

Psychosocial and social marketing determinants of intention to own and use mosquito nets in southern Ethiopia

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Overview

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Summary

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Background

- **About a third of the Ethiopian population is at risk for malaria infections**
- **Young children are the most vulnerable**
- **Use of Insecticide Treated Nets (ITNs) is the primary mode of malaria prevention in Ethiopia**

Background

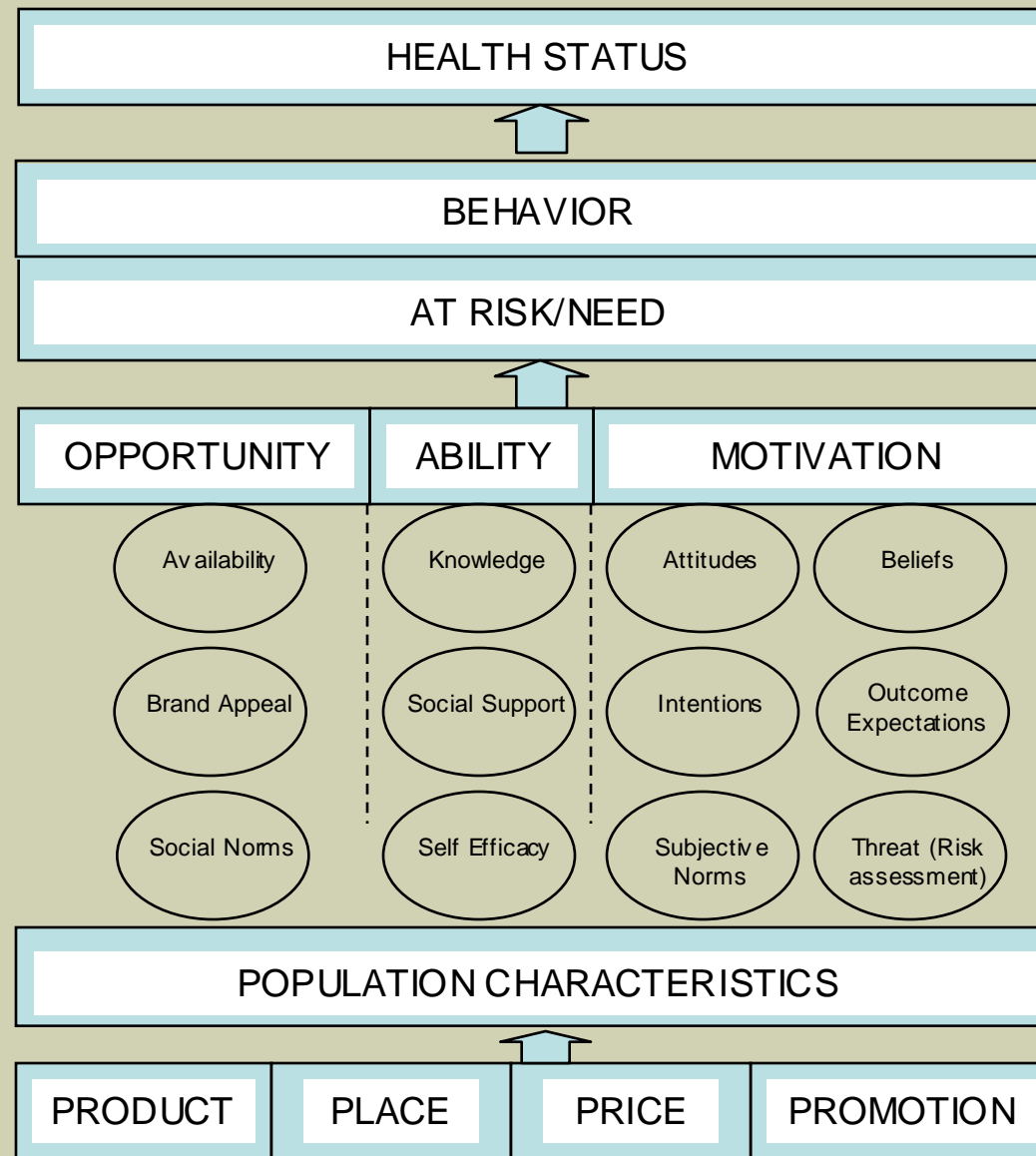
- **PSI's malaria prevention program in southern Ethiopia (SNNPR) targets households with children under five**
- **The following social marketing activities were launched in 2006**
 - **Distribution of ITNs**
 - **Implementation of generic and branded ITN & malaria messages**

Background

- **PSI's social marketing programs are guided by the PERForM Framework**
- **PERForM (a PERformance Framework for social Marketing) proposes that the following factors influence ITN ownership and use**
 - **social marketing activities**
 - **population characteristics**
 - **opportunity, ability and motivation (psychosocial) variables**

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PERForM: a **PER**formance Framework for social Marketing



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Background

- **Existing research has identified SES and malaria knowledge as determinants of ITN use**
- **Few studies have examined the role of psychosocial or social marketing variables**

Study objectives

- **To identify social marketing, population characteristics and psychosocial determinants of intention to own and use ITNs**

Methods

- **Relevant psychosocial determinants were identified based on OAM variables in PERForM and input from program staff**
- **A questionnaire was develop to measure the different elements in PERForM**
- **Multi-item scales were develop to measure psychosocial variables**

Methods

- **Data were collected within six months after the launch of PSI's social marketing activities**
- **A cross sectional survey was conducted in 1206 households in southern Ethiopia**
- **A three stage sampling strategy was used**
- **Caregivers of children under five were interviewed about household net ownership and use**

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Methods

Logistic regression analysis was used to examine the relationship between intention to own (n=667) and intention to use ITNs (n=1209) and the following predictors:

- Population characteristics (age, religion, marital status, ethnicity, region, SES, education and mosquito net awareness)**
- Psychosocial determinants (relevant OAM variables from PERForM)**
- Social marketing variables (exposure to branded ITN advertisements, recall of generic and branded messages and intensity of generic messages)**

Methods

The following psychosocial variables were included in the analysis

Opportunity

- Perceived ITN availability
- ITN attributes
- Brand preference
- Social norms for ITN use

Ability

- ITN & Malaria knowledge
- ITN use self-efficacy

Motivation

- Perceived social support for ITN use
- Perceived control for ITN use
- Social capital
- ITN attitude
- Perceived susceptibility to malaria
- ITN response efficacy

Results

- **87% have heard of Malaria**
- **72% have heard of ITNs**
- **40% have at least one mosquito net**
- **70% of those who don't currently own a net intend to own in the next 6 months**
- **80% intend to use an ITN in the next six months**

Results

Determinants	Own	Use
ITN Knowledge	X	
Positive attitude about ITN use		X
Low perceived negative ITN attributes	X	
Positive response efficacy	X	
High perceived malaria susceptibility	X	X
Recalled more generic ITN messages		X
Received generic ITN & Malaria messages from multiple channels (e.g. radio, community worker, branded vehicle)		X
Muslim		X

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Summary

- **High perceived malaria susceptibility predicted both ITN ownership and use**
- **High ITN knowledge, low perceived negative ITN attributes and positive outcome expectations predicted intention to own mosquito nets**
- **Positive attitudes about using ITNs, higher recall of malaria messages, receiving malaria & ITN messages through multiple sources and being Muslim predicted intention to use ITNs**

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Recommendations

- **To increase ownership and use**
 - Develop communication materials that increase perceived malaria susceptibility
- **To increase net ownership**
 - Develop communication materials that increase knowledge about ITNs and convey positive ITN attributes and response efficacy
- **To increase net use**
 - Develop communication materials to foster positive attitudes about ITN use
 - Use multiple channels for generic malaria & ITN messages
 - Use multiple generic malaria messages

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