

### 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.

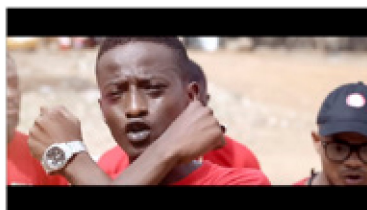
**Interview and questions:** A malaria expert could be interviewed by a radio or TV host. Listeners or viewers could have the opportunity to call-in live and ask questions about malaria.

**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