

CIFA Launches Faith-based BCC Tools

CIFA works to mobilize and equip faith leaders in developing countries to promote health-seeking behaviors and minimize the effects of disease and poverty. Through the Nigerian Inter-Faith Action Association (NIFAA) and its nationwide network of faith leaders, our Faiths United for Health campaign works to prevent and control malaria by encouraging Nigerians to sleep under insecticide-treated bed nets, clean up their communities, recognize symptoms of malaria and seek treatment at health facilities.

To accomplish this, CIFA utilizes “behavior change communication” (BCC), which aims to foster and sustain positive changes in behavior using a variety of communication channels. BCC can be employed for a range of health and social-change issues, drawing on a number of creative, topic-specific communications tools. Although many excellent malaria-focused BCC tools exist, few approach malaria prevention from a faith-based perspective, drawing upon faith leaders’ unique levels of trust, reach and influence in their communities.

To fill this gap and equip NIFAA’s faith leaders to combat malaria, CIFA developed a toolkit of faith-based malaria BCC tools. Called “[Faiths United for Health: A Toolkit for Faith Leaders in Nigeria in the Fight Against Malaria](#),” this toolkit includes a call to action from the highest Christian and Muslim leaders of the land, facts on malaria in Nigeria, NIFAA’s key malaria messages, illustrated bed-net use and care instructions, Muslim and Christian Malaria Sermon Starters, an interfaith group discussion guide and instructions for community outreach through house-to-house visits.

CIFA will tailor the toolkit to the needs of faith leaders in Nigeria and other Interfaith Action Associations (IFAAs), using it as a model for issues beyond malaria. In addition, CIFA is gathering existing faith-based BCC tools for a variety of health topics to create a centralized online database that can facilitate sharing of best practices and resources among organizations operating in this arena.

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