



3. **Find out who is NOT using ITNs, when and where.** As the new “high burden to high impact” strategy notes, the malaria community needs to shift from a one-size-fits all approach and better use data to achieve maximum impact [12]. People who are less likely to use ITNs tend to be urban and wealthier, and this may be because they have lower risk of malaria, and better access to treatment, fans, and screens. Some areas, however, have low ITN use-to-access ratios yet have high rates of parasitemia (such as northern Ghana and southern Nigeria). These types of areas and audience segments need to be prioritized for ITN use messaging. Another approach is to promote ITN use during the dry season, since ITN use-to-access ratios tend to decline during these periods in most places. Identifying when and where these dips happen will be the first step to boosting year-round ITN use [5].

Increasing access to ITNs, making ITNs last longer, and targeting SBC efforts to the populations and seasons with low net-use-to-access levels are evidence-based strategies for boosting overall ITN use rates.



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