

## World Malaria Day, 25 April 2019, Messages and Talking Points

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This document sets out key messages and talking points to be used consistently across all materials promoting World Malaria Day 2019:

### **Overview messaging**

World Malaria Day is an opportunity to highlight progress and commitments in the global fight to end malaria. Since 2000, global efforts have saved 7 million lives from malaria and prevented more than 1 billion cases.

Today, more countries than ever before are closer to elimination; yet for 2 years now, new malaria cases are on the rise in the highest burden countries.

We can achieve zero malaria within our lifetime. Join us and global partners this World Malaria Day by declaring “Zero Malaria Starts with Me” and committing to step up the fight to end this deadly disease.

**2019 is a crucial year of action in the fight against malaria. This World Malaria Day, we are calling for:**

**1) Global leaders to follow through on their commitments to end malaria:**

This World Malaria Day we urge leaders across the globe to prioritize funding and programs that will save more lives, continue to reduce the malaria burden, build stronger health systems, and reignite the pace of progress against the disease.

**2) All countries to step up the fight against malaria and invest in saving millions from malaria:**

This year, malaria-affected and malaria-free countries must increase their commitment to pledge at least US\$14 billion in funding to the Global Fund to Fight AIDs, Tuberculosis and Malaria. As the leading funder of global malaria prevention and treatment programs, fully meeting the Global Fund's funding needs will be critical to saving an additional 16 million lives and putting the world on track to ending all three preventable diseases.

**3) Communities to take ownership in the malaria fight and declare ‘Zero Malaria Starts with Me’:**

The theme of this year's World Malaria Day, Zero Malaria Starts with Me, reminds citizens everywhere, and particularly in malaria burdened countries, that they not only have personal responsibility in protecting their families, communities and countries from this preventable disease, but also the power to hold leaders accountable for meeting their commitments to end the disease.

### **Background and Talking Points**

#### **About World Malaria Day 2019**

- World Malaria Day, observed worldwide on 25 April, highlights the global commitment to control, prevent and end malaria, celebrating the significant gains made to-date against the preventable disease.

- The global theme for this year's World Malaria Day, 'Zero Malaria Starts with Me', reminds people across the world that they have the power and personal responsibility to take actions that will protect their families and communities from malaria, and help communities and economies thrive by ending the deadly disease.
- This World Malaria Day we are engaging global leaders, civil society, the private sector, academic institutions, and the general public in stepping up the fight against malaria.
- The 2019 official World Malaria Day event will be held in Paris, with government leaders, civil society, and the public participating in events organized in partnership with the City of Paris and the French Government.
- This year we are highlighting the commitment Francophone countries are making to reduce the malaria burden, as well as urging more global action to meet the \$14 billion target for the Global Fund Replenishment taking place later this year in France.
- Further events across the globe are taking place across African countries, as well as in Bangkok. In London, partners will mark a year since Commonwealth leaders made a commitment to halve malaria cases and deaths by the year 2023.

### **Celebrating progress**

- Since 2000, global efforts have saved 7 million lives from malaria and prevented more than 1 billion malaria cases.
- This World Malaria Day, we'll celebrate the recent gains that have been made, with more countries closer to elimination than ever before, 46 countries in 2017 compared to 37 in 2010.
- Last year Paraguay and Uzbekistan were certified malaria-free and this year, Algeria and Argentina have requested official malaria-free certification from WHO. China and El Salvador are also close to elimination, with zero cases of malaria recorded for the first time in 2017, with several more countries worldwide on track to get to zero malaria by 2020.
- Between 2016 and 2017, India, Rwanda, Ethiopia and Pakistan, all made progress in the fight against malaria. India, among the highest malaria burden countries, made significant progress with an impressive 24% reduction in cases in 2017 compared to 2016. Asia Pacific also marked progress against the disease, with a 43% decline in malaria cases in the Greater Mekong Subregion since 2014.

### **The world needs to step up the fight**

- After almost two decades of rapid decline in the global malaria burden, malaria cases have been on the rise in high burden countries. The World Malaria Report 2018 found that among the 10 highest burden African countries, there were 3.5 million more cases in 2017 over the previous year.



- The Global Fund seeks to raise at least US\$14 billion to step up the fight against AIDS, Tuberculosis and Malaria at its sixth Replenishment Conference this October. A fully funded Global Fund is expected to help save 16 million lives, reduce the mortality rate for the three diseases by half and prevent 234 million new infections among the three diseases by 2023.
- The Global Fund is the leading international source of global malaria funding, accounting for almost 60% of funds available to target the disease and 44% of all resources for malaria prevention and treatment—its importance cannot be overestimated.
- In 2017, the Global Fund helped distribute 197 million mosquito nets, test 213 million suspected malaria cases and treat 108 million malaria cases in countries burdened by the disease. Programmes also support elimination and the threat of resistance.
- A fully funded Global Fund will accelerate progress toward SDG 3 and Universal Health Coverage, by investing US\$4 billion to build diagnostic tools, surveillance systems, supply chain management and training for health care workers. These systems are essential for achieving the SDG targets for malaria and will have far reaching impact for other health issues as well.

### **Country Action**

- Through a new “High Burden to High Impact” country-led approach, catalyzed by the RBM Partnership to End Malaria and the World Health Organization, malaria-affected countries and partners are reigniting the pace of progress in the malaria fight. This includes focusing on four key response elements: political will, strategic data to drive impact, better guidance and a coordinated response.
- In April 2018, 53 leaders of the Commonwealth committed to halve malaria cases and deaths in the Commonwealth by 2023.
- In 2018, the African Union, in partnership with the RBM Partnership to End Malaria, launched ‘Zero Malaria Starts with Me’ across Africa, with African leaders pledging to do more to protect their citizens from malaria. Already, Mozambique, Senegal, Uganda, Niger and Zambia have joined the Zero Malaria movement and even more African countries will launch nationwide campaigns as part of this pivotal global moment.
- This year, a new coalition of civil society organisations – Civil Society for Malaria Elimination (CS4ME) – is being launched to empower communities and civil society to join together to advocate for more effective, sustainable and people-centred, malaria programmes. The new organisation aims to encourage grassroots movements on malaria and ensure that decision-making is inclusive for those communities most affected by malaria.

### **Continuous Innovation**

- Investing in innovations – in vector control, data, development of vaccines, diagnostics, and medicines, and minimizing insecticide and drug resistance – is critical for accelerating progress toward ending malaria.

- Today, new tools such as innovative antimalarials, vaccines including the forthcoming rollout of RTS,S, genetically engineered mosquitos, new methods for vector control, interventions to minimize insecticide and drug resistance, and better use of data to improve targeting of resources have great potential to accelerate progress toward ending malaria.
- Continued progress toward ending malaria requires greater investment in innovation and ensuring access to these innovations by affected populations. These investments have the potential to accelerate progress against the disease and mitigate the risk posed by drug and insecticide resistance.
- There is no silver bullet – ending malaria will take innovation from every direction, from strategic information and prevention to diagnosis and treatment.

### **Malaria and Francophone countries**

- Francophone countries, where 300 million people<sup>1</sup> are at risk of malaria, will be holding events to officially mark the day and their renewed commitment to ending the disease and saving more lives
- Half of the 10 highest malaria burdened countries in Africa are Francophone countries; Burkina Faso, Cameroon, DRC, Mali and Niger. Together, they account for one-quarter (25%) of the global malaria burden.
- Eight countries of the Sahel have joined forces through the Sahel Malaria Elimination Initiative which aims to end the disease in the region by 2030. Sahel countries also introduced Seasonal Malaria Chemoprevention, which helped to significantly reduce mortality among children under five.
- Domestic financing for malaria in francophone countries supported by the Global Fund has increased by 75% in 2018-2020 compared to 2012-2014. However, significant gaps still remain.

On the occasion of World Malaria Day 2019, Francophone Mayors signed a declaration “Zero Malaria Starts with Me”, committing to integrate malaria in urban development strategies in support of global efforts towards a malaria-free world.

### **Halving Malaria in Commonwealth Countries by 2023**

- This April marks the first anniversary of the Commonwealth Heads of Government commitment to halve the number of malaria cases and deaths in Commonwealth countries by 2023.
- Commonwealth countries must continue their work to achieve this ambitious goal and be supported and held accountable to follow through with this commitment.

### **Call to Action – Audience specific messaging**

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<sup>1</sup> <https://www.francophonie.org/-Qu-est-ce-que-la-Francophonie-72-.html>



For policymakers and influencers in donor countries:

- This World Malaria Day, call on leaders to step up the fight to end malaria by following through on their commitments and investing the resources the Global Fund needs to save millions more.
- We can achieve zero malaria within our lifetime. Join us and global partners this World Malaria Day by declaring “Zero Malaria Starts with Me”.

For Commonwealth malaria-affected countries:

- This World Malaria Day, ask Commonwealth leaders to help end malaria by meeting their commitment to halve malaria by 2023 and investing the resources the Global Fund needs to save millions more.
- Speak up and add your voice to the world's 1<sup>st</sup> Voice Petition and telling leaders the malaria must die, so millions can live. Go to <https://petition.malariamustdie.com/>

For Francophone malaria-affected countries:

- This World Malaria Day ask leaders to step up the fight to end malaria, a disease that puts more than 300 million francophone citizens at risk.
- Five out of 11 countries in the world most affected by malaria are francophone. This World Malaria Day, join us in declaring “Zéro Palu! Je m'engage”
- This World Malaria Day, call on leaders to step up the fight to end malaria by following through on their commitments and investing the resources the Global Fund needs to save millions more.

For malaria-affected countries:

- Ending malaria starts with all of us. To show your support, declare: “Zero Malaria Starts with Me” / “Zero Palu! Je M'Engage” this World Malaria Day.
- This World Malaria Day, call on leaders to step up the fight to end malaria by following through on their commitments and investing the resources the Global Fund needs to save millions more.