



SMC Alliance – Advocacy and communications sub-group

Communications and Advocacy sub-group

- The **SMC Alliance sub-group on communications and advocacy** was set up in April 2022 to serve as a platform for the SMC community to share best practices, lessons learnt, and challenges in communicating about and advocating for SMC.
- We are about 10-12 members and 2 NMPs who are regular attendees. Most of us work on advocacy and communications not SBCC.
- Tasks the group could take on include maintaining the SMC Alliance website, support communications around the M&E toolkit, and coordinate a joint publication to celebrate the 10-year anniversary of the WHO policy recommendation for the scale-up of SMC.
- Everyone who is interested in communications and advocacy is invited to join the sub-group. Please email Abena Poku-Awuku at poku-awukua@mmv.org.

Previous activities

- AU 2022 social media outreach
- World Malaria Day 2022 Infographic
- Promote SMC messaging within launch of World Malaria Report 2022 – Nov/Dec
- ASTMH activities
- 10 years of SMC report : to be launched at SMC Alliance 2023 meeting in Guinea (Feb-March 2023)

From concept to scale: Celebrating 10 years of SMC

1. Building the case for SMC
2. From pilot to scale
3. SMC today
4. The future of SMC
5. Concluding remarks



Advocacy and Communications Subgroup Activities for 2023

Activity	Deadline for 1 st draft	Leading Partner
Calendar of events for the Alliance	10 th February 2023	MMV
10th Anniversary of SMC Alliance event and report, sub-group meeting	1 st March 2023	Malaria Consortium & MMV
International women's day key messages and social media messages	1 st March 2023	MMV
World Malaria Day Infographic	15 th April 2023	TBD
International Day of the African Child Event (Theme to be agreed upon)	15 th May 2023	MMV, Malaria Consortium, CRS, NMPs, MNM UK (Africa)
ASTMH (List of events, social media support for symposium if approved and sub-group meeting)	15 th October 2023	Malaria Consortium, OPT-SMC, PMI, CRS
Key messages for World Malaria Report 2023	1 st November 2023	MMV, M&E subgroup
Web site review and update		All

Upcoming event: M&E webinar

M&E approaches to SMC Campaigns: can we believe what is reported?



Topics	Presenters
Monitoring SMC programs from inputs to impact: results from implementing a comprehensive M&E indicator framework	Monica Anna de Cola, Malaria Consortium
Survey methods for determining how many children were treated in all cycles: LQAS results from Cameroon (2019-2022)	Dr Joel Ateba, NMCP Cameroun
Survey methods for determining how many children were treated in all cycles: Randomized cluster sampling results from Niger	Dr Daniel Koko, PMI Impact Malaria Niger
Key considerations for a successful digital SMC campaign: Benefits to the M&E system and to SMC	Vyvyenne Chigboh, CRS

Creation of Social and Behavioural Change sub-group?

- Our remit as sub-group does not cover social and behavioural change communications (SBCC).
- There is however a gap and need for SBCC conversations within the SMC community.
- Is there a need for a standalone sub-group of the SMC Alliance for SBCC work?
- Interested parties should speak to me or Erin



Questions?