HEALTH PROMOTION RESEARCH ASSOCIATION OF NIGERIA (HEPRAN)

ABSTRACT 2008

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8-11 SEPTEMBER, 2008

FEDERAL UNIVERSITY OF TECHNOLOGY,
OWERRI, IMO STATE
HEALTH PROMOTION RESEARCH
ASSOCIATION OF NIGERIA (HEPRAN)

SIXTH ANNUAL NATIONAL CONFERENCE/WORKSHOP

8 – 11 SEPTEMBER, 2008

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CONFERENCE THEME:
HEALTH PROMOTION AND DISEASE CONTROL IN NIGERIA

SUB- THEMES:
a. Disease Control and Informatics
b. Environmental Health Information System
c. Emerging and Re-emerging Diseases
d. Early Detection of Diseases in Health Promotion
e. Disease Control Technologies
f. Risk Assessments in Disease Control
g. Community Participation in Disease Control
h. Fitness in Disease Control

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ABSTRACT 2008

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MALARIA CONTROL IN NIGERIA: 
WHAT ROLE CAN STRATEGIC COMMUNICATION PLAY?

by
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ABSTRACT - 07

The Abuja Declaration was signed by 50 malaria-afflicted countries in
April, 2000 and agreed to achieve the following targets by 2005;
• 60% of those suffering from Malaria will have prompt access to ap-
propriate and affordable treatment within 24 hours of onset of symptoms.
• 60% of pregnant women and children under five will sleep under
insecticide treated nets or use other appropriate and affordable means of
protection from malaria.
60% of pregnant women at risk of malaria, especially those in their first
pregnancies, will access preventive intermittent.
Since then, the Roll Back Malaria (RBM) partnership has focused atten-
tion on resource mobilization, policy change, research and health system
strengthening. Up till date no significant success has been achieved.
Relatively less attention paid to malaria communication may be a major
factor contributing to this failure. Yet there is general agreement that if
the Abuja targets are to be met, communication is the key. This article
summarizes some of the communication challenges RBM has experi-
enced in Nigeria and poses some ways in which strategic communi-
cation can help propel the country closer to achieving the Abuja targets.