



Section 3:

AUDIENCE MONITORING





Step 1: Consider exposure

- **Reach:** Number of persons reached
- **Dose:** Number of times people are exposed
- **Recall:** Measure of how well people remember (*note: recall is not a measure of behavior change*)
- Exposure to other malaria SBCC activities



Step 2: Select an exposure indicator

- Select at least one exposure indicator that you can monitor over time as well as evaluate
- Measure a campaign element that is consistent throughout the campaign, so you can follow trends
- Example: campaign logo, slogan, or main message



Example: Campaign Slogan/Logo



*Tanzania national
malaria campaign*

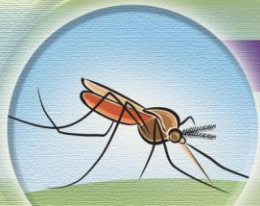


Example: Campaign Slogan/Logo



**CCAs & Health
Facility Workers**

IRS Training Flipchart



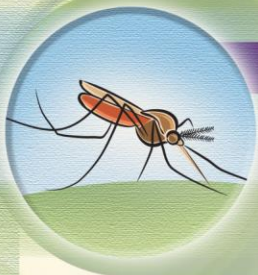
Example: Campaign Slogan/Logo



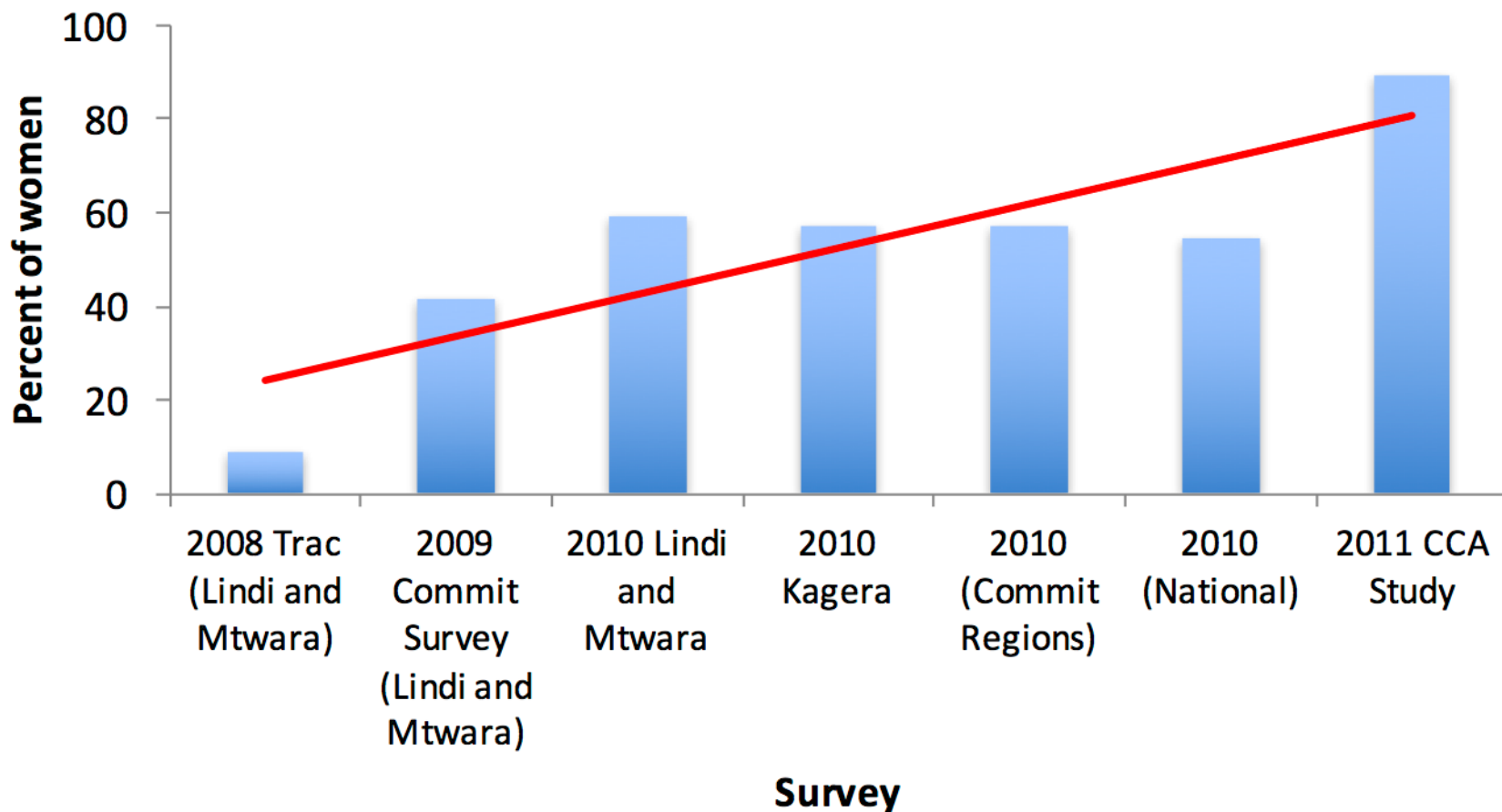


Example: Campaign Slogan/Logo





Percent of women who recall seeing the phrase *Malaria Haikubaliki*, by year





Step 3: Consider level of effect

- Be sure to monitor at the intended level of effect of your program so you can capture changes at the right level

