July 5, 2016

Dear Malaria SBCC Colleague,

We are excited to invite you to join the Roll Back Malaria (RBM) Communication Community of Practice (CCoP) at the 3rd Annual RBM CCoP Meeting in Dakar, Senegal from September 13-15, 2016. The theme of the meeting is “Improving the Impact of Malaria SBCC”.

This community of practice aims to promote, refine, and enhance the state of the art and science of malaria social and behavior change communication (SBCC) to increase correct and consistent use of malaria prevention and treatment tools. As you may know, the RBM CCoP brings together National Malaria Control Programme (NMCP) SBCC officials, implementing partners, research institutions, donors, and non-government and private sector organizations to discuss best practices, troubleshoot challenges, and present resources to further the country-level implementation of the Strategic Framework for Malaria Communication at the Country Level.

At this annual meeting, we expect to host at least 40 malaria SBCC professionals representing various organizations. We are actively seeking abstracts to help further malaria SBCC impact and encourage you to submit an oral or poster abstract. Oral and poster abstracts are due July 29, 2016 at 5pm EDT via the RBM CCoP Annual Meeting website (www.rbmccop.org).

Similar to the practice adopted by other RBM working groups and communities of practice, the CCoP Steering Committee has decided to charge a fee of $250 per participant to offset the costs of the annual meeting. For your convenience, there is a credit card payment link on the CCoP Annual Meeting website (www.rbmccop.org). Alternatively, you can email Michael Toso at mtoso1@jhu.edu to discuss payment options. There are a very limited number of scholarship opportunities available for NMCP SBCC officials. We strongly encourage implementing partners to consider headquarter and country-level participation in the meeting and to consider sponsoring the participation of a NMCP official.

Please visit the CCoP Annual Meeting website (www.rbmccop.org) for further information about the meeting and complete details about registration, payment, and submission of abstracts. Please note that registration will close August 15, 2016. Register today!

Respectfully,

RBM CCOP Co-Chairs

Anna McCartney-Melstad       Guda Alemayehu