

Zero Malaria Starts with Me



Introduction



The Zero Malaria Starts with Me campaign

A continent-wide campaign for a malaria-free Africa

Co-led by the African Union Commission and the RBM Partnership to End Malaria, the campaign will support grassroots, national, and regional movements in their fight against malaria.

The Zero Malaria Starts with Me campaign

Building an inclusive coalition to fight malaria

The Zero Malaria Starts with Me campaign provides a platform for engaging a broad range of partners to support the malaria fight, including individuals, families, communities, religious leaders, the private sector, political leaders, and other groups.

The Zero Malaria Starts with Me campaign

Campaign objectives

- Keep malaria high on the political agenda
- Raise funds to support malaria work
- Engage everyone, from heads of state to community members

The Zero Malaria Starts with Me campaign

Campaign approach

- Strategic support for national, grassroots, or regional campaigns
- Build a platform for sharing best practices and experience

1

Political Engagement



Engages governments, politicians, and influential members of society.

2

Private Sector *Engagement*



Builds long-term relationships with the private companies working in malaria-endemic countries.

3

Community *Engagement*



Support community participation and ownership of the malaria fight,

What is advocacy?



Malaria advocacy

What is the goal of malaria advocacy?

What evidence is needed to inform advocacy?

Who should malaria advocates seek to influence?

How can malaria advocates influence their targets?

What actions can be taken to support malaria goals?

*“Advocacy is the deliberate process, based on demonstrated evidence, to directly and indirectly influence **decision makers, stakeholders and relevant audiences** to support and implement actions.”*

How can advocacy contribute to the malaria fight?

Building multisectoral partnerships: Everyone (communities, companies, social leaders, NGOs, and governments) has an interest in eliminating malaria, yet they may not know how best to work together.

Political support and visibility: When malaria programmes have strong political backing, they are more likely to be well funded and well supported by public institutions.

Enabling legal framework: Advocacy can encourage the adoption of laws and policies to support the malaria fight.

Funding malaria interventions: Advocacy can encourage increases in public spending, private sector investment, and external funding for national malaria programmes.

Engaged communities: Success depends on the participation in and support for malaria programmes among the communities most affected by the disease.

A three-sector advocacy model for malaria engagement

Political leaders	Private sector	Communities
<ul style="list-style-type: none">○ Prioritising malaria in decision-making○ Support public spending on malaria interventions○ Adopt policies conducive to the malaria fight○ Coordinate efforts with neighbouring countries	<ul style="list-style-type: none">○ Integrate malaria prevention and care into workplace policies and use campaigns to raise awareness among employees to take steps to protect themselves their families and colleagues○ Provide employees with life-saving malaria prevention and treatment tools, e.g., LLINs/ mosquito nets○ Coordinate malaria education and distribution of malaria prevention and treatment tools with the national programme○ Contribute funding for malaria education campaigns and access to malaria prevention and treatment	<ul style="list-style-type: none">○ Take action to avoid getting malaria and seek appropriate treatment○ Share malaria prevention and care information with neighbours and colleagues○ Advocate for more attention and funding to end malaria's impact on your community and country

Actions to fight malaria

Campaign background



31st African Union Summit



Photo: CGTN

“It will take significant resources to achieve malaria elimination. As international funding is declining, now, more than ever, we must boost our domestic resources from both the public and private sectors.”

His Majesty King Mswati III of eSwatini and current Chairperson of the African Leaders Malaria Alliance



A platform for action at every level

The campaign provides a platform for countries to take locally-appropriate action in support of:

- **National goals:** Each malaria-endemic country has unique goals and approaches.
- **Sub-regional goals:** Many countries are members of sub-regional networks such as Elimination 8 and the Sahel Malaria Elimination Initiative (SaME)
- **African Union (AU) goals,** as expressed in the AU Catalytic Framework to End AIDS, TB and Eliminate Malaria in Africa by 2030
- **Global goals,** as expressed in the World Health Organization's (WHO) Global Technical Strategy for Malaria 2016–2030

The African Union's roadmap for malaria elimination

The Catalytic Framework to end AIDS, TB and Eliminate Malaria in Africa by 2030

Guiding principles:

- Country ownership and leadership with optimal financial and political commitment as the minimum requirements for accelerating to and sustaining a malaria free future;
- Equity in access to health services, especially for the most vulnerable and hard-to-reach populations; and
- Operationalization of malaria elimination at district level guided by robust malaria surveillance and response system.





SUSTAINABLE DEVELOPMENT GOALS



Malaria is intrinsically linked to most of the Sustainable Development Goals (SDGs), and are central to SDG 3: *Ensure healthy lives and promote well-being for all at all ages*

Target 3.3: “By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.”

Building on national and pan- African health campaigns



Senegal: Zéro Palu! Je m'engage



Marche Journée Mondiale contre le Paludisme 2012

Senegal: Zéro Palu! Je m'engage

Launched in 2014, Senegal's National Malaria Control Program (NMCP) and partners developed a cross-cutting national campaign to create malaria-free communities across the country.

Centered on empowering Community Champions to raise awareness about malaria prevention and care locally, the campaign also engaged political figures at every level and built partnerships with local companies, including the WARI money transfer firm and the Senegalese Sugar Company.



Marche Journée Mondiale contre le Paludisme 2012

Achievements in Senegal

- **134** Pledges of commitment signed by national and international figures, including 53 mayors of Senegalese cities, Admiral Tim Ziemer, and the Prime Minister of Senegal, Muhammad Boun Abdallah Dionne.
- A travelling photo exhibition highlighting the importance of individual commitment to the malaria fight was shown over 20 times in Senegal.
- **14** private sector firms committed to support the NMCP to end malaria for good in Senegal.
- Production of the television and web series “The Champion of Bonaba”, featuring 10 episodes about a community champion determined to eliminate malaria in his village. The series aired on one of Senegal’s networks (RTS) as well as online, gaining more than **465 000** views.
- Community champions were trained in Pikine, a suburb of the capital, Dakar. In six months, these champions sensitized approximately **8310** people through **3840** visits to local homes and schools.



“I call upon all Heads of State and leaders to intensify their commitment to put an end to malaria, which is both a financial burden and an obstacle to our fight against poverty”.

Macky Sall, President of Senegal, receiving the 2018 ALMA Award

Mauritania: Zero palu ! Je m'engage



Mozambique: Zero malaria! Começa comigo



Niger: Zéro palu ! Le Niger s'engage



Zero Malaria Starts with Me: Campaign approach

- I. Strategic support for country-led resource mobilisation and advocacy through RBM CRSPC
 - SO1: Keep malaria high on the political and development agenda to ensure continued commitment and investment to achieve GTS and AIM milestones and targets
 - Technical assistance and limited financial assistance possible
- II. Platform for sharing best practices and experience
 - Zero Malaria Toolkit: <http://zeromalaria.africa>



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Join the campaign



<http://zeromalaria.africa>

Join the movement for a malaria-free Africa!

Zero Malaria Starts with Me is a continent-wide campaign to eliminate malaria. The campaign will spark grassroots movements in which all stakeholders—political leaders, the private sector, communities, and other members of society—commit to the fight against malaria.

Zero malaria starts with me toolkit

- All tools
- Agenda setting
- Planning & consultation
- Private-sector engagement
- Political engagement
- Community engagement
- Making the campaign visible
- Monitoring & evaluation

Tools to build momentum toward Zero Malaria

The RBM Partnership to End Malaria and the African Union Commission developed this toolkit to spread the Zero Malaria movement to new countries. The resources found here can support all interested actors with malaria campaign planning, mobilizing support, boosting visibility, implementing community-based interventions, and monitoring and evaluation (M&E).

Building coalitions for impact

Whether users are starting from scratch or want to complement existing work, the Zero Malaria Toolkit can help African countries build a coalition for malaria elimination. When political actors, the private-sector, and the communities affected by malaria are united, a malaria-free Africa will be within reach!





Political Engagement Tools

Leadership in the fight against malaria

When Presidents, Ministers, Parliamentarians and Deputies personally commit to Zero Malaria, they ensure that health programs have the resources and policies they need to make a malaria-free Africa possible.



Learning objectives

By the end of this module, you will:

- Understand how political engagement can support anti-malaria efforts
- Understand common political engagement approaches
- Know how to lead an effective workshop with political stakeholders
- Know how to use the Zero Malaria Starts with Me Pledge to build commitment

Downloadable Tools

Full module download

- English PDF 325 KB
- Français PDF 294 KB
- Portugues PDF 308 KB
- Arabic PDF 457 KB

Tool downloads

Zero Malaria Starts with Me Banner
English PDF 3 MB

Invitation Template
English DOCX 1 MB
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The Role of Political Support for Malaria Elimination
English PDF 1,002 KB
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Political Engagement Approaches Guide
English PDF 1 MB
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Workshop with Political Stakeholders Guide
English PDF 1 MB
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Using the Zero Malaria Starts with Me Pledge
English PDF 796 KB
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Letterhead Template
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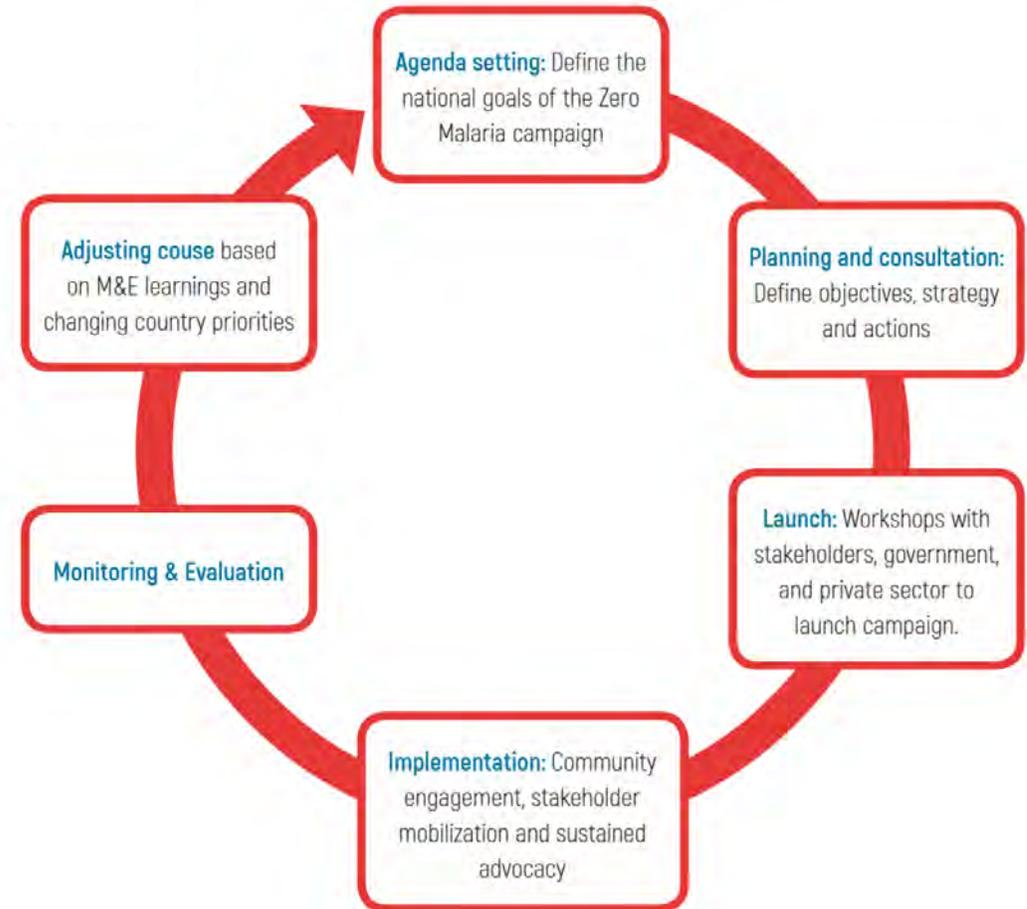
Factsheet Template
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Zero Malaria Starts with Me Logo
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Arabic PDF 957 KB

Zero Malaria Starts with Me Pledge
English DOCX 452 KB
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Arabic DOCX 125 KB

Organization of the toolkit

- Agenda setting
- Planning and consultation
- Political engagement
- Private sector engagement
- Community engagement
- Making the campaign visible
- Monitoring and evaluation



Questions?

Thank you!
Merci !
Obrigada!

Project management tools available through the ZMSWM toolkit

- **Research planning matrix:** how to gather an evidence base to target advocacy
- **Stakeholder analysis tool:** identify potential influencers.
- **Setting SMART objectives guide:** Set campaign objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound
- **Action plan:** build an action plan appropriate for your campaign to organize work
- **Risk mapping tool:** Identify risks to your campaign objectives
- **Monitoring and evaluation guide:** Track progress and evaluate your campaign's success using clear criteria.
- **Media engagement guide:** Create stories that will spark national conversations