

DRAW THE LINE AGAINST MALARIA

Presents

A Rubbin' Minds World Malaria Day special

Date: Sunday, 25 April, 2021 (pre-recorded segments of the show may need to be scheduled ahead)

Time: 3-4pm

Venue: Channels TV

INTRODUCTION

It is estimated that Nigeria loses about 1.1 billion US dollars every year due to malaria related absenteeism, loss of productivity and treatment costs, negatively impacting the nation's economy which translate into deterioration of human capital, savings, investments and tax revenues.

The proposed TV special in partnership with Rubbin' Minds will explore:

- The socio-economic cost of malaria on Nigeria's GDP and negative impacts of the epidemic on Africa's emerging economies;
- Corporate malaria culture, particularly the effects of a weakened workforce on capitalist markets.
- Opportunities for public private partnerships between the Federal and State governments and corporate sector organisations in sustaining the fight against malaria.
- Malaria and the gender conversation. The vulnerability of women who play chief roles in nurturing victims and survivors of the disease, despite being highly susceptible themselves.

The 1-hour show will be pre-recorded and broadcast on TV and simultaneously aired across campaign social media channels.

EVENT FLOW

3:00 – 3:05pm –Show time

The programme opens with a short introduction from the TV host, [Ebuka Obi-Uchendu](#) giving some context to the malaria situation in Nigeria, his personal experience followed by a vox pop style video of everyday Nigerians on the streets sharing their malaria stories.

3:05 – 3:15pm

Hybrid virtual/physical chat between TV host and campaign talents (1 male, 1 female) about campaign, their contributions to the fight against malaria in Nigeria, and screening of the DTL Hero campaign film.

3:15 – 3:35pm

Highlights from RBM x Gallup research leading up to conversation with malaria experts. Virtual format between TV host and key experts.

3:35 – 3:37pm

Spoken word performance by Motivational Speaker and Poet, [Maryam Bukar Hassan](#) themed around malaria and the DTL campaign. Maryam has produced spoken word pieces on a range of social and health issues for organisations such as the Spotlight Initiative, UNFPA, and UNICEF.

3:37 – 3:57pm

Fireside chat between host and corporate/development sector heads about the true socio-economic cost of malaria in Nigeria. All speakers present in studio.

3:57 – 4:00pm

Outro from the host recapping show highlights and urging viewers to complete the campaign CTA by visiting the website.

SPEAKERS

Expert Panel

1. **Dr. Audu Bala-Mohammed:** He is the National Coordinator of Nigeria's National Malaria Elimination Programme (NMEP). His presence on this panel is especially significant due to the new strategic plan for malaria set to launch, which will run from 2021-2025. In his capacity, he will also speak about how Nigeria is tailoring malaria interventions amidst the COVID-19 pandemic.
2. **Dr. Pedro L. Alonso:** Dr. Alonso is the Director of the World Health Organization (WHO) Global Malaria Programme (GMP) in Geneva, Switzerland. He has spent over 30 years in public health, having started his career as physician working in West Africa. He is committed to capacity building of both institutions and individuals, primarily in Africa and has published over 300 articles primarily on malaria treatment, vaccine trials and preventive therapies
3. **Lilies Njanga:** Lilies has over 15 years' work experience in the international development sector, with a focus on the health and education sectors. She is the Africa Director at Malaria No More UK, a partner agency on the DTL campaign, hence well positioned to share insights about the campaign objectives and malaria developments specific to Africa.

Corporate Panel

1. **Dr. Ola Brown:** Dr. Brown is a British-Nigerian medical doctor, healthcare entrepreneur, economist and Founder of Flying Doctors Nigeria -West Africa's first homegrown air ambulance service. She is a critical voice at the nexus of health and economy, having collaborated with Federal and State actors to deliver infrastructure and policy solutions to healthcare systems in Nigeria.
2. **Halima Dangote:** Halima Dangote is the Group Executive Director Commercial Operations of Dangote Industries Limited. A businesswoman and philanthropist, Halima is also a Trustee of the Aliko Dangote Foundation, which has led continental efforts in the fight against malaria through the Private Sector Health Alliance and African Business Coalition on Health amongst others.
3. **Bola Atta:** Ms. Atta is the Group Director, Corporate Communications at United Bank of Africa Plc. and Chief Executive Officer of the UBA Foundation. The UBA Foundation is committed to the socio-economic improvement of lives across Africa, focusing on development in the areas of Education, Environment and Economic Empowerment. Interfacing with school age children who are a major beneficiary of the Foundation's work, she will speak to a vulnerable age bracket who are one of the most susceptible to the disease.

4. Omobolanle Victor-Laniyan: She heads the Sustainability department at Access Bank Plc, and is a Co-Chair of the Corporate Alliance on Malaria in Africa (CAMA). Having just launched its strategic plan for 2021-2023, Mrs. Victor-Olaniyan speaks to a Pan-African malaria outlook and brings learnings from other corporations across the continent.

Moderator

Ebuka Obi-Uchendu: Ebuka is a Nigerian lawyer and media personality. He is known for hosting one of the longest running talk shows, Rubbin' Minds on Channels TV, as well as hit reality show Big Brother Naija.

In the run up to the 2011 general elections in Nigeria, he hosted the first ever presidential debate focused on youth issues, which was broadcast live across Nigeria.

He has received several award nominations and won the award for Outstanding TV Presenter of the Year at the Nigerian Broadcasters Merit Awards for his work on Rubbin' Minds.