



SENEGAL



OVERVIEW

Senegal pioneered the first-ever national “Zero Malaria Starts with Me” campaign on World Malaria Day in 2014. Led by the National Malaria Control Programme (NMCP), the country has achieved commendable progress in driving action and accountability from senior government, private sector and civil society leaders, as well as increased funding and engagement from local communities to take ownership over the fight the end malaria. According to the latest WHO World Malaria Report, Senegal recorded more than 800,000 cases of malaria in 2018.





In 1999, El Hadj Diop lost his 12-year-old daughter to malaria. Stricken with grief, he was determined that no other parent should lose a child to the disease.

SPOTLIGHT: COMMUNITY CHAMPIONS

In Senegal, communities play a vital role in identifying, understanding, and assessing the needs of vulnerable populations when it comes to the fight against malaria. Community champions are a key link between local health authorities and the communities they serve. Community champions support national malaria elimination efforts by training local volunteers to raise awareness about the dangers of malaria and promote the use of existing interventions to prevent and treat the disease. They are selected by local health authorities based on their status as a

trusted person in the community, their communication and literacy skills and willingness to volunteer for the greater good. Community champions engage people via home visits and community clean-ups and provide a channel for community members to report local health challenges to district officials. In one of Senegal's most populated districts, eight community champions, sponsored by Wari, a private-sector company, reached more than 20,000 people through more than 3,800 home visits and 120 malaria awareness-raising activities.

STRATEGIC APPROACHES TO DRIVE ACTION AND ACCOUNTABILITY, INCREASED FUNDING, AND COMMUNITY ENGAGEMENT AROUND ZERO MALARIA STARTS WITH ME

- Cross-border collaboration and planning is a key step in optimizing technical and financial resources to eliminate malaria in the Sahel region. In December 2018 Senegal and The Gambia signed the Senegambia Malaria Elimination Initiative Agreement to do just that. As part of the agreement the two countries launched the first synchronized nationwide bed net distribution of 11 million nets on both sides of the border.
- As part of “Zero Malaria Starts with Me”, a fictional 10-part television series was produced and broadcasted nationally to more than 1 million viewers per week. The series, “Le Champion de Bonaba” follows a community champion who, after losing his pregnant wife to malaria, commits himself to eliminate malaria in his community and in Senegal.
- Fourteen private sector companies – both Senegalese and multinational – formed an anti-malaria coalition, to emphasize the importance of private sector action to accelerate progress and reach the national goal of eliminating malaria in Senegal.
- The Association of Senegalese Mayors signed the “Declaration of Support for Malaria Elimination” showing their support for profound change and collective mobilization in the fight against malaria.