



**RBM Partnership Strategic Communications
Partner Committee update**

SCPC's Objectives

1

Shape a global narrative and align the global community to communicate and reinforce the benefits of ending malaria and what it takes – political will, funding, innovation, programmatic changes, etc.

2

Create and coordinate events and campaigns to increase awareness and a sense of urgency, and to drive actions that will accelerate ending malaria.

3

Connect malaria to the broader sustainable development agenda and build inclusive and multi-sectoral coalitions to increase financial and political support for and catalyze actions

4

Enhance sustainability of malaria advocacy efforts at global and country levels to catalyze and hold leaders accountable for actions that will accelerate ending malaria

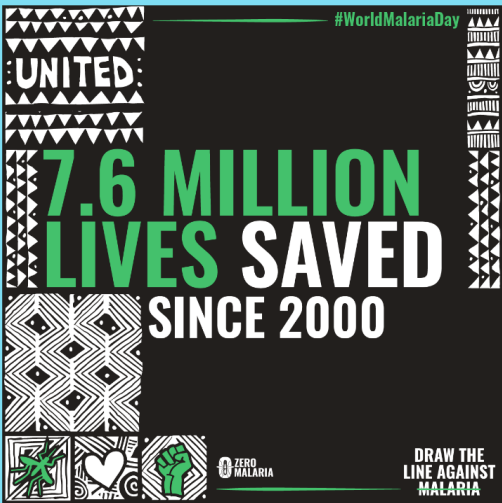
Driving actions to #endmalaria

#WorldMalariaDay

UNITED

7.6 MILLION LIVES SAVED SINCE 2000

DRAW THE LINE AGAINST MALARIA



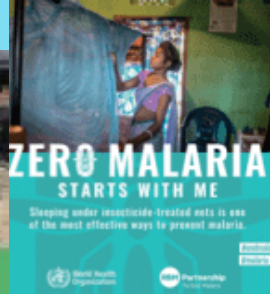
JOIN THE #MOSQUITOCLAPCHALLENGE

ZERO MALARIA STARTS WITH ME



ZERO MALARIA STARTS WITH ME

Sleeping under insecticide-treated nets is one of the most effective ways to prevent malaria.



ZERO MALARIA STARTS WITH ME

Time is of the essence in detecting and treating malaria. Rapid diagnostic tests provide quick results and are simple to perform and interpret.



ZERO MALARIA STARTS WITH ME

Prompt treatment with an effective antimalarial drug is essential to prevent a mild case of malaria from progressing to severe disease or death.



FIGHT COVID-19

EVEN AS YOU

FIGHT COVID-19

ZERO MALARIA



Pope Francis @Pontifex

While we are combating #coronavirus, we must continue the effort to prevent and cure #malaria which threatens millions of persons in many countries. I am near to all who are sick, to those who care for them.

4:59 PM · Apr 25, 2020 · TweetDeck

2.5K Retweets 16.8K Likes



"SIGNIFICANT GAINS HAVE BEEN MADE IN THE BATTLE AGAINST MALARIA AND PROGRESS NEEDS TO BE ACCELERATED. AS WE ENTER THE DECADE TO END MALARIA, I AM COMMITTED TO ENSURING THAT WE ACCELERATE PROGRESS AND END THIS ANCIENT SCOURGE."

H.E. President Uhuru Kenyatta
President of the Republic of Kenya
Chair of the African Leaders Malaria Alliance

ZERO MALARIA STARTS WITH ME



HIGH-LEVEL VIRTUAL EVENT

ZERO MALARIA CHALLENGE: HOW THE LESSONS OF THE PAST CAN INSPIRE PROGRESS TO END MALARIA



DRAW THE LINE AGAINST MALARIA

ZERO MALARIA

UNITY



July 2021:

- ZMSWM 3rd anniversary
- AIMF annual meeting (Kigali, Rwanda)
- Africa-France Summit (Montpellier, France)

September 2021:

- 76th UNGA (New York, USA)
- Asia-Pacific Malaria Week

November 2021:

- Malaria Day in the Americas
- SADC Malaria Day
- Expo 2021 (Dubai, UAE)
- UN Climate Change conf. (Scotland)
- Publication of WHO World Malaria Report

June 2021:

- China's malaria free certification
- Launch of the gender and malaria investment roadmap
- Generation Equality Forum

August 2021:

- World Mosquito Day
- Olympic Games (Tokyo, Japan)

October 2021:

G20 Summit (Rome, Italy)

December 2021:

OIF Summit (Djerba, Tunisia)

SCPC Workstreams

Workstream	Lead
Campaigns	Vicky Gashe and Xenya Scanlon
Champions (joint with ARMPC)	Tara Bracken and Olivia Ngou
Francophonie (joint with ARMPC)	Yacine Djibo and Pauline Mazue
Media	Vacancy
Messaging	Michal Fishman
Youth (joint with ARMPC and CRSPC)	Ndifanji Namacha and Winter Okoth
Innovation (joint with ARMPC)	Lisa Goldman Van-Nostrand and Alex Fullem

Any comments/questions?

The image features a blue gradient background. On the right side, there is a dense cluster of 3D question marks in various shades of blue, some appearing to be floating or scattered. The text "Any comments/questions?" is centered horizontally in a bold, white, sans-serif font.



30 June 2021

Thank you!

To contact us, please email: