



was devastated by the loss of his daughter and decided to prevent other families from experiencing a loss from this preventable disease. El Hadj formed the *Association Islamique Sopey Mohamed* (AISM), which became the town's main source of education on stopping malaria. Twenty years later, persistence and communal responsibility have become a simple, yet innovative solution to Thiénaba's malaria challenges.<sup>8</sup>

Inspired by Thiénaba's example, the campaign brought together motivated individuals from communities with malaria, technical experts from the health system, and a private sector partner eager to support its customers in accessing lifesaving tools to create the Community Champions model.

The programme raises awareness about malaria symptoms, treatment, and prevention that would be led by locally recruited and trained "Community Champions." The Champions shared essential malaria information with their communities through neighbourhood events, household visits, and presentations at schools, making themselves available to answer questions and provide advice. The Champions also worked closely with local health structures, serving as a bridge between public services and the community, and organized "clean-up days" to destroy mosquito breeding sites.

If you are interested in more information about the approach used in Senegal, the following resources provide an in-depth look into how it was designed and managed and can be easily adapted to deploy a similar programme in your country.

### Special events for community engagement

An easy way for anti-malaria efforts to stay visible among political partners, private sector partners, and the community is to organize celebrations around key dates (see table below). Rather than host an event, an office or conference room, consider organizing it in a community to show your support for the population. A World Malaria Day celebration in a region that is leading the malaria fight can recognize success and remaining challenges, increase community motivation to participate in campaign projects, and share key messages with those in attendance.

### Community engagement through mass media

Mass communication, such as radio, television, billboards, and online campaigns, can be used to share malaria messages and increase the visibility of your campaign. Though these approaches have the potential to reach thousands, or even millions of people, the depth of engagement is relatively shallow and are unlikely to result in behaviour change unless complemented with other approaches.

Often, private sector companies are willing to support and co-brand mass media approaches, as they are highly visible and help them develop a positive brand image. Many large companies also have marketing departments and relationships with radio, TV, and online marketing producers. See [Module 4: Private sector engagement](#) for more details.

You will want your communication to be short, fun, memorable, and educational. Many styles are available depending on your budget and available production partners, including:

Resource title	Description
<b>Community champions brief [Will be translated in June]</b>	Describes the programme, how it was developed, its objectives, and approach.
<b>Community champion training guide [Will be translated in June]</b>	Manual used to train Community Champions
<b>Malaria picture book [Will be translated in June]</b>	Pedagogical tool used by Community Champions to describe malaria symptoms, treatment, and prevention.
<b>Monitoring tools [Will be translated in June]</b>	Templates used by Community Champions to report on their activities
<b>Zero Malaria certificate [Will be translated in June]</b>	Certificate used by Community Champions to recognize households with exemplary malaria prevention practices in place as a motivational tool.

<sup>8</sup> Speak Up Africa. (2018, March 29). How a Little Innovation and Determination Helped One Community in Senegal Reach Zero Malaria-related Deaths. Retrieved May 15, 2018, from <http://www.speakupafrika.org/blog/>

## Key dates for community malaria events

**International Women's Day (8 March):** Pregnant women are especially at risk from malaria, malaria interventions contribute to gender equality in health.

**World Health Day (7 April):** World Health Day is an occasion to show how your country is working to improve the health of all. Anti-malaria efforts are a major contributor to improvements among health, especially among children and pregnant women, so should be represented at any events to mark the day.

**World Malaria Day (25 April):** Every year, World Malaria Day is an opportunity to reaffirm country commitments to shared malaria goals. Many countries organize celebrations featuring speeches by political leaders and performances by musicians or theatre groups. This may also be an occasion to recognize local community champions.

**World Health Assembly (May, dates vary):** The annual World Health Assembly (WHA) in Geneva brings together leaders from around the world to discuss health issues and vote on World Health Organization business. The WHA is an opportunity for your country to share its work with donors, other countries, and governance institutions.

**International Children's Day (1 June):** Malaria accounts for one out of every four childhood deaths in Africa.

**International Poverty Eradication Day (17 October):** Malaria creates a cycle of poverty, elimination and eradication can create lasting economic gains.

**United Nations Human Rights Day:** Access to malaria prevention and treatment is a human right.

**National Malaria Control Programme (NMCP) anniversary:** If your country's NMCP has a major anniversary coming up, take the opportunity to organize a gathering of partners and participants.

**Jingle:** A short (30 second) song with a key malaria message

**Commercial / Public Service Announcement (PSA):** A short (15–30 second) video or radio segment with a key malaria message. See the [Nightwatch Programme](#), by Malaria No More in collaboration with Yossou N'Dour and others for an example.

**Drama:** Actors can portray common malaria-related situations in a short (30 seconds–5 minutes) or long (multi-episode series). For example: a character says that they have a fever and their friend advises them to get tested. See *The Champion of Bonaba* description below for an example.

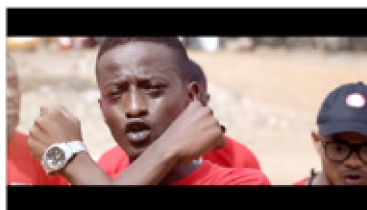
**Interview and questions:** A malaria expert could be interviewed by a radio or TV host. Listeners or viewers could have the opportunity to call-in live and ask questions about malaria.

**Music video:** Local musicians or artists participating in the campaign could produce a song and music video about malaria to share over the radio, TV, and online. See the *Zero Malaria Anthem* description below for an example.

**Billboards:** Remind passing motorists to sleep under an LLIN or get tested for malaria using billboards.

**Mobile movie screenings:** Bring your message to the community by hosting a mobile movie screening in their area. By setting up a projector and playing a malaria-related movie, you can create an opportunity for dialogue with the community and answer their questions about the campaign.

### The Zero Malaria Anthem



The Zero Malaria Starts with Me campaign in Senegal wanted to complement its community education efforts with a broader

messaging strategy to ensure that everyone had access to information about how to prevent, diagnose, and treat malaria. Working with musicians, rappers, video producers, and the Heartbeat Project, they launched the Zero Malaria Anthem online in 2015. The catchy, upbeat, and fun song uses local languages and features many recognizable and upcoming Senegalese artists