#WORLDMALARIADAY2024
At the RBM Partnership, we are working to achieve a world free from malaria. The Partnership brings together over 500 partners and provides a coordinated, global response to the disease. Partners include malaria-affected and donor countries, the private sector, non-governmental and community-based organizations, research and academic institutions, and more.

Since its inception in 1998, we have played a critical role in global efforts that reduced malaria deaths by half and saved 10.6 million lives. We are now committed to building on these significant gains and ending malaria for good.
World Malaria Day, established by the United Nations General Assembly, is internationally observed on 25 April each year. World Malaria Day is an occasion to highlight the need for continued investment and sustained political commitment for malaria prevention and control. Numerous events are held in malaria endemic countries around the world, and an internationally visible official ceremony is organized to mark the day each year.

This year the Multilateral Initiative on Malaria, 8th Pan-African Conference is being held in conjunction with World Malaria Day, in Rwanda. Partners from around the world, in endemic and non-endemic countries will be hosting activations and launching campaigns raising awareness of the fight around the disease.
World Malaria Day is an opportunity to bring together people from around the world in activations and campaigns to raise awareness of the mission to end malaria.

We have engaged with Partners to develop the following:

- **Messaging**
- **Objectives**
- **Assets and partner toolkit**
- **Coordination across the NMCPs in all endemic countries**

**Engagement:** Working with partnerships and especially civil society actors we are convening, supporting and amplifying cultural moments. Activities will focus in Rwanda around the MIM, where RBM is in full support as we know many partners are.

**Partner Toolkits:** These will be released on Friday April 19 2024. You will be able to find them in this folder and will be emailed on the day.
OBJECTIVES

Convene partners and highlight efforts, successes and challenges conducted by the malaria community and key stakeholders in Africa and worldwide

Mobilize decision-makers and the general public to assist in these efforts

Spotlight gender-responsive strategies, including better use of sex-disaggregated data, to further improve the effectiveness of malaria-elimination efforts and advance human rights and health equity

Amplify the voices of the malaria-elimination champions and partners at regional and global level

Support advocacy and rally partners and support in the lead up to the Replenishment Conference for the Global Fund and Gavi
Health Equity, Gender and Human Rights

Accelerate malaria elimination for a more equitable world

#AccelerateTheFight / #WorldMalariaDay / #GenderEquityHumanrights / EndMalaria
A messaging framework has been created in multiple languages which you can find in this folder.

Please use this in your own campaigns and activities as appropriate.
COMING TOGETHER ACROSS THE CONTINENT

THE MULTILATERAL INITIATIVE ON MALARIA

This will take place from April 21st to 27th, 2024, and will be hosted at Kigali Convention Centre in Rwanda. The theme is 'Grassroots mobilization to end malaria: invest, innovate and integrate'. MIM was established in 1997 as an alliance of international organizations and individuals with the shared goal of strengthening and sustaining collaboration through research and training and raising the capability of malaria endemic countries in Africa to conduct research to develop and improve tools for malaria control.

MIM 2024 aims to build on the momentum and awareness generated by previous meetings, promote global collaboration in research to fight malaria in Africa and ultimately ensure the availability of a critical mass of competent malaria researchers and control managers needed for effective and sustained containment of the disease in Africa.
MIM contributes to global efforts to address the problem of malaria by facilitating the emergence of dynamic malaria research networks and collaboration with malaria control programs in Africa through the following objectives:

- Developing sustainable malaria research capacity in Africa – through international and Pan-African scientific partnerships and training

- Promoting global communication and cooperation – between institutions in an effort to maximize impact of resources and avoid duplication of effort

- Ensuring research findings are applied to malaria treatment and control – to translate practical problems into manageable research questions, by stimulating and facilitating dialogues among scientists, public health professionals, policy makers and industry

- Raising international public awareness of the problem of malaria – to raise the status of malaria on political agendas to mobilize resources and action
RBM’S ROLE & OBJECTIVE

- Convening
- Strengthening partnerships
- Resource mobilization
- Strategic communications and voices amplification

KEY STAKEHOLDERS

- All NMCP Managers from endemic countries
- Partners, academics, scientists, NGOS and Civil Society actors from the Malaria community
- Government in Rwanda
- WHO/Global Malaria Program
- SCPC/ARMPC/CRSPC
- MIM Organizing Committee and MMV
- Private sector actors
- RBM Working Groups - specifically Malaria in Pregnancy, Multisectoral and their partners
TIMELINE OF ACTIVATIONS (AT MIM)

SUNDAY 21

Event 1: Supporting the Malaria in Pregnancy Working Group workshop
Event 2: Opening Ceremony of the MIM Conference (Program available here).

TUESDAY 23

Event 2: High-level side panel on Celebrating Gender in Malaria (featuring Dr Michael Charles, CEO of the RBM Partnership to End Malaria, Dr Daniel Ngamije, Director of the WHO Malaria Program), Dr. Doudou Sene, Senegal’s NMCP Coordinator, a representative of a civil society organization and a community health worker).

A range of events will be held across the week led by partners, scientists, civil society actors and friends from around the malaria community

WEDNESDAY 24

Highlights include: Plenary Session: Endemic Countries Engagements for Malaria Elimination chaired by Dr Michael Charles

 Speakers:
 ● Prof Dyann Wirth, Richard Pearson Strong Professor of Infectious Diseases-Harvard University
 ● Ms Joy Phumaphi, Executive Secretary of ALMA
 ● Peter Sands, Executive Director of Global Fund

Target Malaria’s Symposium on 'The role of African scientists and communities in the development of genetic technologies for malaria vector control' and chaired by Joy Phumaphi (RBM’s Board Chair).

Purpose: Highlight activities that are taking place in Africa towards developing and evaluating genetic technologies for malaria vector control, and towards building capacity for their eventual implementation. The speakers will mainly focus on innovative gene drive projects.

THURSDAY 25

World Malaria Day activities coordinated by Rwanda’s National Malaria Control Program.
ACTIVATIONS

Activations will take place via our partners around the world.

In person we will come together in Rwanda, at the Global Fund board meeting and in activities held in endemic countries.

Please input your activities here in this spreadsheet. Below are just a snapshot of the campaigns and activities happening around the world:

- Zero Malaria: Thematic video
- Global Fund – social media campaign and a focus on Cameroon
- Gavi – Humanly Possible Campaign
- Goodbye Malaria – mobile test and treat in South Africa
- Chestrad – Change the Narrative, community engagement in Nigeria
- Impact Sante Afrique – CS4ME Forum
- UNF/United to Beat Malaria – WMD reception, Capitol Hill

RBM PARTNERSHIP

#ENDMALARIA
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