What worked well

Outstanding community support in two LGAs: Edati and Lapai

- Better financial and farming support to CORPs (US\$28,866 and US\$36,146 respectively) to 204 and 217 CORPs respectively
- Interest and commitment of the leaders from the outset
- Better contact of leaders with the project team
- Leaders are more exposed to education
- Show progression and love for children – the entry point for project activities and resource mobilisation

“If you love your children, demonstrate support for children by supporting those responsible for their wellbeing”

- Emir of Lapai

Support and incentive strategies to CORPs and iCCM:

What worked well

- Commitment of the mobilisation team
 - SMs, health educators; FoMWAN leader in Lapai most active
 - Health educators in the LGAs delegated responsibilities
(not the case in other LGAs)
- Other support by some traditional leaders
 - Gave their blessings
 - Gave tokens directly for iCCM or for mobilisation

Key lessons learnt

- Breakthrough begins with the declaration of possibility
- Initial resistance does not translate to impossibilities
- **Sharing best practice across communities** supports resource mobilization
- **Support from government and partners** strengthens community capacity to identify resources (often unknown)
- **A development partner in every community** can lead to the identification of potential resources

Key lessons learnt

- **Community ownership from the outset** leads to the sustainability of iCCM, including:
 - Agreeing a shared vision
 - Defining partners roles and responsibilities
 - Sharing community /LGA performance score card, and commending positive efforts

Meaningful, transparent and empowering engagement is likely to lead to effective community resource mobilisation

- The success of the intervention lies mainly in the resourcefulness of supporting partners
- Discussion and decisions on ownership and sustainability must be addressed from onset

Key lessons learnt

- **Meaningful engagement and empowerment** leads to communities taking ownership of their own health needs
- **Different engagement strategies** are required for different communities - based on community needs and context
- **Government commitment and support** (including resources) leads to effective and efficient implementation

Thank you

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