



LEONE

SIERRA



## OVERVIEW

Zero Malaria Starts with Me (known as Malaria e Don Wan Dae Na Mi Han in Sierra Leone) was launched on World Malaria Day 2019. Led by the National Malaria Control Programme (NMCP), with Freetown mayor Yvonne Aki-Sawyers closely involved as a campaign champion, the country has achieved commendable progress in driving action and accountability from senior government, private sector and civil society leaders, as well as increased engagement from local communities to take ownership over the fight to end malaria. According to the latest WHO World Malaria Report, Sierra Leone recorded more than 2.4 million cases of malaria in 2018.





## SPOTLIGHT: MALARIA MEDIA COALITION

With support from the NMCP and Speak Up Africa, a new media coalition was launched to engage journalists from across Sierra Leone to report on malaria, provide support and resource sharing, and create a collaborative platform to drive engagement around malaria and hold leaders accountable. Over 60 journalists representing all forms of media (including print, radio and television) and all districts of Sierra Leone

were trained and formally established the Malaria Media Coalition. The Coalition receives regular email updates and resources about malaria to keep them updated on the malaria situation in Sierra Leone and aid in their reporting. Alongside the media coalition, the Zero Malaria campaign is also launching a Zero Malaria Starts with Me award to recognize and celebrate exceptional journalism on malaria.



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

- Freetown mayor, and Zero Malaria champion, Yvonne Aki-Sawyers signed onto the Declaration of the International Network of Francophone Mayors and is leading engagement with Anglophone and Commonwealth Mayors to co-sign, pledging their collective commitment Zero Malaria Starts with Me highlighting the important role Mayors play in eliminating malaria in urban settings. She also signed an op-ed entitled "Local Authorities are Essential to Reaching Malaria Elimination in Africa" which was widely published across the country.
- While the Zero Malaria Starts with Me campaign is national in scope, the NMCP identified three high burdened districts (Moyamba, Kono and Kambia) as campaign launch points to maximize impact with limited resources. These districts were carefully chosen based on population at risk of malaria, potential scalability and districts that lack historical engagement from large NGOs. Engagement in these districts is underway with health officials, Paramount Chiefs, religious leaders and key council members, all of whom signed Zero Malaria Starts with Me pledges.
- A wide variety of nationally recognized musicians, comedians, influencers and many others participated in the Zero Malaria Starts with Me social media challenge on World Malaria Day 2020 drawing wide, diversified support for the campaign.
- A song featuring well-known musicians and a malaria sensitization video with a broad range of champions including footballers, politicians, artists and activists are being created to be broadcast nationally, amplifying messages about mosquito net usage and malaria prevention in the context of COVID-19.
- The NMCP pushed ahead with the planned mass mosquito net distribution in May and June 2020, taking necessary precautions against COVID-19, highlighting the critical importance of maintaining malaria services during challenging times.