

Advocate.
Educate.
Engage.



SpeakUpAfrica.

2017 ANNUAL REPORT

CONTENTS

A Message from the Executive Director	5
About Us	6
Our Mission	8
Our Objectives	9
What We Do	10
Our Reach	11
Our Team	12
Our Programs	14
Our Lab	44
Our Partners	46



Advocate.
Educate.
Engage.



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

It has been two years since the sustainable development goals (SDGs) were adopted by the United Nations. Government entities, private sector organizations, civil society actors, and individuals around the globe committed to end poverty, protect the planet and ensure prosperity for all.

Speak Up Africa, with health and wellbeing at our core from the start, also took on the challenge of refocusing our work to meet specific targets outlined in the SDGs. Now, more than ever, we are working with our partners, communities and policymakers to create and implement local solutions that address the realities of the continent and move us closer to an Africa we want to see in 2030.

In 2017, our team continued championing for a more prosperous Africa including partnering with Senegal's National Sanitation Office (ONAS) to communicate around fecal sludge management and the contributions well-managed onsite sanitation systems can make towards improving overall health conditions and the environment, and raising awareness about menstrual hygiene management by mobilizing community stakeholders in the District of Pikine, a Dakar suburb, where we reached more than 8,000 people.

In addition, Speak Up Africa joined partners in supporting the WHO Regional Office for Africa's Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN), which targeted 30 million people through mass drug distributions in 17 African countries, with recovering 132 million tablets through strengthened supply chains in seven countries across the continent. With support from our partner Aspire Academy and champion Lionel Messi, we distributed 70,000 long-lasting insecticide treated nets to more than 300 primary schools across Senegal.

As the new year unfolds, we invite you to join us in promoting actions that keep populations informed and capable of making the best possible decisions for their futures. Together, we can all move forward to "Advocate. Educate. Engage." and achieve the global objectives, not just for 2030, but for generations to come.

Yacine Diop Djibo

Executive Director

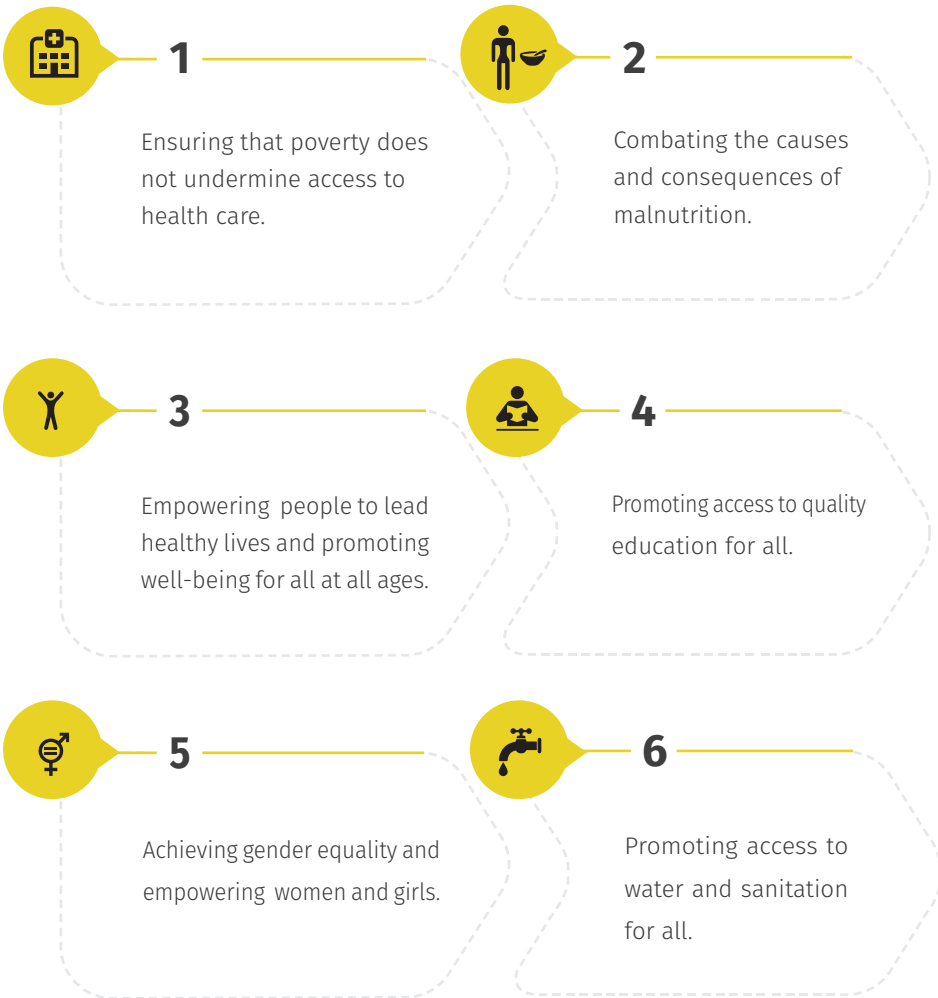
• ABOUT US



Speak Up Africa (SUA) is a platform dedicated to implementing concrete advocacy actions to promote sustainable development.

Through our programs and networks and with the support of our partners, we work to ensure that policy makers meet with stakeholders in the field, that solutions are presented and that every sector—from citizens and civil society groups to financial partners and business leaders—makes a critical contribution to the dialogue and strives to take concrete action for health and sustainable development on the continent.

We support Sustainable Development Goals (SDGs) 1 to 6 with a focus on improving public health.



• OUR MISSION

To ensure that every man, woman and child has the opportunity to lead a long and healthy life.



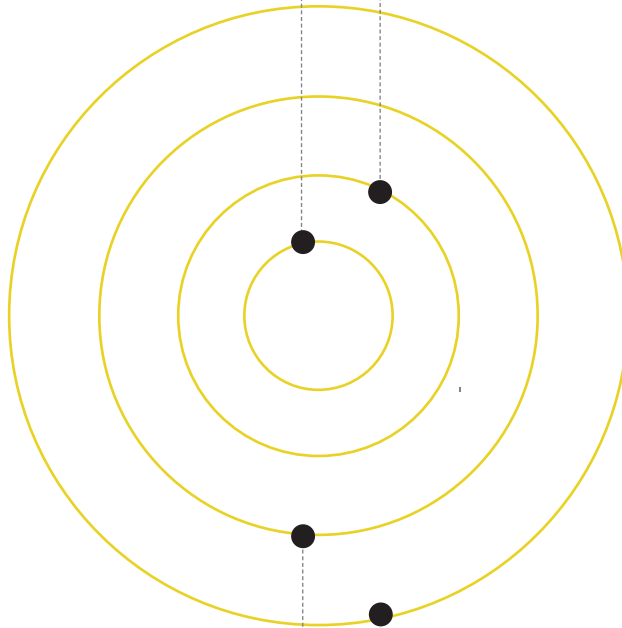
• OUR OBJECTIVES

1

To inspire action around key issues such as sanitation, malaria, education, neglected tropical diseases and immunization as set forth on the African region's political agenda;

2

To create a strong network of influencers who are committed to achieving the Sustainable Development Goals (SDGs) across the continent;



3

To encourage sustainable policy change to promote the achievement of the SDGs;

4

To establish Speak Up Africa as a regional platform for communication and advocacy for sustainable development.

• WHAT WE DO



1



We Advocate.

We work at all levels of society to influence decision making and policy change.

2



We Educate.

We create campaigns, events and communications tools to keep the public informed and inspired.

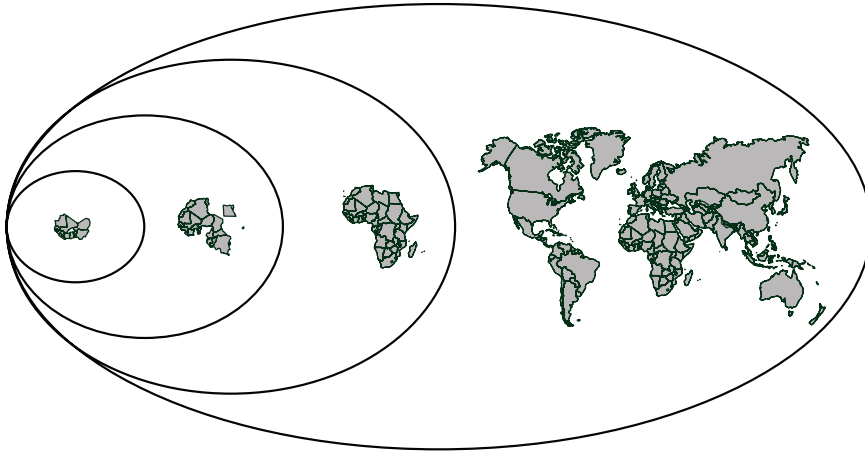
3



We Engage.

We listen to and share with communities, challenges, solutions and possibilities for the future.

● OUR REACH



West Africa

Headquartered in Dakar, Senegal, and bolstered by our relationships with key policymakers, we are perfectly equipped and qualified to stimulate advocacy actions and policy changes in the region.

Francophone Africa

Fully bilingual and working in both French and English, we are committed to facilitating coordinated action in all French-speaking African countries.

Pan-African

We work across the African continent to catalyze systemic change for sustainable development and public health.

Global

We make African voices heard on the global stage so that they are echoed in the architecture of international development and stimulate lasting change on our continent.

● OUR TEAM



Yacine Djibo

Founder and Executive Director



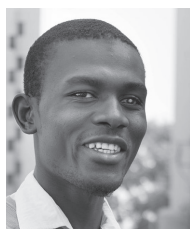
Fara Ndiaye

Deputy Executive Director



Ali Sidikou

Chief Financial and Administrative Officer



Siaka Traoré

Accountant



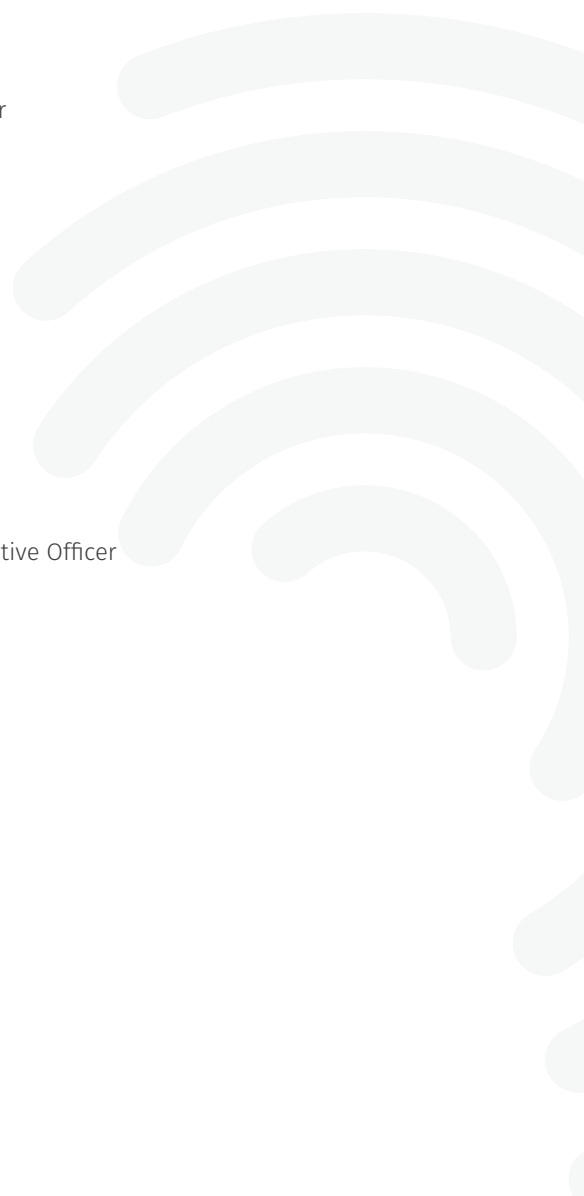
Anta Gaye

Administrative Manager



Anta Mbodj

Administrative Manager



Abdoulaye Diop

Program Officer



Yaye Sopiétou Diop

Program Officer



Kadidiatou Sow

Program Assistant



Maelle Ba

Consultant/Project Manager



Caroline Demarcq

Program Associate



Angelo Zogo

Head of Audiovisual Production



Mame Cheikh Mbaye

Graphic Designer



● OUR PROGRAMS ● ● ● ● ● ● ●

For an Africa free of NTDs 18

No Taboo Periods 20

Reach Sanitation for all 24

Africa Sanitation Policy and Advocacy Activator 28

Football Combating Malaria 32

ACCESS SMC 37

Zero Malaria Starts with Me 40

Routine Immunization 42





• NEGLECTED TROPICAL DISEASES

Neglected tropical diseases (NTDs) have garnered limited attention from policymakers and financial partners despite their scope and their impact on economic development and quality of life.

Around the world:



1.5 BILLION

people are affected by NTDs, which claim the lives of 170,000 people every year.



39%

of the world's NTD burden rests solely on Africa.



47 / 55

African countries are endemic to at least one NTD.



Neglected Tropical Diseases



Lymphatic Filariasis



Onchocerciasis



Schistosomiasis



Helminthiasis



Trachoma

However, in recent years, more interest has been focused on these diseases, which raise both public health and human rights issues. Neglected tropical diseases often cause irreversible disabilities and mutilations, when they are not fatal.



● FOR AN AFRICA FREE OF NTDS

The Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN) was established in the spirit of partnership between WHO Regional Office for Africa (AFRO), Member States and NTD partners in an effort to mobilize political, technical and financial resources to reduce the burden of the five most prevalent neglected tropical diseases (NTDs) in Africa, lymphatic filariasis, onchocerciasis, soil-transmitted helminthiasis, schistosomiasis and trachoma. Bound by the principles of transparency and accountability, ESPEN is ideally positioned to serve as a coordinating entity among partners and stakeholders and add value to government and partner investments through technical and operational support to endemic countries for the elimination of these disfiguring and debilitating diseases.

Speak Up Africa has been working closely with ESPEN since 2016, using its expertise in partnership-building and strategic communication to help people gain an understanding of the progress achieved in terms of controlling and eliminating NTDs on the African continent, while also stressing the importance of increasing funding for programs aimed at controlling neglected tropical diseases. At the national level, Speak Up Africa aims to create an enabling environment for the control and elimination of NTDs in Africa.

In 2017, ESPEN and its partners targeted 30 million people through mass drug distributions in 17 African countries and recovery of 132 million tablets through supply chain analysis and improvement in 7 countries across the continent.

IAN MAHINMI

NBA player

”

“I come from Benin, a country where more than 7 out of 10 million people need preventive treatment against neglected tropical diseases. Controlling NTDs should be a priority in Africa, so that every child on the continent can fulfill their dreams and—who knows?—maybe become a champion!”



● NO TABOO PERIODS

Launched in 2016, the “No Taboo Periods” campaign is an advocacy campaign designed to raise popular awareness on the issue of menstrual hygiene management and communication for behavior change.

This campaign is aimed at enhancing knowledge, attitudes and practices relating to menstrual hygiene and at making menstrual hygiene management a public health policy priority and generate commitment on the part of the authorities and leaders at all levels of Senegalese society.

In July 2017, SUA conducted a quantitative and qualitative study using a representative sample of 1,670 people in order to measure knowledge, attitudes and practices pertaining to menstrual hygiene management (MHM). The purpose of the study was to assess the level of knowledge, and identify various menstrual hygiene management practices and behaviors and their impact on the living conditions of women and girls. The study highlighted the fact that girls' lack of access to clean and safe toilets during their periods perpetuated shame and fear. This has a tremendous and far-reaching long-term impact on women's health, education and living conditions.

To better raise popular awareness, SUA works closely with the Piking Health District to ensure that menstrual hygiene management awareness activities conducted at the Speak Up Africa Lab and within communities are reflected in the health district's strategy and shared with the Ministry of Health. In collaboration with the health district, SUA has decided to go beyond community health workers and involve neighborhood godmothers as well as youth and women's associations in various activities in order to maximize the reach of the campaign. In 2017, 11,200 people were reached

In August 2017, Speak Up Africa was invited to participate in the National Girls' Camp organized by the Office of the First Lady of Sierra Leone, her Excellency Sia Nyama Koroma, in order to facilitate a workshop on menstrual hygiene management. During this interactive workshop, dialogues took place with the 100 girls in attendance to learn about their perceptions and attitudes regarding menstrual hygiene management. We also distributed kits including reusable sanitary pads produced by ApiAfrique and communication materials presenting key MHM messages.

Her Excellency Sia Nyama Koroma

First Lady of the Republic of Sierra Leone

”

“Girls are our future. As women, we always say that we are marginalized and that we have been kept in the dark. This is why the National Girls Camp is a strategy to build up the confidence of girls, to prepare them for the future.”



• ON-SITE SANITATION



1 / 3

people around the world still live without adequate sanitation facilities.



3 / 4

In West Africa, the figure reaches 75% of the population, representing a significant burden in terms of health and economic development.



1.5 TO 2 BILLION PEOPLE

worldwide use an on-site sanitation system but have no access to a suitable and appropriate fecal sludge management system. Fecal sludge is a combination of human feces, waste water, household waste and debris accumulated at the bottom of latrine pits and septic tanks. These are dumped directly into the urban environment, leading to serious health and environmental problems.



● REACH SANITATION FOR ALL

The “Reach Sanitation for all” campaign (or “Séttal Sunu Gox” in Wolof), which was launched in 2016, is a communication and advocacy campaign to promote access to information and improved sanitation in Pikine and Guédiawaye. It is part of a holistic and integrated approach that aims to improve living conditions through the management of the entire fecal sludge management value chain. On-site sanitation is the most widely used system in Senegal and results in a considerable production of fecal sludge whose proper treatment is essential to maintaining good public health and a sound environment.

Against that backdrop, Speak Up Africa works to address national sanitation challenges in close collaboration with national institutions that are directly responsible for developing and implementing sanitation programs in Pikine and Guédiawaye.





To this end, Speak Up Africa works with each of the following stakeholders:



Civil society groups that bring knowledge and passion to the challenge;



The Senegalese government, and ONAS in particular;



Communities that are in the best position to understand local challenges and design potential solutions;



Universities, which create innovative solutions on a daily basis;



Private sector companies that are well positioned to build the national economy while supporting sustainable development and improved sanitation.



Under this program, Speak Up Africa is supporting Senegal's National Sanitation Office in its communication and advocacy components.

The objectives of this support are as follows:



Contribute to the replacement of manual desludging with mechanical desludging;



Mobilize stakeholders from the public, private and civil society sectors; and



Increase knowledge and ownership of cost-effective sanitation solutions.



To achieve these goals, an integrated communication and advocacy strategy has been developed. The strategy is based on 4 pillars:



Formative research.



Interpersonal communication and social mobilization.



Advocacy aimed at political and opinion leaders.



Private sector engagement.





The strategy culminates in a 360° communication approach focusing on Sustainable Development Goal 6.2 on access to water and sanitation for all: “By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.



billboards

mobile phones.



flyers

interpersonal communication



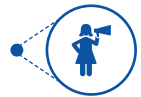
digital communication

social mobilization



tv & radio ads

advocacy



print media

In 2017, the main activity focused on the implementation of a campaign to promote the call center created under the ONAS fecal sludge market structuring program, which is one of the innovative on-site sanitation technologies. Thanks to an intensive media campaign, the call center has considerably increased its annual average of 47 desludging missions. During the campaign, the call center recorded over 4,823 desludging missions, with an average of 20 during weekdays and 50 during weekends. This increased the turnover of desludging operators as well as the annual usage rate of the call center.

● AFRICA SANITATION POLICY AND ADVOCACY ACTIVATOR

Through this project, launched in 2017, Speak Up Africa and its partner Niyel aim to prioritize on-site sanitation in French-speaking Africa, and thereby contribute to promoting progress in health, economic development and gender equality in underprivileged areas.

Both organizations work with policymakers, municipalities, the private sector, research institutions and civil society organizations to:



Encourage the development of policies, regulations and institutional frameworks that promote on-site sanitation.



Promote private sector involvement in the provision of sanitation services.



Support sanitation initiatives that empower women.



Increase the commitment of regional intergovernmental institutions to on-site sanitation.



Support municipalities in establishing inclusive urban sanitation policies and implementing a sludge management system that deals with the entire value chain.



Involve civil society organizations in the promotion of on-site sanitation.



Identify partners at the municipal, national and regional levels to encourage governments and key stakeholders to use on-site sanitation systems.



M. LANSANA GAGNY SAKHO

Managing Director, ONAS

“If half of the funds allocated to collective sanitation had been directed towards on-site sanitation, Senegal, like many African countries, would have now largely exceeded the sustainable development goals for sanitation.”

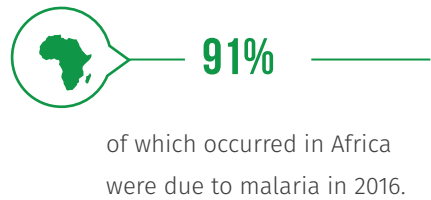
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• MALARIA

Malaria is a preventable and treatable infectious disease transmitted by mosquitoes.

In sub-Saharan Africa, malaria is the leading cause of death among children under five. It is a disease that primarily affects poor women and children and perpetuates a vicious cycle of poverty in developing countries. Morbidity and mortality linked to malaria cost the African economy alone \$12 billion per year.



of which occurred in Africa, were due to malaria in 2016.



In Senegal, thanks to the scaling up of proven malaria control interventions, this burden dropped significantly by 28% between 2015 and 2016

Despite these results, malaria remains a public health issue for the country. The impact of the disease remains severe, particularly in some parts of the country, and it continues to cause deaths.



● FOOTBALL COMBATING MALARIA



Football Combating Malaria (FCM) is an awareness campaign on the use of malaria prevention and treatment tools, implemented from 2014 to 2017. It was financed by Aspire Academy and the Leo Messi Foundation and implemented by Speak Up Africa in collaboration with and guidance of the Ministry of Health and Social Action, through the National Malaria Control Program (NMCP). The Football Combating Malaria campaign is aimed at increasing knowledge about malaria and use of insecticide-treated nets in target communities.

It also strives to ensure that the health system can rely on support from a community of stakeholders engaged in malaria control to improve living conditions in communities. To launch the campaign, Lionel Messi approved the production of thousands of treated bednets with his picture on them, both to protect children from malaria and help them make their dreams come true. The campaign has reinforced national capacities by training 370 specialized malaria-control ambassadors around the country. These ambassadors have visited more than 400,000 homes, and organized 4,104 social mobilization activities .

Since the launch of the program in June 2014, nearly 1,500 volunteers have been directly or indirectly trained to successfully conduct activities to promote health in their communities. Now, thanks to Aspire Academy and Lionel Messi and his Foundation, more than two million Senegalese nationals are able to better use malaria prevention and treatment tools.

Mass distribution of long lasting insecticide-treated bednets (LLINs), on the other hand, focuses on children of elementary school age. These children are seen as real the drivers of change who will promote the adoption of behaviors conducive to the elimination of malaria.

On January 20, 2017, Speak Up Africa organized an official ceremony to launch the distribution campaign of 70,000 LLINs with pictures of Lionel Messi, in collaboration with the National Malaria Control Program and the school medical inspection division.

Key figures of the Football Combating Malaria campaign:



225 teams

of supervisors and community agents mobilized;



326 elementary schools

benefited from the distribution of LLINs;



77,400 people

educated on malaria issues during social mobilization activities;



228 social mobilization

activities for distribution and awareness-raising;



396

malaria talks held in schools;



29,217 students

educated during school talks;



70,000 long lasting insecticide treated nets distributed.



MOUSSA SOW

A pupil in Kolda, Senegal

“Today I received a mosquito net with Lionel Messi’s picture on it. He is the greatest of all champions and I know that every night when I sleep under the net, no mosquito will bite me or give me malaria, because Lionel Messi is protecting me.”





• ACCESS SMC

Achieving catalytic expansion of seasonal malaria chemoprevention in the Sahel

In 2012, the World Health Organization (WHO) recommended the introduction of seasonal malaria chemoprevention (SMC) in areas with high seasonal malaria transmission rates. SMC is an effective method for preventing malaria in children in areas where malaria transmission is highly seasonal. It consists in administering a three-day anti-malarial drug treatment to children aged 3 months to 5 years, at monthly intervals, during the four months of the rainy season.

ACCESS-SMC is a project financed by UNITAID and implemented by Malaria Consortium in partnership with Catholic Relief Services. Its objective is to support the national malaria control programs of Burkina Faso, The Gambia, Guinea, Mali, Niger, Nigeria, and Chad in their efforts to scale up seasonal malaria chemoprevention in the Sahel region.

This 3-year project is supported by the Centre de Support en Santé International (CSSI, a Chadian NGO focusing on health support); the London School of Hygiene & Tropical Medicine; Management Sciences for Health; Medicines for Malaria Venture and Speak Up Africa. The World Health Organization recommends SMC as an effective malaria control tool for the 25 million children living in areas subject to a high seasonal incidence of malaria. The project has contributed to a reduction of malaria transmission in children aged 3 months to 5 years and has helped protect some 6.3 million children throughout the region in 2015 and 2016.

● **Key ACCESS-SMC facts and figures:**



SMC reduces all simple and severe **malaria** attacks by about 75% and can be effectively scaled up.



90% of the targeted children were reached and more than 70% received at least three monthly treatments.



The ACCESS-SMC project has reinforced **public health** program monitoring systems and over 50,000 health workers and volunteers have been trained on efficient SMC administration, supervision and monitoring.



SMC provides a high degree of **personal protection** from malaria for children in areas where malaria is seasonal. It costs approximately US\$4 per child annually. Very few serious side effects were observed and an independent evaluation revealed no problems.

NANTANÉ DOUMBOUYA

Mother of children receiving treatment in Frolako, Guinea

“What made us embrace this approach is that we lost two of our children to malaria last year. As they were anemic, we took them to a health care center where they were given blood transfusions, but unfortunately they died. Since we started giving medicine to our other children, we no longer have any problems with malaria.”

”



• ZERO MALARIA STARTS WITH ME

On April 25, 2014, the Ministry of Health and the National Malaria Control Program launched the “Zero Malaria! Starts with Me” campaign, a nationwide citizen movement for the elimination of malaria in Senegal. This campaign, which is part of an inclusive advocacy strategy to increase awareness, prioritization and national commitment with a view to eliminating malaria, is based on 3 pillars:

Political commitment: Through its first pillar, the campaign aims to generate political commitment to the elimination of malaria at the highest level of government in Senegal. During its first four years of implementation in Senegal, 140 declarations and commitments were signed by national and international opinion leaders, including 50 parliamentarians and 53 mayors in Senegal.

Private sector engagement: Through its second pillar, the campaign aims to mobilize the financial resources needed to end malaria once and for all in Senegal. In four years, 14 private sector companies have pledged to support the NMCP and campaign activities during two roundtables.

Community engagement: Finally, through its third pillar, the “Zero Malaria! Starts with Me” campaign aims to enhance progress and promote efforts by citizens and partners. 8 community champions were trained in Pikine and financed by the Wari company. In less than 6 months between 2016 and 2017, these champions raised awareness in nearly 8,310 people through 3,840 home visits. In total, 27 community awareness events were organized as part of the campaign.



Kabirou Mbodje

Chairman and CEO of Wari

“Malaria is a preventable and treatable disease and yet its impact on African populations and on the productivity of our continent is considerable. For Wari, contributing to malaria control is a priority and every business must play its part.”

”



● ROUTINE IMMUNIZATION



Since their global launch in 1974, expanded programs on immunization have been considered one of the most cost-effective public health strategies in the world. These programs reduce the toll of infectious diseases worldwide and are essential to health systems, especially in the context of developing countries, such as Senegal.

In Senegal, vaccine-preventable diseases remain the leading cause of mortality among children under five. Since 2001, Senegal's Expanded Program on Immunization (EPI) has been a dynamic program effectively combating 9 diseases.

Through our support for the EPI, we aim to contribute to increasing immunization coverage in Senegal through the following:

Formative research: Speak Up Africa conducted a KAP (knowledge, attitudes and practices) survey to determine how immunization is perceived at the community level;

Reinforcement of the IEC/CCC component at the national level: Drawing on the results of the formative research, Speak Up Africa has developed a tailor-made IEC/CCC toolkit for the EPI and its partners;

Elaboration of a training guide for community health workers: To improve the quality of interaction between health professionals and caregivers, Speak Up Africa has developed a tailor-made training guide for health providers, focusing on social mobilization and interpersonal communication.



PR. AWA MARIE COLL-SECK

Minister of Health and Social Action

“To achieve sustainable development goals in Senegal, Africa and the world, it is essential to expand access to immunization. In the field of health, there is probably no prevention that is more cost-effective than immunization.”

”

• OUR LAB



SpeakUpAfrica.



At Speak Up Africa, empowering new generations of citizens is one of our core missions. Through our focus on youth and women, we are helping to ensure that they can build their capacities and make informed decisions about their health and the development of their communities, and that they are able to hold their respective governments to account for their actions.

With this aim in mind, in 2016, Speak Up Africa created the Speak Up Africa Lab in Pikine in the suburbs of Dakar, as a space for creativity and dialogue aimed at sustainably facilitating the emergence and consolidation of citizens' initiatives in suburban areas in the fields of health, sanitation and the environment.

Five awareness workshops on menstrual hygiene management were held at the Speak Up Africa Lab in 2017. During these workshops, Speak Up Africa raised awareness in 125 women and men aged 12 to 40.

Speak Up Africa also organized several training workshops to strengthen the capacities of community actors in the Pikine health district, including "Bajenu Gox" (middle-aged women involved in community activities), community relays, and teenagers. The specific objective of these workshops was to enhance their knowledge of menstrual hygiene to enable them to conduct awareness actions in their communities.

In March, a focus group on wastewater management was organized at the Lab, in collaboration with a youth association in Guédiawaye. Discussions focused on the lack of popular awareness-raising on hygiene and sanitation issues. At the end of the discussions, the focus group undertook to include wastewater management in its awareness-raising activities.

• OUR PARTNERS





SpeakUpAfrica.

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