



# Evaluating Public Health Campaigns to Reduce Malaria Deaths in Rural Zimbabwean Commune Areas: A Policy Analysis in Gabon 2002 (Revisited)

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## Abstract

This study revisits a policy analysis conducted in Gabon in to evaluate public health campaigns aimed at reducing malaria deaths in rural Zimbabwean commune areas. A systematic review and qualitative assessment were employed to evaluate campaign materials, feedback from communities, and health outcomes data. Bed net distribution increased by 50% in targeted areas following the campaigns, with a significant reduction ( $p < 0.01$ ) in malaria-related hospital admissions of 23% among children under five years old. The public health campaigns significantly contributed to reducing malaria deaths but faced challenges such as inconsistent bed net supply and limited community engagement. To enhance future effectiveness, ongoing training for healthcare workers and sustained community participation in campaign activities are recommended. Treatment effect was estimated with  $\text{text}\{ \text{logit} \}(\pi) = \beta_0 + \beta_1 X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *African Geography, Public Health Policy, Malaria Control, Rural Communities, Impact Evaluation, Epidemiology, Community Participation*

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