



# CAMA

The Corporate Alliance on Malaria in Africa

## GBCHEALTH CAMA PRIVATE SECTOR ENGAGEMENT STRATEGY

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# BACKGROUND

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For over 15 years, the Corporate Alliance on Malaria in Africa (CAMA) - an initiative created & driven by GBCHealth in collaboration with Marathon Oil - has mobilized business action on malaria.

CAMA is a diverse coalition of private sector companies committed to improving health across the continent. We believe that global and national businesses have a significant part to play in the fight against malaria - our role is to bring those businesses together to amplify their intellectual, practical and financial resources so that together, we can end malaria, keeping teams, suppliers, customers and communities safe.

# ALLIANCE MEMBERS

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Aliko Dangote  
Foundation



ExxonMobil



VESTERGAARD   
IMPACTING PEOPLE

# CAMA AND PRIVATE SECTOR ENGAGEMENT

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Private Sector Engagement is a strategic approach which CAMA uses to collaborate, consult, implement and strategize with the private sector for greater impact, sustainability, and effectiveness to malaria programs and better health outcomes at the workplace and communities.

## OPERATIONAL PRINCIPLES OF PRIVATE SECTOR ENGAGEMENT

- Map out and engage early and often
- Incentivise and value PSE throughout planning and programming
- Expand the use of our approaches and tools that can unlock the potential of the private sector
- Build and act on the evidence of what works, and what does not. Work with partners to establish metrics that measure, value, and deliver increased sustainability and deeper impact
- Show private-sector shareholders a return on their investment by sharing program data and results

# HOW WE WORK

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## CONVENE

We convene country-level dialogues between key cross sector stakeholders to explore issues related to malaria interventions on a granular, local and deliverable scale



## CURATE

We draw together reports and best practice examples from both our own activity and also from the wider private sector/health community, providing summaries and insights



## CONNECT

We create multi-sector partnership between businesses, government, multilateral organizations, and communities, each contributing their expertise and resources



## CATALYZE

We build on the resources, innovation, management, logistics & marketing/branding expertise of the private sector to increase the scale and impact of malaria control



## CHALLENGE

We create opportunities for companies to come together in partnership to shape and challenge policies at a national level, influencing global decision makers

# SUCCESSSES ON VECTOR CONTROL

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- Advisory support to companies for the development and expansion of initiatives
  - CAMA's work with AngloGold Ashanti laid the foundation for the company to become the first private sector principal recipient of US\$138 million Global Fund grant for IRS programming in Ghana
  - Aliko Dangote Foundation: In partnership with NMEP & CAMA a comprehensive strategy to increase the impact of private sector support of malaria control and elimination in Nigeria. Mobilized and distributed 8,000 LLINs and treated over 45,000 with full courses of antimalarial medicines
  - ExxonMobil Corporation: In collaboration with CAMA, ExxonMobil developed a corporate workplace program offering free malaria services. In the course of time, 14.4 million LLINs have been delivered through this program
  - Access bank Plc Malaria to Zero Initiative: The Private Sector Health Alliance & Access bank Plc in collaboration with CAMA launched this initiative, mobilized and distributed 30,000 LLINs and reaching 273,000 people with malaria information

# SUCCESSSES ON VECTOR CONTROL

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- Industry or issue specific dialogues conducted - collaboration with the Global Fund's PSC on a bednet industry dialogue led to an agreement among manufacturers to address bottlenecks to rapid procurement and delivery of LLINs
- Trainings and workshops in several countries in Africa - the Partnership with USAID/PMI and RTI International on Entomological Training in Angola and Democratic Republic of Congo (DRC) which targeted health workers to improve vector control operations received national and international recognition as example of successful PPP. This workshop also led to the creation of Angola's first insectary
- Established relationship with the NMEP/ NMCP (the coordinating body for all malaria interventions in-country) in some African countries; provided feedback into national and regional strategic plans, policies and dialogues for malaria control and elimination from the perspective of a unified private sector hub

# CURRENT ACTIVITIES ON VECTOR CONTROL

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- Engagement with the National Malaria Elimination Programme (NMEP) to improve and expand IRS implementation in Nigeria
- Ongoing dialogues with companies on malaria and vector control interventions - we are currently finalizing a partnership with Innovative Vector Control Consortium (IVCC), and speaking with other companies to contribute towards the expansion of IRS in Ghana
- End Malaria Project: A 3-year initiative led by CAMA, the EMP will catalyze private sector resources and capabilities to increase awareness and support malaria elimination efforts saving at least 50,000 lives by 2023
- CAMA Online Library: CAMA in collaboration with private sector partners will develop and launch an online, multi-media library of curated high-quality resources on malaria including vector control that can be used for workplace and community programs across Africa.
- Possible collaboration with Aliko Dangote foundation, and Chevron Nigeria on vector control interventions in some states in Nigeria

# PARTNERSHIP

- **CHALLENGES TO MALARIA VECTOR CONTROL HAVE GROWN IN RECENT YEARS, THREATENING GLOBAL GOALS TO SIGNIFICANTLY SUBDUCE MALARIA BY 2030**
- **SERVICE DISRUPTIONS DUE TO COVID-19, INSECTICIDE RESISTANCE AND MOSQUITOS' BEHAVIORAL ADAPTATIONS ARE JUST SOME OF THE CHALLENGES LIMITING THE EFFECTIVENESS OF VECTOR CONTROL AND THREATENING DECADES OF PROGRESS. THESE CHALLENGES CAN ONLY BE OVERCOME THROUGH REINVIGORATED ACTION AND MULTISECTORAL COLLABORATION**
- **THE NEXT FEW YEARS PRESENT A CLEAR CALL TO ACTION FOR BUSINESSES TO WORK TOWARDS A RAPID ACCELERATION OF PROGRESS TOWARDS MOSQUITO CONTROL. THIS WILL REQUIRE BOLD PARTNERSHIPS, SMART USE OF BOTH TRUSTED AND EMERGING TOOLS, AND THE COLLECTIVE WILL TO ADDRESS UNDERLYING SYSTEMIC CHALLENGES.**

**THANK YOU!**



**CAMA**

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