Disease Promotion
- Malaria campaigns
- Guidelines and training malaria-centred

Diagnostic Support
- Testing constraints
- Established processes
- Lack of supervision

Patient preferences
- Malaria seen as preferred by patients
- Low stigma disease

Peer Pressure
- Experience of need to conform
- Can’t miss most important disease

Malaria is easier to diagnose than alternatives
Missing malaria is indefensible
Malaria is a more acceptable diagnosis
Malaria overdiagnosis