

ZERO MALARIA STARTS WITH ME

Join our campaign and say #CountMeIn for #ZeroMalaria this #WorldMosquitoDay

World Mosquito Day is an awareness day held each year on 20th August to celebrate Ronald Ross' discovery of the mosquito's role in the transmission of malaria.

Since 2000, the global partnership to fight malaria has saved over 10.6 million lives from the disease. In recent years, progress has stalled and, in 2020, deaths from malaria increased for the first time in over a decade to reach over 600,000, mostly among African children under five.

This year, World Mosquito Day provides an opportunity to call for action and investment from global leaders ahead of the upcoming Seventh Global Fund Replenishment Conference. In New York this September, leaders must come together to fund the target of at least US\$18 billion to harness innovation to save 20 million more lives from HIV/AIDS, malaria and tuberculosis.

WE NEED YOUR HELP!

As a key member of the global scientific community, your voice can make a big impact. We are asking you to join the call for action this World Mosquito Day. **We would like you to use your social media profile to back the #ZeroMalariaStartsWithMe and #CountMeIn campaigns.**

HELP US SHOW WHY THE GLOBAL FUND MATTERS TO YOU:

1. Post one of these [images](#), along with the following message on your social media profile on the 19th or 20th August aligning to World Mosquito Day. We encourage you to tailor this message to highlight your own contributions to the malaria response, where relevant:

This #WorldMosquitoDay, I'm joining my fellow scientists around the world to say #CountMeIn for a #ZeroMalaria world.

Sign the petition to call on global leaders to invest at least \$18bn in the @globalfund to save 20 million lives from HIV, TB and malaria: [FightForWhatCounts.org](https://www.fightforwhatcounts.org)

2. Visit the [Global Fund's](#) new campaign website from 18th August, add your name or organization to the petition and click 'Count me in'.
3. Help highlight the need for further funding by showcasing your own malaria research on social media in the lead up and on World Mosquito Day.



www.endmalaria.org



info@endmalaria.org



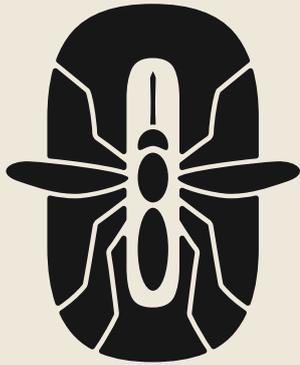
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About the RBM Partnership to End Malaria

The RBM Partnership to End Malaria is the global platform for coordinated action against malaria. It mobilizes for action and resources and forges consensus among partners. The RBM Partnership is composed of more than 500 partners committed to end malaria, including malaria endemic countries, their bilateral and multilateral development partners, the private sector, nongovernmental and community-based organizations, foundations, and research and academic institutions.

Our vision is a world free from the burden of malaria. Our mission is to support malaria-affected countries and galvanize global action across all sectors to end malaria for good. With renewed focus and commitment, we can be the generation to end one of the oldest and deadliest diseases in human history.

About Zero Malaria Starts with Me

The continent-wide Zero Malaria Starts with Me campaign was endorsed by African Union leaders at its 31st Summit in July 2018 in support of the AU goal to end malaria by 2030. The campaign, co-led by the African Union and RBM Partnership to End Malaria, aims to spark a grassroots movement by engaging political leaders at all levels, mobilizing resources and funding, and empowering communities to take ownership of malaria efforts and hold leaders accountable in the fight against malaria. To date, over 25 countries have adopted the campaign at the national level.

The Zero Malaria Starts with Me movement directly supports the African Union Commission's African Leadership Meeting (ALM) Investing in Health objectives, by increasing domestic resources for health and reorienting health systems in Africa.

About Count Me In

The Global Fund is a partnership to defeat HIV, tuberculosis and malaria and ensure a healthier, safer, more equitable future for all. Since 2002, the Global Fund has raised and invested more than US\$54 billion to fight the deadliest infectious diseases, challenge the inequity which fuels them, and strengthen health systems in more than 100 of the hardest hit countries.

Ahead of its Seventh Replenishment, The Global Fund is calling on the world to Fight For What Counts and invest at least US\$18 billion to save 20 million more lives. The Global Fund is asking people to rally around this crucial moment in time by adding their name to the 'Count Me In' petition.



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