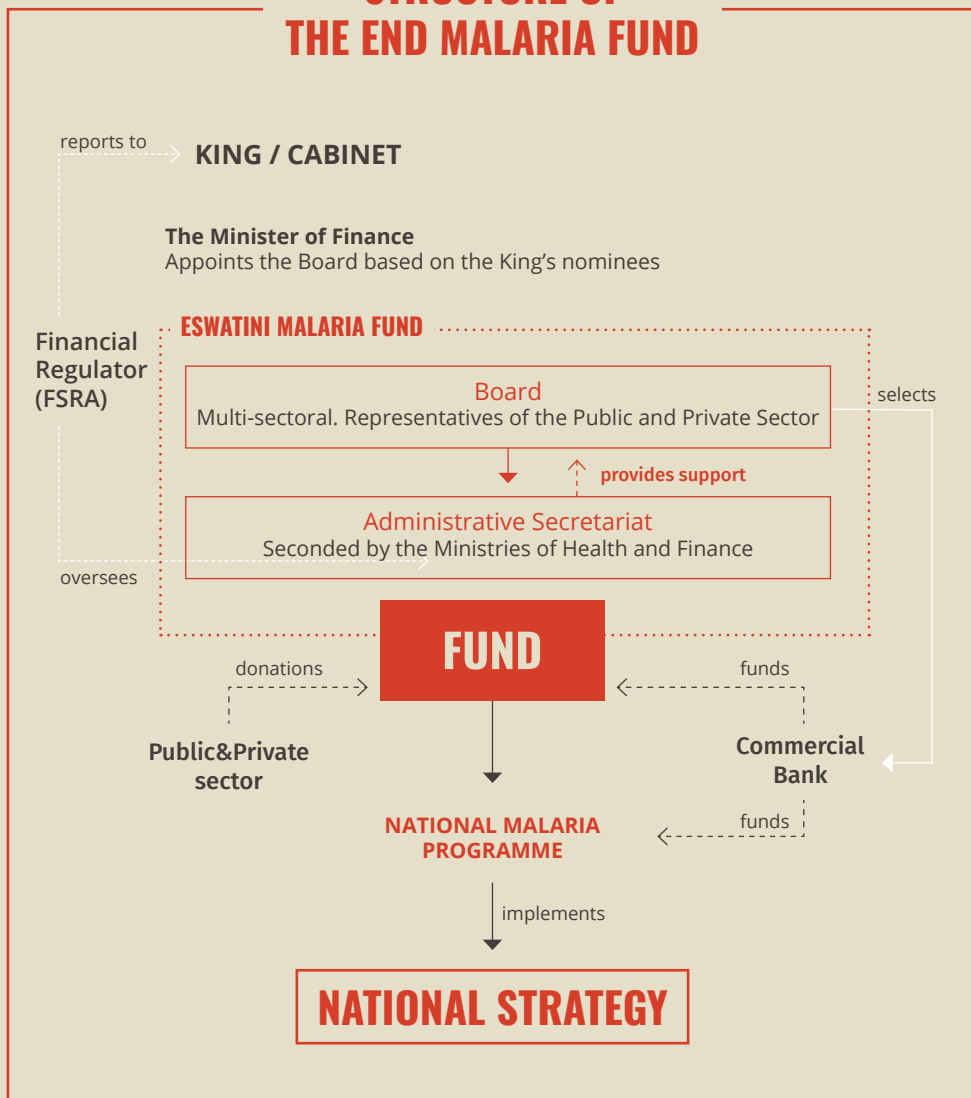


STRUCTURE OF THE END MALARIA FUND

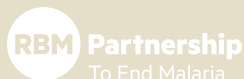


ESWATINI



OVERVIEW

Zero Malaria Starts with Me was launched in Eswatini in May 2019. Led by His Majesty King Mswati III, and the National Malaria Programme (NMP), the country has achieved commendable progress in driving action and accountability from senior government, private sector and civil society leaders, as well as increased funding and engagement from local communities to take ownership over the fight the end malaria. According to the latest WHO World Malaria Report, Eswatini recorded 268 cases and zero deaths from malaria in 2018 and is now classified as ready for malaria elimination.





SPOTLIGHT: END MALARIA FUND

With Eswatini on the verge of malaria elimination, His Majesty King Mswati III launched the first-ever national End Malaria Fund in May 2019 to close the US\$5.5 million funding gap and achieve the country's vision of eliminating local transmission of malaria by the end of 2022. The End Malaria Fund resulted from a whole-of-government commitment with sectors outside of health actively involved in its design and implementation. The Fund raised US\$600,000 during the launch event with seed funding from King

Mswati III and significant contributions from the government, private sector, global community and individuals. By existing outside the public sector, the End Malaria Fund provides a novel approach to raise money directly for the National Malaria Programme through private sector investment. The launch of the End Malaria Fund was broadcast live on national TV and included a Zero Malaria song produced by local musicians that played on the radio.

STRATEGIC APPROACHES TO DRIVE ACTION AND ACCOUNTABILITY, INCREASED FUNDING, AND COMMUNITY ENGAGEMENT AROUND ZERO MALARIA STARTS WITH ME

- To secure sustainable, government-wide commitment to Zero Malaria, Deputy Prime Minister, Themba Masuku, engaged staff from the ministries of health, finance, foreign affairs, and information and communications technology in the planning and creation of the End Malaria Fund.
- The End Malaria Fund is managed by a Board of Directors from government, businesses and traditional leaders increasing transparency and accountability into how the Fund is managed.
- Business leaders, musicians, media and local communities have adopted ending malaria as a national priority. For example, the supermarket chain Pick and Pay is providing advertising space in all stores across the country for the National Malaria Programme to display posters and information about ways to keep families safe from malaria.
- The National Malaria Programme and End Malaria Fund led the annual Mozambique, South Africa and Eswatini intercountry malaria awareness festival aimed at educating and mobilizing people about malaria in Manzini, the hub city of Eswatini. The festival was themed Zero Malaria Starts with Me and included musical artists from all three countries and a drama group who served to raise awareness about malaria among people who frequently travel between the three countries.
- The NMP took part in the Imbube (Kings) national marathon distributing information to participants and awarding paraphernalia promoting the End Malaria Fund to the winners.
- To increase awareness about Zero Malaria Starts with Me and the End Malaria Fund, the National Malaria Programme conducted malaria education and training for media which led to considerable news coverage throughout Eswatini.