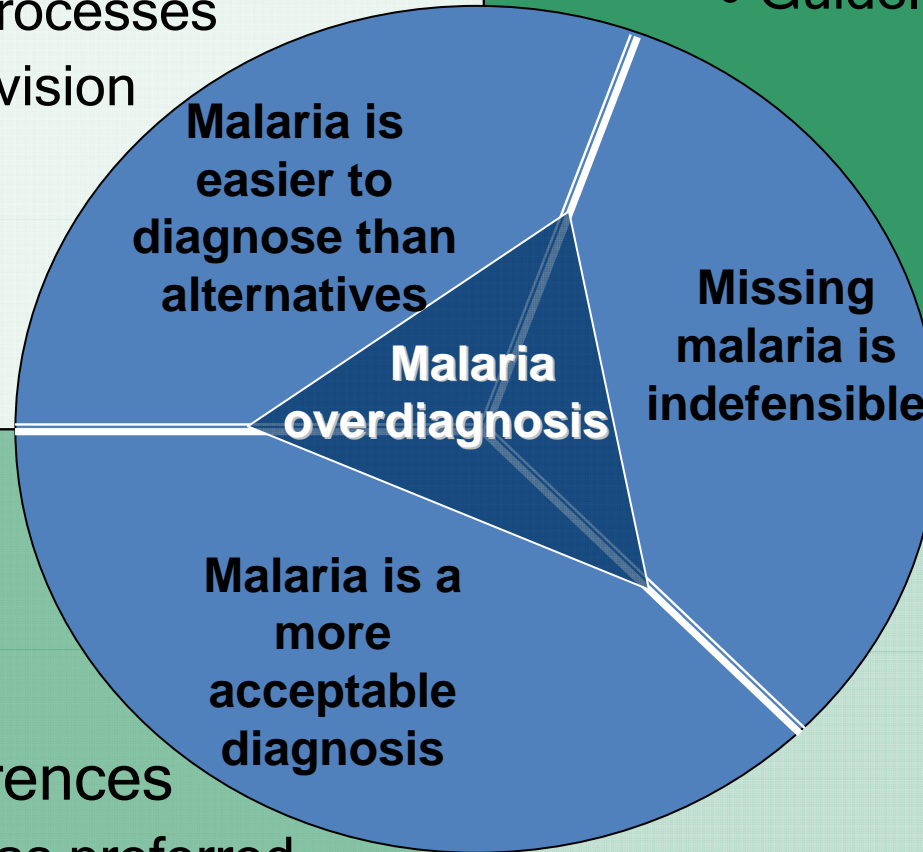


Diagnostic Support

- Testing constraints
- Established processes
- Lack of supervision

Disease Promotion

- Malaria campaigns
- Guidelines and training malaria-centred



Patient preferences

- Malaria seen as preferred by patients
- Low stigma disease

Peer Pressure

- Experience of need to conform
- Can't miss most important disease