

Zero Malaria Starts With Me campaign

David Mulabi, Uganda Advocacy Officer, Speak Up Africa

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Partners Annual Meeting

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SpeakUpAfrica.

Agenda

1. Zero Malaria Starts with Me : catalyzing a movement
2. The pillars of the campaign and examples emerging areas of work
3. Special focus on The Zero Malaria Business Leadership Initiative



ZERO MALARIA! JE M'ENGAGE

Zero Malaria Starts with Me (ZMSWM): Catalysing a Movement

Philosophy: we all have a role to play in our different spheres

First launched in Senegal on World Malaria Day 2014, this nationwide citizen movement for malaria elimination is part of an inclusive advocacy strategy to make elimination a political priority and ensure national commitment.



The campaign becomes
Pan-African...

During the 31st African Union Summit in July 2018 and in support of the African Union goal to end malaria by 2030, African Union Heads of States and Governments endorsed the Zero Malaria Starts with Me campaign.

By endorsing the campaign, African Union leaders provided a strong signal that malaria elimination is a national, regional, and continental priority!

President Paul Kagame of Rwanda, Former Chair of the African Union during the launch of the continent-wide movement on July 2018

... and ignites across Africa



To date, 27 AU member states have launched the Zero Malaria Starts with Me campaign at the national level.



Zero Malaria Starts with Me campaign is coordinated by RBM Partnership and AU Commission.



The campaign pillars

1

Political Engagement



- High-level of engagement of political leaders (e.g through ALMA).
- Establishment of Parliamentary groups (e.g Uganda Parliamentary Forum on Malaria, Ghana's Parliamentary Caucus on Malaria)
- Engagement of Mayors / local authorities

2

Private Sector Engagement



- Establishment of End Malaria Funds & Councils (in Uganda: Malaria-Free Uganda)
- Zero Malaria Business Leadership Initiative

3

Community Engagement



- Strengthening of civil society and media's role in the fight against malaria (e.g CS4ME)

National Advocacy: Aligning advocacy objectives and strategies

- Speak Up Africa has recently supported **Senegal, Benin and Burkina Faso** NMCPs to develop National Advocacy Plans (aligned to National Strategic Plans) through a participative, inclusive and multi-sectoral approach.
- They serve to give teeth to the ZMSWM campaign at a national level, with collectively agreed, ambitious objectives and concrete strategies, structured around the campaign's pillars.
- Ensures alignment of action, formal "legitimacy", as well as a potent advocacy tool in of itself.
- However, formal adoption can be lengthy bureaucratic process.

Launch of Zero Malaria Starts with Me and Zero Malaria Business Leadership Initiative (Nov 2020)

Development of a National Advocacy Plan

Engagement of Champions (e.g) Hon Ake Natondé

Audience with the parliamentary budget oversight committee

Orientation of parliamentarians on NMCP strategies and budget gaps

Multi-sectoral advocacy event with political leaders, civil society, private sector, hosted by the Vice-President of Benin

Announcement of an increase in 140% of the national budget for malaria (from an average of \$1.7 per year from 2018-2022 to \$4.1 for 2023).



Benin Case Study (2020-2022)

Strengthened civil society and media to support advocacy

- The CS4ME secretariat hosted by Impact Santé Afrique coordinates civil society advocacy action at the regional level (CS4ME now has around 600 members).
- Impact Santé Afrique supported CSOs to more effectively engage with the Global Fund processes this year.
- Speak Up Africa provides technical and financial support to CSOs to contribute to the implementation of national advocacy plans in Benin, Burkina Faso and Senegal.
- Speak Up Africa builds the capacity of journalists through the *Lines of Impact* initiative, who contribute to effective reporting on malaria issues as well as undertaking broader efforts to engage national media.
- Speak Up Africa also supported Ghana and Sierra Leone in establishing national malaria media coalitions in 2020 as part of the ZMSWM campaign.

*** A strong civil society and national media is absolutely crucial for maintaining political commitment to malaria control and elimination! ***

Special focus on Enhancing Private Sector Engagement



**BUSINESS
LEADERSHIP
INITIATIVE**

Led by Ecobank Group and Speak Up Africa and in collaboration with RBM, *Zero Malaria Business Leadership Initiative* supports the second pillar - private sector engagement - of the ZMSWM campaign.

Aims to stimulate private sector engagement in fight against malaria.

Phase 1 : 2020-2023

Intervention Countries



**BUSINESS
LEADERSHIP
INITIATIVE**



Senegal



Benin



Ghana



Uganda



Burkina Faso

ZMBLI project implementation framework



BUSINESS LEADERSHIP INITIATIVE

- Works under the End Malaria Councils/Funds
- Partnership framework normally includes Ecobank, Speak Up Africa, End Malaria Councils and NMCPs
- Under overall strategic guidance by the NMCPs
- Builds on local Ecobank clientbase to engage private sector companies
- Funds collected used to address to MoH malaria elimination strategic plan priorities

Summary of Results



**BUSINESS
LEADERSHIP
INITIATIVE**



Over \$1.62 million USD
mobilized in financial and
in-kind contributions



57 companies engaged



11 champions engaged



THANK YOU !!