



ZAMBIA



OVERVIEW

Zambia launched a national “Malaria Ends with Me” campaign as part of the continent-wide Zero Malaria movement in 2018. Led by the National Malaria Elimination Centre (NMEC), 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, Zambia recorded 2.7 million cases of malaria in 2018.





SPOTLIGHT: END MALARIA COUNCIL

In 2019 Zambia established the first national End Malaria Council (EMC) – a broad coalition of public and private sector leaders chaired by the Minister of Health that mobilizes action to end malaria. The Council routinely reviews the national malaria scorecard to monitor progress and galvanize resources when bottlenecks arise. For example, the EMC recognized a nationwide shortfall of preventative malaria treatment for pregnant women and as a result development partners agreed to procure additional antimalarials while the Ministry of Health is developing a

sustainable budget and plan to distribute the treatments. The EMC conducts advocacy workshops with members of parliament to educate them on the campaign building a strong network of malaria champions in Parliament. At the community level, the EMC is implementing provincial councils to convene local leaders across all sectors to drive action, resource mobilization, and advocacy. Local councils have been launched in the Copper Belt, Central Province, and Southern Province with additional provinces to launch throughout 2020.

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

- To further galvanize resources for the National Malaria Elimination Centre, and close the country's malaria funding gap, senior leaders in government, business, and faith communities established an End Malaria Fund. Prior to the Fund, there was no mechanism at the national level that could receive and manage private sector resources for the NMEC. Now, private companies, religious leaders and EMC members can mobilize funds that would have previously been inaccessible. The End Malaria Fund is also working to collect grassroots donations by partnering with telecommunications companies to open a mobile banking account that people can donate to.
- A recent study in Zambia suggests that the private sector will receive up to a 20-to-1 return on investment when it invests in antimalaria efforts. This means malaria is not just an issue of corporate social responsibility, it is a matter of corporate strategy.
- The Zambia Revenue Authority (ZRA) recognized the significant return on investment of a healthy and highly productive society and incorporated malaria elimination into its strategic priorities, donating television and radio advertising space to promote malaria prevention behaviors and advocating for everyone to join the fight. The ZRA also donated 5 vehicles it previously confiscated to the National Malaria Elimination Centre to support the distribution of malaria commodities, converting a societal negative into a social benefit.
- The EMC and End Malaria Fund are bringing together multi-denominational religious leaders from across Zambia and uniting them under "Malaria Ends with Me". In November, this partnership led a march through Lusaka, Zambia's capital city, to promote awareness of malaria and catalyze grassroots funding. More than 50 religious leaders also attended an inter-faith workshop coordinated by the EMC and now arrange weekends of worship where donations will be collected to support local malaria control and elimination efforts.

FOR MORE INFORMATION ABOUT THE ZAMBIA END MALARIA COUNCIL AND FUND, VISIT [ENDMALARIA.ORG.ZM](https://endmalaria.org.zm)