



# PROGRESS REPORT

Zero Malaria Starts with Me campaign

June 2019



## INTRODUCTION

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Zero Malaria Starts with Me (ZMSWM) campaign was launched by His Majesty King Mswati III of the Kingdom of Eswatini and His Excellency Macky Sall, the President of the Republic of Senegal, and endorsed by African Union leaders in July 2018 at the 31st African Union Summit in Nouakchott, Mauritania. At the launch, attending heads of state and governments recognized the campaign's importance for achieving the AU goals for malaria elimination by 2030 as defined in the 2015 Catalytic Framework to Fight AIDS, Tuberculosis, and Malaria through the engagement of political leaders, the private sector, and the communities affected by malaria.

The campaign draws on best practices and learnings from countries across the continent and focuses on three critical objectives for malaria elimination



**Engaging high-level government**, private sector, and civil society leaders to advocate for malaria to remain high on the national agenda and to drive action and accountability;



**Sustaining and increasing funding for malaria control and elimination** from existing and new, multisectoral sources, especially domestic and the private sector; and



**Increasing awareness and ownership of malaria prevention at the community level.**

Eliminating malaria is a monumental, but achievable, task and will require that countries deliver on all three of these priorities.

The Assembly requested the Africa Union Commission (AUC) and the RBM Partnership to End Malaria coordinate with Member States to facilitate the launch and rollout of the Zero Malaria Starts with Me campaign at the country-level.

In 2018, Mauritania, Mozambique, Niger, Senegal, Uganda and Zambia have joined the Zero Malaria movement followed by Eswatini, Ghana and Sierra Leone in 2019. Even more African countries have expressed their interest or intent to launch nationwide campaigns as part of this pivotal global moment (see Annex).

This report briefly summarises the various activities of Member States consistent with the pan-African Zero Malaria Starts with Me campaign since its launch.



## **OBJECTIVE 1: ENGAGING HIGH-LEVEL GOVERNMENT, PRIVATE SECTOR, AND CIVIL SOCIETY LEADERS TO ADVOCATE FOR MALARIA TO REMAIN HIGH ON THE NATIONAL AGENDA AND TO DRIVE ACTION AND ACCOUNTABILITY**

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The Zero Malaria Starts with Me campaign draws inspiration from Senegal's "Zéro Palu! Je m'engage" grassroots movement, where all parts of society, including the country's President, major companies, and community champions, pledged to take personal responsibility for the malaria fight.

Engaging high level leaders

Since the campaign launch in 2014, Senegal's President Macky Sall and more than 180 political leaders, at both national and local levels, have publicly voiced their support for and commitment to ending malaria.

- Filipe Jacinto Nyusi, President of Mozambique, launched his country's Zero Malaria Starts with Me (Zero malaria começa comigo) campaign in June 2018 at the Maputo Malaria Forum.
- Launched by Ugandan President Yoweri Museveni in 2018, Mass Action Against Malaria (MAAM) is a nation-wide campaign to eliminate malaria from Uganda.
- In April 2019, Zambian President Edgar Lungu launched the End Malaria Council in pursuit the country's ambitious goal of malaria elimination by 2021.
- In October 2018, Niger launched its nationwide "Zéro Palu! Je m'engage" under the patronage of the country's First Lady Aïssata Issoufou Mahamadou.
- On World Malaria Day 2019, which took "Zero Malaria Starts with Me" as its theme, two countries—Ghana and Sierra Leone—have launched their national campaigns with support from Ghana's First Lady Rebecca Akufo-Addo and the Mayor of Freetown Yvonne Aki-Sawyer.
- In May 2019, His Majesty King Mswati III of Eswatini launched the End Malaria Fund, as part of the Zero Malaria Starts with Me campaign, to help meet the bold and ambitious target of eliminating malaria in the country by 2022.
- In May 2019, Senegal and The Gambia held the first-ever joint campaign under the theme "Zero Malaria Starts with Me" to distribute 11 million nets on both sides of the border.
- At the February 2019 AU Summit, the First Ladies of Niger and Ghana, both champions of the ZMSWM campaign, successfully advocated for the inclusion of malaria in the new strategic plan of the Organization of African First Ladies for Development (OAFILD).
- In April 2019, Francophone Mayors signed a declaration "Zero Malaria Starts with Me", committing to integrate malaria in urban development strategies in support of global malaria efforts.

***Driving accountability and action***

Accountability at all levels is a key element of the Zero Malaria Starts with Me campaign. Forty countries in Africa have developed national malaria control and elimination scorecards and action trackers (see Figure 1) based on Africa Leaders Malaria Alliance (ALMA) scorecards. These scorecards track national and subnational performance against key indicators relevant to national priorities and targets defined in national strategic plans and the Catalytic Framework. Common themes include malaria prevention, management of uncomplicated and complicated cases, surveillance and monitoring and evaluation, social and behaviour change communication, and health sector enablers such as financing.

**Figure 1 - Countries with national malaria scorecards April 2018)**





National and subnational malaria control and elimination scorecards are an effective tool for mobilising multi-sectoral stakeholder engagement and promoting ownership over malaria control and elimination—consistent with Zero Malaria Starts with Me and because of their simplicity and capacity to support data-driven management, scorecards have been integrated into routine national and subnational governance process. For example:

- Mozambique is producing scorecards for each province and uses these to engage local leaders to prioritise and take action against malaria. This includes tracking the implementation of the post cyclone response plans.
- Eswatini identified a large number of cases in low-risk areas, which led to expanded vector control coverage and increased behavioural change communications.
- Ghana integrated its scorecard into the NMCP’s quarterly bulletin, which is reviewed by a broad set of stakeholders.

### ***National End Malaria Councils***

As part of the Zero Malaria Starts with Me movement, several countries are working on implementing national End Malaria Councils (EMCs) to convene and engage senior leaders across the public and private sectors. EMCs primarily focus on driving action and accountability, expanding ownership of malaria beyond the health sector, and advocacy for continued prioritisation of malaria.

In March 2019, Zambia launched the first multisectoral EMC composed of government ministers, private sector executives, traditional leaders, religious leaders and other community members. The Zambia EMC is chaired by the Minister of Health and mandated to meet quarterly to review national progress and identify actions to be taken to support the national malaria strategic plan. Already, EMC members have engaged over seven different sectors (e.g., finance, aviation, agriculture, mining) and are defining the commitments that the EMC members are accountable for delivering. Zambia is also considering launching sub-national EMCs to bring together local businesses and leaders to address malaria at the community level.

Existing governance systems can also be engaged to act as EMCs. For example, Eswatini’s Deputy Prime Minister chairs an existing inter-ministerial task force that is responsible for implementing national strategic plans and priorities across multiple sectors. Malaria elimination has been integrated into the priorities of the taskforce and the combined efforts of the Ministries of Finance, Health, Foreign Affairs, and ICT have helped implement a national malaria fund. During the first quarter of 2019, efforts have kicked off to establish EMCs in Mozambique and Uganda.

### ***Parliamentary Forum***

Several countries are evaluating how to increase the role and activity of parliamentarians in the fight against malaria. Parliamentarians are uniquely positioned at the national level because of their (1) role in passing laws, regulations, and budgets necessary to control and eliminate malaria; and (2) close ties to constituents at the local level. Zero Malaria Starts with Me provides a unique opportunity for these senior, national leaders to convene communities and promote local ownership of malaria, while simultaneously ensuring that these local interests are also prioritised nationally.

The Uganda Parliamentary Forum on Malaria is an emerging example. Launched in April 2018, the Parliamentary Forum convenes over 180 MPs to discuss malaria. In 2019, the forum has been developing its own strategic plan in coordination with the NMCP. The forum has also been actively involved in drafting an End Malaria Act that would codify a multi-sectoral framework engaging parliament, senior government leaders, and executives. This act will be introduced via a private members bill, which helps accelerate enactment and is an approach that would not have been politically possible without the forum. En coordination avec le PNLP. En outre, il a pris une part active à la rédaction d'une loi visant à mettre fin au paludisme, qui codifierait un cadre multisectoriel impliquant le Parlement, de hauts responsables du gouvernement et des dirigeants. Cette loi sera introduite au moyen d'une proposition de loi présentée par un député, ce qui accélérera son adoption ; or cette approche n'aurait pas été possible sur le plan politique sans le Forum.

### ***High Burden High Impact Approach***

The High-Burden High Impact (HBHI) approach was launched in Mozambique in November 2018 by WHO and the RBM Partnership to help countries to get back on track to achieving the global and regional malaria targets. The approach initially focuses attention on the 10 African countries with the highest number of cases (Burkina Faso, Cameroon, Democratic Republic of the Congo, Ghana, Mali, Mozambique, Niger, Nigeria, Uganda and the United Republic of Tanzania), which together account for more than 70% of global cases, with a plan to eventually expand the approach to all endemic countries. The HBHI approach aims to reaffirm commitment and refocus activities in the highest burden countries to accelerate progress through four response elements: 1) Political will; 2) Strategic use of information; 3) Better guidance; and 4) Coordinated response. HBHI specifically recognises Zero Malaria Starts with Me campaign as a tool to strengthen political will and engage all parts of society in malaria elimination.



## **OBJECTIVE 2: SUSTAINING AND INCREASING FUNDING FOR MALARIA CONTROL AND ELIMINATION FROM EXISTING AND NEW, MULTISECTORAL SOURCES, ESPECIALLY DOMESTIC AND THE PRIVATE SECTOR**

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Investing in malaria has a high return on investment, estimated globally to be \$36 for every \$1 invested. This return comes from increased GDP growth (i.e., malaria is estimated to reduce growth by up to 1.3% per year) and reallocation of spending into infrastructure and industry. Despite these high benefits, however, current levels of financing are insufficient to implement national malaria strategic plans.

Based on an analysis of data provided by national programmes, countries estimate that in order to sustain essential services (vector control and case management, and seasonal malaria chemoprevention) US\$4.16 billion is required in 2019-2020. Approximately US\$3 billion has been secured, leaving a gap of US\$ 1.1 billion over the next two years. Just over 40% of the essential services gap is in Nigeria. Thus, sustaining and increasing the availability of funding globally and domestically will be critical to reigniting progress.

### ***Global Fund replenishment***

Accounting for approximately 60% of all international malaria funding, the Global Fund to Fight AIDS, Tuberculosis and Malaria is the largest mechanism for financing malaria globally. Its successful replenishment in 2019 is critically important for the fight against the three biggest communicable diseases in Africa. Considering this, the AU assembly has requested AU Member States and the international community to support the next Global Fund replenishment. In the previous replenishment cycle, Benin, Côte d'Ivoire, Kenya, Namibia, Nigeria, Senegal, South Africa, Togo and Zimbabwe each made contributions to the Global Fund.

### ***Regional resource mobilisation***

Several countries are addressing malaria at a sub-regional level. For example, South Africa, Mozambique, and Eswatini established the MOSASWA, a public-private partnership, to provide funding to control and eliminate malaria in the three southernmost provinces in Mozambique, the source of the majority of cases imported into South Africa and Eswatini. MOSASWA builds on the previous regional financing mechanism, which resulted in an 82% reduction in cases in Maputo and a 98% and 99% reduction in cases in northeast South African and Eswatini respectively. MOSASWA is supported by a grant from The Global Fund, Bill & Melinda Gates Foundation, and private sector funders (e.g., Goodbye Malaria).

Botswana, Eswatini, Mozambique, Namibia, South Africa, Zambia, and Zimbabwe have formed a partnership, the Elimination 8, to collaborate across borders for the attainment of malaria elimination by 2030. Several E8 countries have expressed their interest to launch national ZMSWM campaigns in conjunction with SADC Malaria Day 2019.

In 2018, the Sahel Malaria Elimination Initiative was established to accelerate efforts to elimination in Burkina Faso, Cabo Verde, Chad, Mali, Mauritania, Niger, Senegal and The Gambia. The initiative aims to combine efforts on scaling up and sustaining universal coverage of anti-malarials and mobilizing financing for elimination. A side event to track progress will be held during the AU Summit in Niger in July 2019.



### ***Domestic resource mobilisation***

With the overall stagnation in donor funding, there is an increasing necessity to enhance public and private sector domestic financing commitments in the fight against malaria.

On the eve of the 32nd African Union Summit, African Heads of State and Government, Ministers of Health and Finance, business leaders and global partners launched a new initiative aimed at increasing commitments for health, improving the impact of spending and ensuring the achievement of universal health coverage across the continent.

Nigeria is working with the World Bank, African Development Bank, and Islamic Development Bank to secure US\$360 million for malaria to fill key gaps in the malaria national strategic plan.

The push for adequate domestic investments and more value for money in the malaria fight will contribute immensely to strengthened health systems and build a strong foundation for human capital development which is a critical element for achieving the broader socio-economic and structural transformation objectives of Agenda 2030 and Agenda 2063. However, in the short- to medium-term Africa will not be able to fund adequately its health Agenda, Development Assistance for Health and global health financing mechanisms will continue to play an important role.

### ***End Malaria Funds***

Several countries are rolling out national End Malaria Funds as a means of voluntarily mobilising resources from new domestic sources, especially the private sector. These funds are public-private partnerships that provide a pooling mechanism similar to the Global Fund, but at the national level. It is hoped that funds will engage the private sector, which also benefits from malaria elimination (e.g., through reduced worker absenteeism, increased domestic spending on goods and services), to mobilise resources to unlock economic growth. The Boards of Malaria funds can also support advocacy and action and accountability, similar to an EMC. To date, a national funds have taken one of two forms: (1) statutory bodies or (2) private foundations.

Eswatini and Uganda are currently working on establishing statutory funds. Under the leadership of His Majesty King Mswati III, the Eswatini End Malaria Fund was formally launched at the end of May 2019. The Fund seeks to close the US\$5 million budget gap to eliminate malaria by 2022 and will be governed by a multi-sectoral board of directors, including senior government officials, industry and community representatives, and traditional leaders. The broad participation will increase transparency, accountability, and investor confidence in the stewardship of donated resources.

The Uganda Parliamentary Forum on Malaria is working on passing the national End Malaria Act, which will create a national malaria fund. By comparison, Zambia, Mozambique, and Ghana are working to establish private foundations to mobilise resources. Ghana is currently re-launching the Ghana Malaria Foundation, which will build on lessons learned and operate as a public-private partnership built around institutions with a vested interest in eliminating malaria.

Zambia is pursuing a similar approach to Ghana, with the added benefit that it will operate as a sub-committee of the EMC. This approach mitigates the risk of fragmentation and competing boards. Finally, Mozambique and Goodbye Malaria have recently launched the “Goodbye Malaria Disaster Relief Fund” to mobilise resources for the emergency malaria response following Cyclone Idai, while a permanent end malaria fund is envisaged in the future.



## OBJECTIVE 3: INCREASING AWARENESS AND OWNERSHIP OF MALARIA AT THE COMMUNITY LEVEL

At its heart, Zero Malaria Starts with Me is focused on driving ownership of malaria to the community and individual. This is based on the experiences in Senegal and other countries that have been successful at launching large-scale national campaigns. Senegal's campaign is also built on a strong volunteer network of community champions and broadcast media to raise awareness on malaria prevention and treatment.

World Malaria Day 2019 saw the launch of the new Civil Society for Malaria Elimination (CS4ME) network, which seeks to mobilize civil society engagement and community ownership of malaria elimination, with a strong message that people not only have the responsibility to protect themselves from malaria, but also the power to hold governments accountable for their commitments. The CS4ME network has already been engaged in the ZMSWM campaign coordination and is expected to play an active role in its implementation in malaria-endemic countries.

In terms of broader public awareness, the dedicated theme of World Malaria Day, 'Zero Malaria Starts with Me' or 'Zéro Palu! Je m'engage' was referenced in 643 articles/pieces, or 37% of the total media coverage globally. The campaign hashtags (#zeromalariastartswithme; #zéropalujemengage; #zeromalaria; #zéropalu) were used at least 6,000 times around World Malaria Day. The African Union, the RBM Partnership and many other campaign partners published dedicated statements on the Day.



**EMPOWERING  
COMMUNITIES**

In less than six months, eight community champions in Senegal reached more than 8000 people through home visits and other malaria awareness activities.

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

African Union

RBM Partnership  
To End Malaria



## 2019 PRIORITIES

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In 2019, Zero Malaria Starts with Me seeks to expand its reach and depth of engagement with countries, organizations, and individuals committed to a malaria-free future by:

**Expanding the ZMSWM platform to engage more partners at the international, national and grassroots levels:** By identifying groups whose goals align with the vision of ZMSWM and including them as partners in the campaign, ZMSWM can broaden meaningful support and increase overall commitment for the AU's malaria elimination goal. In 2019, the AUC and the RBM Partnership will build on ongoing engagement with civil society, faith-based, cultural, and sport organizations that have the ability to mobilize and create linkages between social groups and political leaders both nationally and internationally. In particular, the campaign will further pursue engagement with Mayors and parliamentarians.

The RBM Partnership and ALMA are also engaging with the regional economic communities (RECs) to develop scorecards to support action and accountability at the sub-regional level. The AU has committed to expanding the role of RECs in new areas, including health. Given their role in coordinating markets and cross-border movement of goods and services, RECs are uniquely positioned to support regional coordination. The RBM partnership and ALMA are planning to sign MOUs with each of the RECs in Africa to enhance sub-regional partnerships.

**Supporting the launch and implementation of the campaign in five additional countries:** The rollout of the Zero Malaria Starts with Me campaign in countries will play a catalytic role in creating social movements to defeat malaria and contribute to the strengthening of National Malaria Control and Elimination Programmes. The advocacy and accountability tools that have been rolled out across countries as well as the increased engagement of key stakeholders including the private sector and promotion of new innovations are all critical elements.

In 2019, the campaign will be extended to five additional countries, including targeted technical assistance to support the planning and implementation of initial activities as identified and requested by national partners. Already, Ghana and Sierra Leone have announced their national campaigns on World Malaria Day 2019 with support from national malaria control programmes, Speak Up Africa, Comic Relief and GSK. Eswatini is the latest country to join the Zero Malaria Starts with Me movement in May 2019. In addition, key international donors, notably the US President's Malaria Initiative, have indicated their willingness to integrate ZMSWM campaign in their in-country programming.

**Showcasing the impact of the campaign and sharing successful approaches:** Each country's approach to the campaign will generate valuable information regarding the effectiveness of various approaches and best practices for other countries hoping to join in the future.

In 2019, the RBM Partnership will work with countries that have already launched ZMSWM or similar campaigns to showcase their impact and share successful approaches, for instance through the development of case studies. These case studies will examine the various strategies employed by participating countries to achieve impact, with a view to inspiring other countries to reflect on approaches that may be appropriate to address their unique needs. Furthermore, AUC, RBM Partnership and ALMA are planning to develop a standardized monitoring and evaluation framework based on the campaign's objectives and 2019 work plan. Throughout these activities, the focus will be on identifying and promoting the adoption of best practices across the three Zero Malaria Starts with Me objectives.



## ANNEX – LIST OF COUNTRIES THAT LAUNCHED ZERO MALARIA STARTS WITH ME

Member State	Date	Launch
Republic of Zambia	April 2018	<ul style="list-style-type: none"> <li>Launched “Malaria Ends with Me” to increase community awareness of the ambitious goal of eliminating malaria by 2021</li> <li>His Excellency President Lungu also announced the plan for an End Malaria Council to support multi-sectoral engagement and resource mobilisation (See Theme 1 for more detail)</li> </ul>
Republic of Uganda	April 2018	<ul style="list-style-type: none"> <li>His Excellency President Yoweri Museveni launched the “Mass Action Against Malaria” (MAAM) and the Parliamentary Forum (See Theme 3 for more detail)</li> <li>Implementing the Presidential Malaria Fund for Uganda to support resource mobilisation</li> </ul>
Republic of Mozambique	June 2018	<ul style="list-style-type: none"> <li>His Excellency President Filipe Nyusi launched the “Zero Malaria Starts with Me” at the Mozambique Malaria Forum In Mozambique, the campaign will increase the effectiveness of investments in the malaria fight through improving cooperation among State, civil society, the private sector and community actors</li> </ul>
Republic of Mauritania	June 2018	<ul style="list-style-type: none"> <li>Launched the campaign alongside the AU Summit</li> <li>Full campaign launch will occur in 2019</li> </ul>
Republic of Niger	Oct. 2018	<ul style="list-style-type: none"> <li>“Zero Malaria Starts with Me” campaign launched under the patronage of Her Excellency the First Lady Aïssata Issoufou Mahamadou</li> <li>Minister of Public Health pledged to mobilise leaders, communities, the private sector and the media to fight this disease, which is the main cause of morbidity and mortality in Niger</li> </ul>
Republic of Ghana	April 2019	<ul style="list-style-type: none"> <li>Her Excellency the First Lady Rebecca Akufo-Addo launched national Zero Malaria Starts with Me campaign on World Malaria Day 2019</li> <li>Full campaign to be rolled out in 2019 with support from national malaria control programme, Speak Up Africa, Comic Relief and GSK</li> </ul>
Republic of Senegal	April 2014	<ul style="list-style-type: none"> <li>President Macky Sall and more than 180 political leaders, at both national and local levels, have publicly voiced their support for and commitment to ending malaria</li> </ul>
Republic of Sierra Leone	April 2019	<ul style="list-style-type: none"> <li>National campaign announced on World Malaria Day 2019 with support from national malaria control programme, Speak Up Africa, Comic Relief and GSK</li> <li>Yvonne Aki Sawyerr OBE, Mayor of Freetown, Sierra Leone, attended World Malaria Day events in Paris and pledged her support to the campaign and engagement of Commonwealth Mayors</li> </ul>
Kingdom of Eswatini	May 2019	<ul style="list-style-type: none"> <li>His Majesty King Mswati III of Eswatini launched the End Malaria Fund as part of the Zero Malaria Starts with Me campaign</li> </ul>



IMAGENUS  
JUST THE WAY I AM



Association Islamique Sopey Mohamed (PSL)  
A.I.S.M. DE THIENABA  
**LUTTE CONTRE LE PALUDISME**  
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