



[www.zeromalaria.africa](http://www.zeromalaria.africa)



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# About the campaign

“**Zero Malaria Starts with Me**” is a continent-wide public-facing campaign for a malaria-free Africa, inspired by campaigns that have influenced national health priorities, such as Senegal’s *Zero Palu! Je m’engage* campaign and the African Union’s Campaign on Accelerated Reduction of Maternal, New-born and Child Mortality (CARMMA).

Co-led by the African Union Commission and the RBM Partnership to End Malaria, the campaign provides a model of domestic malaria advocacy that:

- Engages political leaders and influential members of society,
- Builds relationships with the private sector and attracts new sources of funding,
- Raises awareness and ownership about malaria prevention, testing, and care among communities,
- Increases the visibility of malaria programs, and
- Increases total domestic resources available for malaria.

The RBM Partnership to End Malaria, working closely with the AU Commission, has developed this toolkit to enable knowledge sharing and facilitate the adoption of the Zero Malaria Starts with Me movement to new countries via social media.

This toolkit includes:

- Example social media posts
- Collateral
- Relevant social media handles



# Talking points

- **For the first time in more than a decade, global malaria cases increased and reductions in malaria deaths flatlined,** reversing a trend of significant decline and putting at risk one of the most successful global health efforts in history.
- **Success stories show that progress against malaria is made in countries that have taken ownership of efforts to end malaria in their own communities.** Working in collaboration with partners across sectors, country leadership and individual ownership are key ingredients to accountability and action.
- **Building on success, the RBM Partnership to End Malaria and the African Union Commission have joined together to launch Zero Malaria Starts with Me.** The pan-African campaign seeks to reignite a society-wide movement to help countries get back on track efforts that contributed to a 60% decline in malaria cases and saved 7 million lives from the disease since 2000.
- With over 90% of all malaria cases and deaths occurring in Africa, **Africans have the most to gain from eliminating the disease,** which kills a child every two minutes, and debilitates economies by keeping children out of school and parents out of work.
- **Zero Malaria Starts with Me provides the tools needed to ensure that reducing malaria cases and deaths and, ultimately ending malaria, continues to be a high priority for country governments, businesses and communities.** The campaign also empowers communities to take greater ownership of malaria prevention and care, and to advocate for additional resources from business and government to meet the goal of eliminating malaria across Africa by 2030.



# Talking points

- **The campaign website ([www.zeromalaria.africa](http://www.zeromalaria.africa)) provides step-by-step guidance and materials** for countries and communities to build their own Zero Malaria Starts with Me campaigns, tailored to their needs.
- **To protect the tremendous gains made toward ending malaria, and further reduce burden of the disease, it will take all African countries to get on board** – whether elimination is in sight or still a distant goal. To date, **over 20 African nations have committed to join in supporting the campaign.**
  - The campaign was launched by the presidents of Rwanda and Senegal, and the King of Eswatini (formerly Swaziland) at the 31st Au Summit in Nuakchott.
  - The presidents of Uganda, Zambia and Mozambique recently launched nationwide campaigns that include large-scale bed net distribution drives and establishing high-level national End Malaria Councils and parliamentary groups on malaria.
  - Others, including the First Ladies of Ghana and Niger, have pledged to do more to engage leaders and communities to fight malaria in their countries.
- By joining efforts across countries and sectors, African leadership will win the fight against this deadly yet beatable disease. **Zero malaria starts with me, with you and with all of us.**

# Example social media posts: governments



## TWITTER

- **[Insert country]** is proud to announce we will be launching a #ZeroMalariaStartsWithMe campaign. Find out more at [zeromalaria.africa](http://zeromalaria.africa)
- We are joining @rollbackmalaria and @\_africanunion to reignite a society-wide movement to end malaria for good across Africa. Join us in supporting #ZeroMalariaStartsWithMe
- We encourage further nations to join us in empowering our communities to pledge #ZeroMalariaStartsWithMe
- Malaria is putting our nation's future at risk. As leaders, our duty must be to protect citizens across the continent from this deadly disease #ZeroMalariaStartsWithMe, with you and with all of us. [zeromalaria.africa](http://zeromalaria.africa)

## FACEBOOK

- Africa represents 90% of the global malaria burden, which is why we are reigniting a society-wide movement to end malaria for good. Support #ZeroMalariaStartsWithMe by launching your own campaigns to empower citizens to put an end to this disease – [zeromalaria.africa](http://zeromalaria.africa)
- We are launching #ZeroMalariaStartsWithMe across **[Insert country]** and encourage our neighbours to follow suit. The RBM partnership and AU Commission have developed a toolkit to support you in adapting the campaign for your citizens at [zeromalaria.africa](http://zeromalaria.africa)
- Zero malaria starts with me, with you and with all of us. To stop malaria in it's tracks we must all support this new movement, from political leaders to the most remote communities. Show your support for #ZeroMalariaStartswithMe to encourage action and make a change

# Example social media posts: partners



## TWITTER

- Today marks the launch of the Pan-African #ZeroMalariaStartswithMe campaign, which encourages governments and individuals across Africa to encourage global action to eliminate the disease
- We are working towards the goal of eliminating malaria by 2030. Today we join @rollbackmalaria and @\_africanunion to empower communities and governments across Africa to take action against the disease
- To put an end to malaria we need increased funding and political will. Every nation and it's people must be involved and committed to reach this goal. #ZeroMalariaStartsWithMe
- As a partner of @rollbackmalaria, we're supporting the new #ZeroMalariaStartsWithMe campaign to empower populations and governments in Africa to take action using the free materials available at zeromalaria.africa

## FACEBOOK

- Today marks the launch of the Pan-African #ZeroMalariaStartswithMe campaign, which encourages governments and individuals across Africa to encourage global action to eliminate the disease. If you want to make a difference, find out how you can make a start at zeromalaria.africa
- We are working towards the goal of eliminating malaria by 2030. Today The RBM Partnership and the AU Commission are launching a new campaign to empower communities and governments across Africa to take action against the disease. #ZeroMalariaStartswithMe, with you and with all of us. Find out more at zeromalaria.africa
- Our work requires funding and support from our countries leaders. You can reach these stakeholders by committing to #ZeroMalariaStartswithMe

# Example social media posts: individuals



## TWITTER

- 90% of the global malaria burden lies within Africa. Today I'm supporting @rollbackmalaria and @\_africanunion to launch the Africa-wide #ZeroMalariaStartsWithMe campaign
- Zero Malaria starts with me, with you and with all of us. Like me you can show your support for the new programme from @rollbackmalaria and the @\_africanunion and put an end to malaria for good. Find out more at zeromalaria.africa.
- To eliminate malaria before 2030 we need political action and increased engagement. I'm encouraging policymakers to make a change because #ZeroMalariaStartsWithMe
- Using the materials available for free at zeromalaria.africa, I am teaching my students about malaria. Because #ZeroMalariaStartsWithMe

## FACEBOOK

- Today I am supporting #ZeroMalariaStartsWithMe – a new campaign from The RBM Partnership and AU Commission to empower communities in Africa to end malaria for good. You can access the tools to launch your own activities at zeromalaria.africa
- To eliminate malaria before 2030 we need political action and increased engagement. I'm encouraging policymakers to make a change, because #ZeroMalariaStartswithMe, with you and with all of us. Find out more about the campaign at zeromalaria.africa
- 90% of the global malaria burden lies within Africa. Today I support the RBM Partnership and AU Commission as they launch the Africa-wide #ZeroMalariaStartsWithMe campaign. Find out more at zeromalaria.africa

# Collateral

Assets to use on social media have been created to support the campaign, incorporating quotes from a selection of champions and spokespeople for the campaign.

Please download the social media assets from [here](#).





**Kesete Admasu,**  
CEO of the RBM Partnership to End Malaria:

*"The greatest threat to the fight against malaria is inaction and complacency. We can be the generation to end this debilitating disease. Zero Malaria Starts with Me campaign seeks to build a winning coalition to end malaria in every country, bringing together partners from every sector. Zero Malaria starts with me, with you and with all of us."*



[www.zeromalaria.africa](http://www.zeromalaria.africa)



**President Paul Kagame of Rwanda,**  
Chair of the African Union:

*"The African continent accounts for over 90% of the global malaria burden. It is in this context that we have launched the "Zero Malaria Starts with Me" campaign, a continent-wide public-facing campaign for a malaria-free Africa. 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."*



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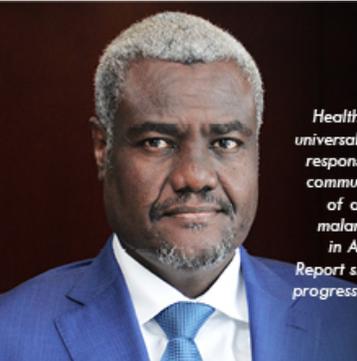


**President Macky Sall of Senegal:**

*"In my country, malaria has long been a major public health concern threatening the socio-economic development and structural transformation trajectory that has put our country on a firm path to sustainable development. It is through national ownership, shared responsibility and global solidarity that we can defeat malaria for good."*



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**Moussa Faki Mahamat,**  
Chairperson of the African Union Commission:

*"Many African countries are implementing the Africa Health Strategy to strengthen health systems and to achieve universal health coverage. Significant global solidarity, shared responsibility, multisectoral partnerships at various levels and community agency have been key levers to change the game of addressing the three epidemic diseases – AIDS, TB and malaria – on the continent. However, efforts to end malaria in Africa are at the crossroads. The 2017 World Malaria Report signalled that, for the first time in more than a decade, progress against malaria on the African continent has stalled."*



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**HM King Mswati III of the Kingdom of Eswatini,**  
Chair of the African Leaders' Malaria Alliance:

*"This campaign further reinvigorates our commitment to eliminate malaria in Africa as we now call upon all our people at all levels to work with us in ridding our continent of this scourge. I urge all governments to invest more in fighting the disease, however the success of this campaign will depend on partnerships and on collaboration across sectors and amongst our population, for as government, we cannot win this fight against malaria alone."*



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**Aïssata Issoufou Mahamadou,**  
Première dame du Niger :

*« Pour éliminer le paludisme en Afrique, la prise de conscience collective est plus que nécessaire et urgente. Je salue l'initiative « Zéro Palu ! Je m'engage » et encourage tout le monde à y participer pour qu'ensemble nous puissions surmonter ce fléau ».*



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# Campaign leaders

Various political and sector leaders have joined together to lead the campaign.

These include:

- Aïssata Issoufou Mahamadou, First Lady of the Republic of Niger: [@FirstLadyNiger](#)
- Macky Sall, President of Senegal: [@Macky\\_Sall](#)
- Paul Kagame, President of Rwanda, AU Chair: [@PaulKagame](#)
- Filipe Nyusi, President of Mozambique: [@FNyusi](#)
- Rebecca Akufo-Addo, First Lady of Ghana: [@FirstLadyGhana](#)
- Dr Kesete Admasu, CEO, RBM Partnership: [@KeseteA](#)
- Speak Up Africa: [@SpeakUpAfrica1](#)

# National malaria / health leaders

Engage with your national health ministry or National Malaria Elimination Programme on Twitter about the campaign:



Nigeria - [@nmcpnigeria](https://twitter.com/nmcpnigeria)

Kenya - [@nmcpkenya](https://twitter.com/nmcpkenya), [@MOH\\_Kenya](https://twitter.com/MOH_Kenya)

Ethiopia - [@FMoHealth](https://twitter.com/FMoHealth)

Ghana - [@Health\\_ghana](https://twitter.com/Health_ghana)

Liberia - [@NPHIL6](https://twitter.com/NPHIL6)

Niger - [@NGSMoh](https://twitter.com/NGSMoh)

Rwanda - [@RwandaHealth](https://twitter.com/RwandaHealth)

Sierra Leone - [@mohs\\_sl](https://twitter.com/mohs_sl)

Togo - [@MSPS\\_Togo](https://twitter.com/MSPS_Togo)

Uganda - [@MinofHealthUG](https://twitter.com/MinofHealthUG)

Zambia - [@mohzambia](https://twitter.com/mohzambia)

# Social media handles

Include the below social media handles within your social media posts to engage with the campaign.



**f** rollbackmalaria

 @rollbackmalaria

**in** [RBM Partnership to End Malaria](#)



**f** AfricanUnionCommission

 @\_africanunion

**in** [African Union](#)

**[www.zeromalaria.africa](http://www.zeromalaria.africa)**