### BEHAVIOR PROFILE: INSECTICIDE-TREATED NET USE

**HEALTH GOAL**

1. Reduce malaria mortality by one-third from 2015 levels in PMI-supported countries, achieving a greater than 80 percent reduction from PMI’s original 2000 baseline levels.
2. Reduce malaria morbidity in PMI-supported countries by 40 percent from 2015 levels.

- Percentage of pregnant women who slept under an insecticide-treated net (ITN) the night before the survey
- Percentage of children under five who slept under an insecticide-treated net (ITN) the night before the survey

### BEHAVIOR ANALYSIS

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<td><strong>Behavior</strong></td>
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<td>Population sleeps under an insecticide-treated net (ITN) correctly and consistently</td>
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<tr>
<td><strong>Steps</strong></td>
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<tr>
<td>1. Acquire sufficient ITNs to cover every sleeping space</td>
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<td>2. Hang ITNs appropriately</td>
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<td>3. Retreat, repair, or replace the net as needed</td>
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#### FACTORS

**Structural**

- **Accessibility**: Populations cannot access ITNs because ITNs are unavailable

**Social**

- **Norms**: Populations do not sleep under ITNs because malaria is considered normal and unavoidable
- **Norms**: Some populations do not sleep under ITNs when there is insufficient supply as they are not prioritized

**Internal**

- **Attitudes and Beliefs**: Populations do not sleep under ITNs because they fear possible adverse outcome from insecticides
- **Attitudes and Beliefs**: Populations do not sleep under ITNs because they make them hot or uncomfortable, especially during the hot season
- **Knowledge**: Populations do not acquire or use ITNs because they do not know when or how to do so
- **Knowledge**: Populations do not sleep under ITNs because they do not understand the benefits of using an ITN to prevent malaria

#### SUPPORTING ACTORS AND ACTIONS

- **Institutional**
  - **Policymakers**: Add local requirements for ITNs (i.e. color, length, shape preference, hanging considerations) to the procurement process
  - **Managers**: Couple distribution of ITN with counseling and ongoing monitoring of correct and consistent use, especially in non-permanent sleeping spaces (such as outside, kitchens, etc.)
  - **Logistics Personnel**: Use available tools (e.g. NetCALC) to ensure sufficient supply of ITNs for mass and continuous distribution
  - **Providers**: Counsel caregivers on the use of ITNs in traditional and non-traditional settings

- **Community**
  - **Community and Religious Leaders**: Advocate for correct and consistent use of ITNs, especially in non-permanent sleeping spaces (e.g. outside, kitchens, etc.)

- **Household**
  - **Family Members**: Obtain, hang, and ensure everyone, especially pregnant women and children under five, sleeps under an ITN

#### STRATEGY

- What strategies will best focus our efforts based on this analysis?
- Strategy requires Communication Support

#### ENABLING ENVIRONMENT

- **Financing**: Monitor and ensure continuous availability of free nets to ensure that the most vulnerable populations have access to ITNs
- **Policies and Governance**: Ensure accountability of health care providers, facilities, and system (e.g. availability of commodities, quality of services, adherence to protocols, etc.) to ensure that targeted population has access to ITNs

#### SYSTEMS, PRODUCTS AND SERVICES

- **Products and Technology**: Procure ITNs based on housing and population needs to ensure that targeted population has access to ITNs
- **Supply Chain**: Procure and distribute adequate ITNs for mass campaigns and routine distribution channels including at antenatal care and EPI visits to ensure that the most vulnerable populations have access to ITNs
- **Quality Improvement**: Prioritize the importance of proper procurement, distribution and counseling with providers during in-service training, supportive supervision pre-service training

#### DEMAND AND USE

- **Advocacy**: Leverage community data to motivate communities and to create social accountability for ITN use
- **Communication**: Employ appropriate SBCC activities to reinforce caregivers’ knowledge on the importance, efficacy, and benefits of ITN use
- **Collective Engagement**: Engage community members in local ownership of malaria control efforts to ensure community access to ITNs