

“Sibo Fights malaria”

An initiative to educate young children about malaria



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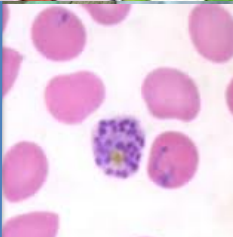
Theme for World Malaria Day 2014 - Invest in the future: Defeat malaria

- Goal in SA = to eliminate malaria by 2018
- Need more than research, parasite- and vector control methods, and treatment of malaria cases
- Work with affected communities
- Educate the young, the future
- Create awareness (on how to prevent malaria), to change behaviour of people (and help reach that goal)

Fylan F, and Stradling S. Behavioural Change Techniques used in road safety interventions for young people. Rev. Eur. Psychol. Appl. 2014, <http://dx.doi.org/10.1016/j.erap.2014.02.003> - In Print



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26 Behaviour Change Techniques (BCTs)

Abraham C and Michie S. Health Psychology. 2008;27(3):379-387

- Provide information about behaviour-health link
- Provide information on consequences
- Provide information about others' approval
- Prompt intention formation
- Prompt barrier identification
- Provide general encouragement
- Set graded tasks
- Provide instruction
- Model or demonstrate the behaviour
- Prompt specific goal setting
- Prompt review of behavioural goals
- Prompt self-monitoring of behaviour
- Provide feedback on performance
- Provide contingent rewards
- Teach to use prompts or cues
- Agree on behavioural contract
- Prompt practice
- Use follow-up prompts
- Provide opportunities for social comparison
- Plan social support or social change
- Prompt identification as a role model
- Prompt self-talk
- Relapse prevention
- Stress management
- Motivational interviewing
- Time management



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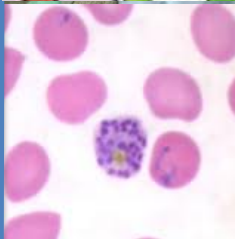


How did “Sibo Fights Malaria” take shape?

- Started as a UP CSMC initiative
- Prof de Jager and Dr Claassen approached Ginny Stone
- An educational book on malaria, for young children
- To be used in research projects focusing on education and health promotion
- NDoH showed interest to co-sponsor
- “Sibo Fights Malaria” – a book on how NOT to get malaria



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- A proposed outline was submitted
- UP CSMC and NDoH read and commented



Proposed story outline: “Sibo Fights Malaria” – a story book for children (and their parents) about malaria and how NOT to get it! Written by Ginny Stone, published by Lets Look Publishers.

Sibo is going on holiday with her parents to visit some friends who live in an area where malaria is prevalent. Her mother makes her take some tablets in the weeks before they leave. Naturally Sib0 wants to know what this is all about and borrows her Dad’s computer to do some research on malaria. She also goes to the library to find out more.

She finds out that:

- Malaria only occurs in certain areas around the world.
- There are at least 300 million cases of malaria globally, each year.
- Malaria is caused by a very small parasite (you need a microscope to see it). The parasite is called a plasmodium. It lives in your blood in the body and makes you ill by destroying part of your blood cells.
- Malaria is mainly carried by the female Anopheles mosquito although it can be contracted from mother to baby or by someone using the same injection needles as someone with malaria.
- You get malaria when the infected mosquito bites you. It’s already sucked the blood (which contains parasites) out of another person who had malaria and then it passes on the parasite to you when it bites you.
- Mosquitoes mainly bite at night (but not always).
- The female Anopheles mosquito does not make a whiney noise – she is silent!
- Mosquitoes need water in order to lay eggs.
- The word malaria means bad air.
- In Africa malaria is the leading cause of death in children under the age of 5 years.

Sibo is horrified when she finds out how many people, and specifically children, die of malaria each year.....



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- Development of the story line with rhyme
- Approval of the words took some time

Sibo Fights Malaria

Written by Ginny Stone (to be published by Lets Look Publishers)

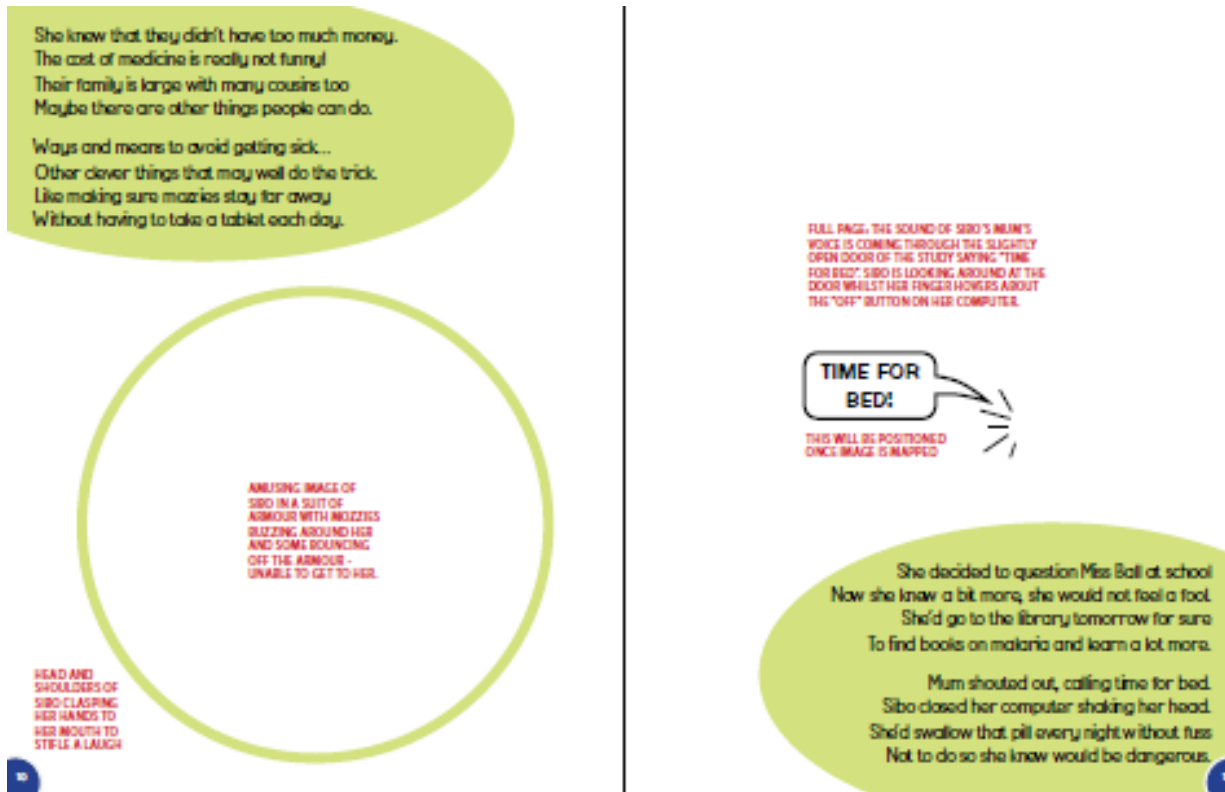
Verse No		Notes or comments
Chapter 1 : Sibó takes a pill		
1	Sibo was eating her supper one day And she and her Dad were chatting away When suddenly Mum started handing out pills, Saying "We've all been invited up to Hippo Hills."	
2	"Yuk" said Sibó "I'm not eating that! It's a very odd colour and too big and too fat." She looked at her Dad for support but instead He swallowed his pill and then ate some bread.	
3	"I'm afraid dear Sibó you don't have a choice" Said Dad in his very best no-nonsense voice. "If you want to come with us up to The Hills Then you've just got to swallow these pills."	



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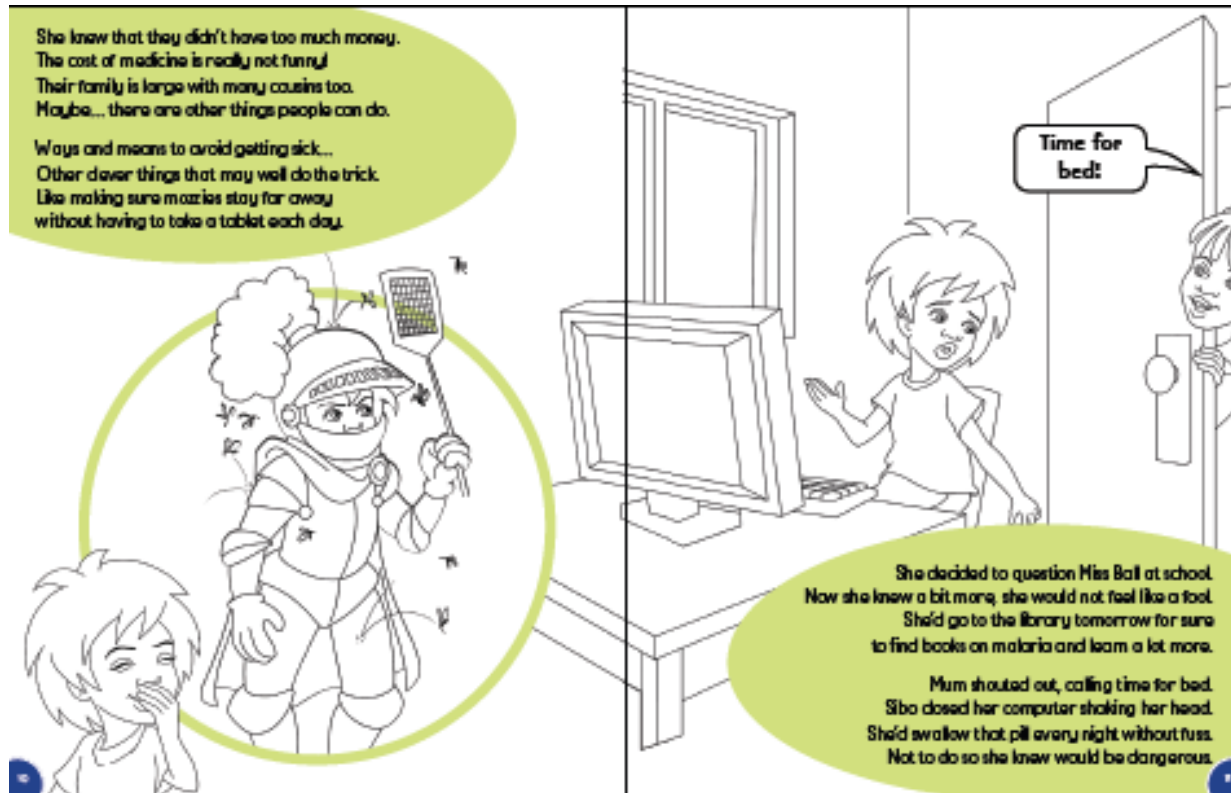
- From there the document change was major
- And feedback was yet again asked for



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- Graphics got added
- More feedback was wanted



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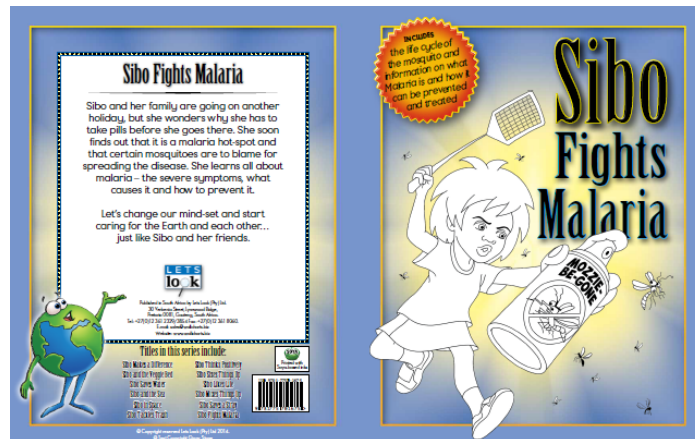
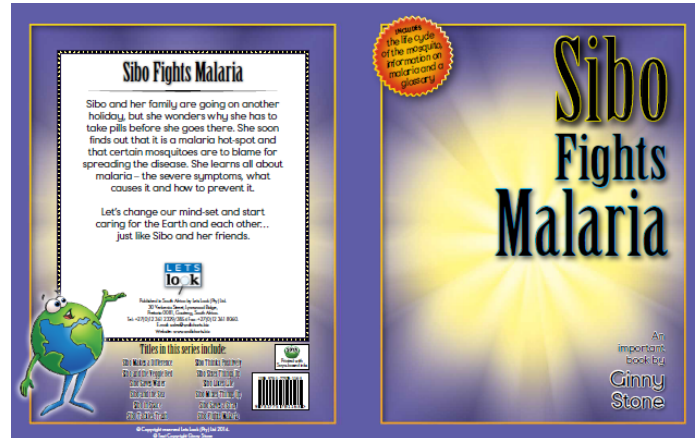
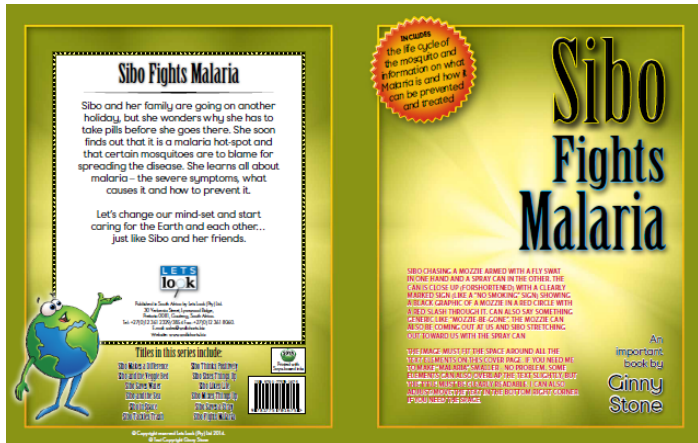
- Finally came colour
- Followed by a final read through...



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- The cover underwent some changes too
- But eventually, from only an idea...



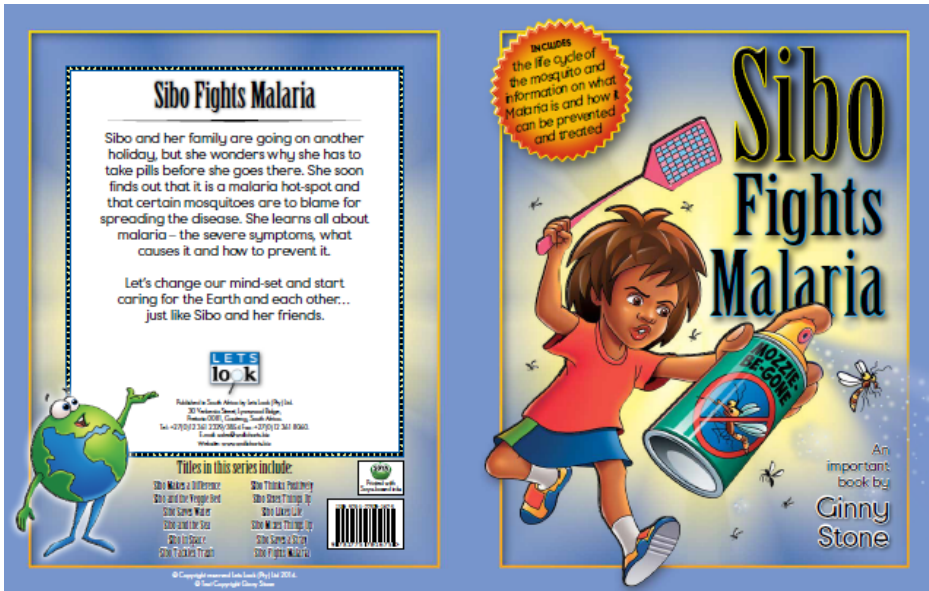
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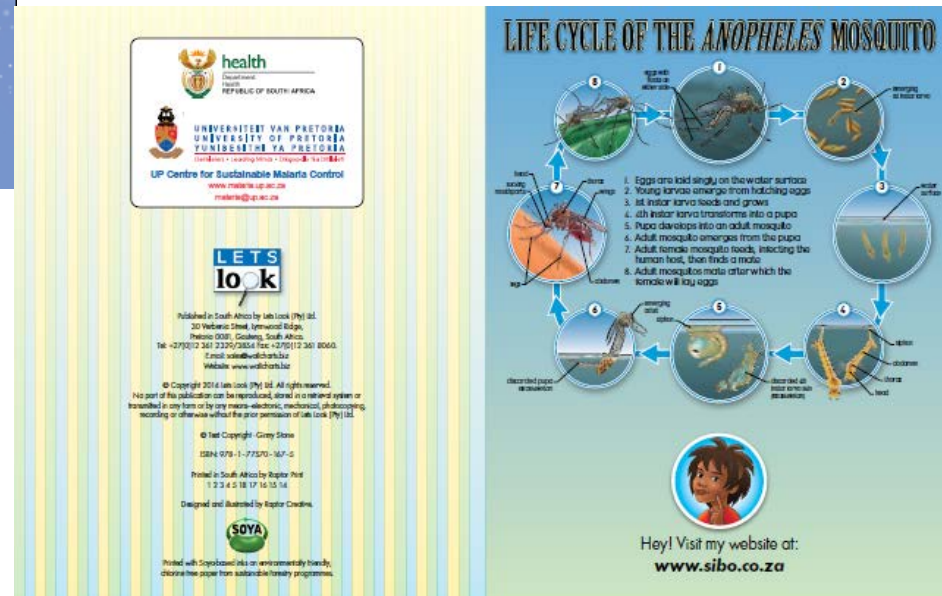


...there's the final product in front of you

Outside cover



Inside cover



13 BCTs incorporated in “Sibo Fights Malaria”

Abraham C and Michie S. Health Psychology. 2008;27(3):379-387

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- Provide information on consequences
- Prompt intention formation
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- Provide instruction
- Model or demonstrate the behaviour
- Prompt self-monitoring of behaviour
- Prompt practice
- Provide opportunities for social comparison
- Plan social support or social change
- Prompt identification as a role model
- Prompt self-talk
- Relapse prevention



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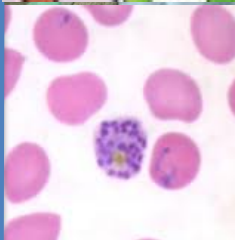


Thank you

- **NDoH – co-sponsorship and fact checks**
- Ms Ginny Stone – author
- Lets Look Publishers
- Fact checks
 - UP CSMC
 - Ms Mary Anne Groepe (WHO & NDoH)
 - Lee Baker (Amayeza)
- Educational aspects
 - Faculty of Education at UP



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Official launch

Ms Ginny Stone will read a few pages from the book. Please follow along.

Imagine you're a child in a malaria endemic area, learning about malaria for the first time...

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www.sibo.co.za

www.malaria.up.ac.za (links to Sibbo page)