



Zero Malaria Starts with Me!

“Zero Malaria Starts with Me” is a continent-wide public-facing campaign for a malaria-free Africa. Inspired by the successful example of Senegal and co-led by the African Union Commission and the RBM Partnership to End Malaria, the campaign will reignite grassroots movements in which individuals, families, communities, religious leaders, private sector, political leaders, and other members of society pledge to take responsibility in the fight against malaria.



Malaria efforts in Africa are at a crossroads. While some countries have seen a greater than 20% increase in malaria cases and deaths since 2016, others are showing that beating malaria is possible. Overall, the African continent accounts for over 90% of the global malaria burden.



In response to this situation, the African Union Commission and the RBM Partnership to End Malaria are planning to launch the “Zero Malaria Starts with Me” campaign across the African continent in 2018.



Initiated in Senegal in 2014, “Zero Malaria Starts with Me” campaign has greatly contributed to mobilising political will and resources towards malaria elimination, with all parts of the Senegalese society – from the country’s President to community champions – embracing the opportunity for Senegal to become the first country to eliminate malaria in West Africa.

In its new expanded phase, “Zero Malaria Starts with Me” will support African nations in their efforts towards malaria elimination through:



High-level engagement with government, private sector and civil society leaders: as part of the pan-African “Zero Malaria Starts with Me” campaign, leaders will be invited to publicly pledge their support to and make concrete commitments towards malaria elimination.



Advocating for an increase in external and domestic funding for malaria elimination: as part of the broader strategy of increasing the financial envelope for malaria, the campaign will explore innovative financial mechanisms and attract contributions from the private sector.



Increasing awareness and ownership at the community level: broad public engagement with a focus on youth, and development of a “community malaria champions” network will be a key element of the campaign.



Providing mission-critical support to malaria endemic countries: the campaign will support national malaria control programmes in their elimination efforts through the elaboration of a hands-on “Zero Malaria Starts with Me” toolkit and on-demand technical assistance.

A formal endorsement by African Union leaders at the 31st AU Summit in Nouakchott, Mauritania in late June-early July 2018 will be critical for scaling up the “Zero Malaria Starts with Me” campaign across the African continent. In addition to Senegal, the following AU Member States have expressed their interest in the campaign and willingness to support it through AU mechanisms: Ethiopia, Mozambique, Swaziland, Zambia and Zimbabwe.

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