



- [Module 1: Agenda setting](#)
- [Module 2: Planning and consultation](#)

### Learning objectives

By the end of this module, you will:

- understand how why the private sector should be motivated to support malaria elimination;
- understand how your campaign and private sector organizations can complement one another;
- know how to lead a workshop to engage members of the private sector; and
- know how to design financing schemes that will appeal to target audiences.

## Section 1: The role of the private sector in malaria elimination

Funding to support malaria elimination has stagnated for several years. At the same time, developments like drug and insecticide resistance and climate change have become major threats to progress. The fight against malaria needs fresh ideas and new partners to sustainably mobilize the resources and motivation needed to reach national and continental goals for a healthier future.

Businesses have a stake in malaria elimination and have unique capacities to support public sector and community

efforts. The private sector should be viewed as more than simply a source for new funds—their reach, reputation, marketing abilities, and more create the potential for innovative partnerships to make the fight more effective.

Malaria has a profound and measurable impact on economic performance and constitutes a “disease of poverty,” disproportionately affecting the poorest members of society. Among members of the private sector, 72% of business leaders in sub-Saharan Africa stated that the disease had a negative impact on their work<sup>4</sup>. Malaria hurts business directly through its effects on labour (absenteeism, lower productivity, higher health spending) and indirectly through worsening the wider economic context (poorer domestic market, worse potential for investment).

Success in the fight against malaria, as with other major diseases, requires new partnerships linking various public and private stakeholders. For many actors in the public sphere, businesses make an ideal partner due to their ability to reach larger segments of the population. Businesses interested in fighting malaria will also need partners to advise on the best ways to invest, the addition of health programming to workplace training materials, and measures to fight malaria at work sites.

The motivations and potential actions of companies can be divided by sector, though recognize that every company is unique and may have other capacities it can offer.

Company type	Motivations for malaria elimination	Potential actions
<b>Labour-intensive industry and agriculture</b>  <i>Mining, petroleum, large-scale agriculture, and manufacturing</i>	<ul style="list-style-type: none"> <li>○ Reduce absenteeism</li> <li>○ Improve labour productivity</li> <li>○ Ensure a healthy environment for worker’s families</li> <li>○ Increased returns on new investments</li> <li>○ Improve reputation</li> <li>○ Stronger national business environment</li> </ul>	<ul style="list-style-type: none"> <li>○ Fund or operate malaria prevention and treatment interventions in the work area.</li> <li>○ Sponsor malaria-free communities to improve reputation</li> <li>○ Harmonize messages in training materials with national campaign</li> <li>○ Provide logistics support for malaria interventions</li> </ul>
<b>Telecommunication and financial services</b>  <i>Cellular network operators, money transfer firms</i>	<ul style="list-style-type: none"> <li>○ Reduce excess health spending on malaria among customer base</li> <li>○ Strengthen brand awareness and reputation</li> <li>○ Improve national market conditions</li> </ul>	<ul style="list-style-type: none"> <li>○ Sponsor social marketing and behaviour change communication campaigns using marketing capacities</li> <li>○ Offer customers the chance to voluntarily contribute to malaria elimination programmes</li> </ul>
<b>Tourism</b>  <i>Hotels, restaurants, safari/nature lodges</i>	<ul style="list-style-type: none"> <li>○ Protect staff and customers from illness</li> <li>○ Improve reputation in community</li> <li>○ Improve reputation of the country as a safe destination</li> </ul>	<ul style="list-style-type: none"> <li>○ Sponsor malaria-free communities</li> <li>○ Provide staff with training on malaria prevention</li> </ul>

4 Initiative mondiale en faveur de la santé / Forum économique mondial, Harvard School of Public Health [2006], Business and Malaria: A Neglected Threat? Geneva. [From: [file:///C:/Users/mbosl/Dropbox/Zero%20Malaria%20Toolkit%20\(1\)/Engagement%20du%20secteur%20privé/Atelier%20-%20Engagement%20du%20Secteur%20Privé%20-%20Note%20Conceptuelle.pdf](file:///C:/Users/mbosl/Dropbox/Zero%20Malaria%20Toolkit%20(1)/Engagement%20du%20secteur%20privé/Atelier%20-%20Engagement%20du%20Secteur%20Privé%20-%20Note%20Conceptuelle.pdf)]