

2018

Annual Report



Advocate. Enable. Engage





Yacine Djibo

Foreword from the Founder and Executive Director

Dear Friends,

As I think back on the past 8 years since founding Speak Up Africa, I am taken aback by how far we have come. In fact, increasingly aligning our work to the Sustainable Development Goals (SDGs) has enabled us to accelerate progress, expand into new areas and open up new partnership opportunities. Just this past year has seen us advocating for sustainable development for Africa both at home and at events as far afield as Australia, Brazil and China.

Enhancing our continued work with the WHO Regional Office for Africa's Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN), we were honoured to launch a new movement - No to Neglected Tropical Diseases - in 2018. With support from country leaders, we're engaging governments, communities, civil society and the private sector to work together to eliminate these debilitating diseases affecting 600 million people in Africa.

We also made great strides to eliminate malaria in 2018, convening experts, researchers and political leaders to make all important commitments. Meanwhile, our Zero Malaria Starts with Me champions distributed prevention and treatment tools and raised awareness among over 20,000 citizens. With support from the RBM Partnership, we are now proud to extend the campaign across the continent, and see communities Speak Up all over Africa to say "Zero Malaria Starts with Me"!

In addition, the team continued to champion the provision of adequate sanitation in Senegal and Francophone Africa in partnership with the National Sanitation Utility of Senegal (ONAS) and Niyel. Meanwhile, our No Taboo Periods programme with API Afrique and Senegal's Minister of Health is breaking down the stigma of menstrual hygiene and teaching good hygiene practices to girls.

Reflecting on our successes, it is clear that none of this would be possible without the support of our champions and partners. I would therefore like to take this opportunity to thank each individual who has shared our vision and worked with us to amplify African voices to accelerate development across the continent over the past year.

Looking ahead, we are excited to take on new challenges, such as embracing a catalytic role in increasing the capacity of civil society organisations (CSOs). Above all, however, we look forward to continuing our work with our partners, community leaders and the general public to "Advocate. Enable. Engage" for a healthier and more prosperous Africa.



The background of the page is a warm, yellow-tinted photograph. In the foreground on the left, a woman is smiling broadly, wearing a white headscarf. In the background on the right, two young boys are also smiling. The overall mood is positive and hopeful.

Our mission.

Headquartered in Dakar, Senegal, Speak Up Africa is a strategic communications and advocacy organization dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa.

Through our platforms and relationships and with the help of our partners, we ensure that policy makers meet implementers; that solutions are showcased and that every sector – from individual citizens and civil society groups to global donors and business leaders – contributes critically to the dialogue and strives to form the blueprints for concrete action for public health and sustainable development.

Our Team



Yacine Djibo
Founder &
Executive Director



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Deputy Executive Director



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Director of Finance



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Project Manager



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Office Manager



Anta Gaye
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Bara Mbaye
Graphic Designer



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Program Associate



Aida Kabo
Program Associate



Arsène Kpangon
Policy and Research
Analyst



Abdoulaye Diop
Program Officer

Our Reach.



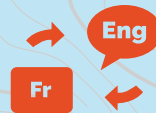
West Africa

Headquartered in Dakar, Senegal and with our solid relationships with key decision-makers, we are uniquely qualified to drive policy change and advocacy in the region.



Pan-Africa

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



Francophone Africa

With our comparative advantage of being a truly bilingual organization, we are committed to enabling coordinated action from all French speaking African countries.



Global

We amplify and enable African voices at the global level to participate and engage in developing the architecture needed to drive sustainable change.

What We Did in 2018



Advocate

We create an enabling environment for sustainable development in Africa. We work at all levels of society to influence decision making and policy change.

**419 000
Voices**



Enable

We support and empower our partners from civil society, public and private sectors, and multilaterals to strengthen their impact.

**895
Game
Changers**



Engage

We convene relevant stakeholders to increase awareness, commitment and foster action.

**21 205
Actions**



Key Events in 2018



• Opening ceremony of the conference attended by Rihanna

February 1-2

CONFERENCE ON THE FUNDING OF THE GLOBAL PARTNERSHIP FOR EDUCATION

Speak Up Africa worked with the Ministry of National Education of Senegal to raise nearly 3 billion dollars during the Fund Replenishment Conference of the Global Partnership for Education (GPE)!

In April 2018, Senegal welcomed leading stakeholders working to strengthen education systems in developing countries. Speak Up Africa supported this international effort by collaborating with the conference host, the Ministry of National Education, in the development of policy communication tools. Please refer to our website for more information on the pivotal role played by the GPE within the international community.

March 8th

INTERNATIONAL WOMEN'S DAY

March 8th was a day of celebration in the secondary school in Ngaparou, a small, coastal town south of Dakar. It was the first time the school celebrated women's rights day. The activity was organized by Speak Up Africa in collaboration with API Afrique.

In Senegal, studies have shown that 40% of girls miss school at least one day per month while on their period, which impacts their academic performances. Because they have not learned how to manage their periods, they may be ashamed or afraid to go out.

The daylong celebration mobilized 100 girls between the ages of 10 and 20 to overcome the taboo surrounding menstrual hygiene issues and raise their awareness of the fact that menstruation is not a disease but a sign of good health.







April 15-20

THE MULTILATERAL INITIATIVE ON MALARIA (MIM)

Twenty years after its first edition, the MIM returns to Senegal. In conjunction with Cheikh Anta Diop University and the Permanent Secretariat of the MIM, Speak Up Africa invited more than 2000 people to attend the 7th edition of the MIM, organized on the theme of "Dakar II: Two decades of progress, challenges and perspectives in ending malaria".

 Multilateral Initiative on Malaria

er Initiative on Malaria Conference

April 15th to 20th, 2018
Dakar - Senegal

Dr. Admasu Kesete
Executive Director,
RBM Partnership to End Malaria

April 16

ZERO MALARIA! STARTS WITH ME

On day one of the MIM, Speak Up Africa brought together some 150 experts, researchers and political leaders to strengthen the call for collective action to wipe out malaria across the continent. Under the auspices of the regional Zero Malaria! Starts with Me movement, Dr. Kesete, Executive Director of the RBM Partnership to End Malaria, Prof. Awa Marie Coll-Seck, a Senegalese Minister of State, Mr. Kabirou Mbodje, Executive Director of Wari and Philip Welkhoff, Director of the Malaria Program at the Bill & Melinda Gates Foundation, reminded us that we hold the keys to ending malaria in Africa.



- Prof. Awa Marie Coll-Seck

- Mr. Kabirou Mbodje





Zero Malaria Starts With You!
A Movement for Malaria Free Africa



• Maelle Ba presenting Zero Malaria! Starts with Me



• Q&A session on perspectives of ending malaria

Mr. Peter Sands, Executive Director of the Global Fund to Fight AIDS, Tuberculosis and Malaria.

Ms. Olivia Ngou Zangue, Deputy Director Africa of Malaria No More in Cameroon.



Mr. Sherwin Charles, CEO and co-founder of the Goodbye Malaria initiative.

Ms. Maelle Ba, Project Manager, Speak Up Africa.

Prof. Ric Price, Head of the Clinical Group, WorldWide Antimalarial Resistance Network.

1-5 July

1ST MALARIA WORLD CONGRESS

During the 1st Malaria World Congress, held in Melbourne, Australia, Speak Up Africa united stakeholders around the Zero Malaria! Starts with Me movement. The agenda included “innovative approaches to support the voices of people affected by malaria”.

November 6-8

REINVENTED TOILET EXPO

From November 6th to 8th, Speak Up Africa worked to foster reflection on sanitation policies promoting the adoption of innovative, pro-poor technologies in developing areas around the world! We took part in this key expo for the world of sanitation, organized by the Bill & Melinda Gates Foundation.



• Ms. Yacine Djibo moderating a session on the impact of sanitation on our ecosystem.



• Bill Gates, Co-Chair of the Bill & Melinda Gates Foundation, during the opening ceremony of the Expo.

1^{er} Forum Galien Afrique

27 & 28 novembre 2018



^ Speak Up Africa with Ms. Natasha Quist, representative of the Bill & Melinda Gates Foundation in West and Central Africa

27 & 28 novembre 2018

République du Sénégal



Un Peuple - Un But - Une Foi

MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR,
DE LA RECHERCHE ET DE L'INNOVATION



MINISTÈRE DE LA SANTÉ
ET DE L'ACTION SOCIALE

Républi

Un Peuple - Un But - Une Foi

MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR,
DE LA RECHERCHE ET DE L'INNOVATION



November 27-28

GALIEN FORUM

Launching of the “No to NTDs” movement :

During the first Galien Forum in Africa, which took place on November 27-28, 2018, Speak Up Africa launched a multisectoral platform aimed at speeding the elimination of neglected tropical diseases (NTDs) in Africa. The event was attended by over one hundred health and development sector personalities. On that occasion, Prof. Awa Marie Coll-Seck, Dr. Diane Gashumba, Minister of Health of Rwanda, and Prof. Nicolas Meda, then Minister of Health of Burkina Faso, urged African ministers to invest in NTD control to finally end the vicious circle of poverty that neglected tropical diseases create for African people.



Our campaigns and programs

p.22

Neglected tropical diseases

- ▶ For an Africa without neglected tropical diseases
- ▶ No to neglected tropical diseases

p.30

Sanitation

- ▶ Sanitation is Health
- ▶ Assainir l'or dur et liquide

p.32

Menstrual hygiene management

- ▶ No Taboo Periods

p.34

Routine immunization

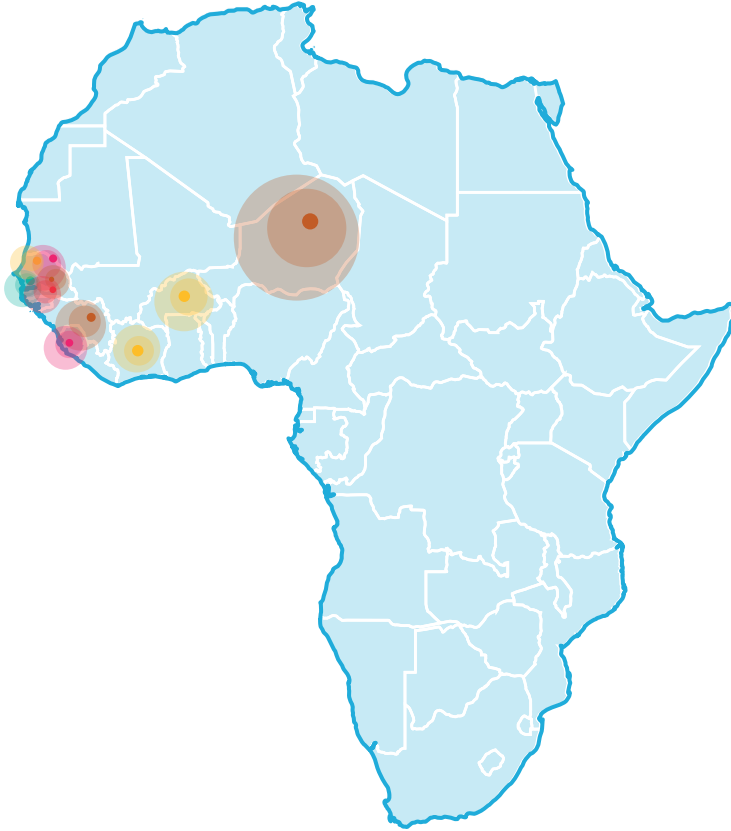
- ▶ Every Shot Counts

p.36

Combating malaria

- ▶ Zero Malaria! Starts with Me

Our implementing countries



○ **NO** NEGLECTED
TO TROPICAL
DISEASES

○ **ESPEN**

○ **ASSAINIR**
l'OrduRE et liQUiDE

○ **Chaque vaccin compte**

○ **MENSTRUES SANS TABOU.**
NECESSAIRE SA VIE

○ **Zéro Palu, je m'engage**

Neglected Tropical Diseases

Context

Neglected tropical diseases (NTDs) are a group of destructive mostly communicable diseases. They affect the world's poorest people and are especially common in tropical areas, where people have little access to clean water or proper ways to dispose of human waste.

Since 2016, Speak Up Africa supports WHO AFRO's Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN) to accelerate the elimination of continent's 5 most common NTDs.

Key Facts



**1,5 BILLION PEOPLE
ARE AFFECTED
BY NTDs WORLDWIDE.**



**39% OF THE GLOBAL
NTD BURDEN
OCCURS IN AFRICA.**



**ONLY
0,6% OF GLOBAL
HEALTHCARE FUNDING
GOES TO CONTROLLING NTDs.**





Key achievements in 2018

Building ESPEN's capacity for communication

- ▶ Designing a communication and advocacy strategy.
- ▶ Drafting of strategic documents, i.e. an **institutional brochure, an annual report, investment files, newsletters and an updated version of the [ESPEN PORTAL](#)**, which provides access to more than 4000 maps, allowing Health Ministries to share and exchange data on the program with a view to making informed decisions to accelerate the elimination of five MDA/NTDs.

Documenting progress towards controlling and eliminating these 5 diseases

- ▶ Producing a series of videos and multimedia content highlighting the ESPEN project and its work as well as country-specific items such as videos on the elimination of lymphatic filariasis as a public health issue in Togo and trachoma in Ghana.

Creating a solid network of public and private sector influencers

- ▶ Collaborating with the First Lady of Niger, African Ministers of Health, athletes such as NBA champion Ian Mahinmi, football player Didier Drogba and Dr. Moeti, to place ESPEN at the forefront of NTD control and elimination efforts in Africa.

Capacity building for the media on treatment of NTD-related news

- ▶ Mapping of target audiences to ensure that the right people are telling ESPEN's story and also that we carefully choose the media outlets best suited to spreading our message.
- ▶ To enhance the impact of the media, Speak Up Africa organized training workshops for selected journalists from Senegal and Niger, which was also an opportunity to develop training tools and a comprehensive media plan.
- ▶ Production of a series of editorials signed by influencers and press releases for ESPEN in order to increase coverage of NTD-related issues in Africa.

Increasing national funding for national NTD control programs

- ▶ Conducting an in-depth situation analysis and stakeholder mapping in Guinea, Niger and Senegal.
- ▶ Developing a multi-tiered advocacy strategy to enable dialogue with national representatives of target funders and stakeholders to ensure that they are in line with and support the overall fundraising effort.
- ▶ Creating and reinforcing coalitions bringing together the leading actors at country level, especially financial partners, the NTD program, partners in implementation, private sector representatives and communities affected by NTDs.

NO

TO

**NEGLECTED
TROPICAL
DISEASES**



No To Neglected Tropical Diseases

Through this movement, individuals, political leaders, private sector companies and civil society organizations (CSOs) come together to increase awareness, prioritization and national commitment to accelerate the control and elimination of NTDs in Africa.

Where there is poverty, NTDs are commonly an accepted part of life. But this is not inevitable, nor should we accept it.

In this sense, the campaign aims to:

1.

Increase overall political engagement to NTDs to increase domestic resources for NTDs

2.

Build the capacity of civil society organizations to make NTD decision-making spaces more inclusive

3.

Create an enabling environment at the national level for increased prioritization of NTD elimination



Sanitation

2018 was a critical year for water and sanitation in Senegal.

The sector was marked by key events such as the confirmation that the next World Water Forum would be organized in Senegal in 2021, the reorganization of the institutional roles and responsibilities of the various directorates and offices in charge of water and sanitation issues and, particularly, the arrival of a new Director General at the Senegal National Sanitation Office (ONAS) with a new vision focusing on private sector participation and giving a prominent position to advocacy and communication.

In 2018, Speak Up Africa worked on meeting national challenges in the area of sanitation in close collaboration with the national institutions directly responsible for designing and implementing sanitation programs in Senegal, especially in Pikine and Guédiawaye.

This involved working with each of the following groups:

1. **Civil society** which brought knowledge and passion to the challenge,
2. **The Senegalese government,** including ONAS and the Ministry of Sanitation,
3. **The communities** which are in the best position to understand local challenges and devise potential solutions,
4. **The universities** which create innovative solutions on a daily basis,
5. **Private sector businesses** which are in an ideal position to build the national economy while supporting sustainable development and improved sanitation.

Key achievements in Senegal

Strengthening national partnership

- ▶ In May, **ONAS's vision of a public-private partnership brought together 60 participants** including technical and financial partners.

In July, **ONAS's plan of action and its new vision were presented** to the stakeholders in the National Program for Sustainable Development of Non-Sewered Sanitation in Senegal (PNDDAA).

Improving institutional communication

- ▶ In order to improve communication with mechanical emptying businesses and lay the groundwork for a certification process for desludging businesses, Speak Up Africa has drafted a guide compiling the best practices in the field. ONAS intends to use this tool to improve customer service and contribute to knowledge sharing with other government or municipal services across the continent. The topics addressed in the illustrated guide include protective equipment and compliance with treatment plant rules and regulations.

Video production

- ▶ Presentation of the ONAS video on the sanitation sector. In the video, key stakeholders such as Mr. Lansana Gagny Sakho, Director General of ONAS, and Mr. Mouhamadou Gueye, Director of the Program for the Structuring of the Fecal Sludge Market (PSMBV), explain their vision for enhancing the organization of the sanitation sector in Senegal.
- ▶ The spotlight was on the achievements of the PSMBV, ONAS's vision, the place of the private sector in the realization of that vision and how the involvement of private sector actors, particularly banks, has improved living conditions for people and businesses in the pilot program area.
- ▶ Public awareness about civic behavior and how everyone should contribute to keeping the environment clean.



Support for the structuring of the national fecal sludge market

- ▶ Survey on pit emptiers' satisfaction with the Program for the structuring of the fecal sludge market.
- ▶ Household satisfaction survey on flood-zone adapted toilets developed by OXFAN.
- ▶ 130 emptiers have been trained on best practices, behaviors and attitudes that will allow them to maintain quality customer service and improve the image of their business.
- ▶ 50 emptiers have been trained on standards of hygiene, security and quality emptying with a view to sludge collection and disposal in sludge treatment plants.



250
emptiers have been
trained to improve
customer service.



1
3

1 out of 3 people
around the world
still lives without
adequate sanitation
facilities

75%

In West Africa, 75% of the
population is affected, creating
a significant burden on health
and economic development

African populations are facing enormous sanitation challenges that hold back their living conditions and the achievement of sustainable development goals.

More than 2 billion people around the world lack access to fecal sludge management systems. This leads to dumping of fecal sludge directly into the urban environment, resulting in serious environmental and health hazards.

In collaboration with our partner Niyel, Speak Up Africa seeks to encourage the development of public policies promoting improved sanitation in the West African subregion.

We work with policy-makers, municipalities, the private sector, the media, civil society organizations and research institutes to develop and disseminate on-site sanitation in French-speaking Africa, while taking account of health, economic and gender equity issues.

3 Levels of engagement:

At the regional level to:

- ▶ Increase the commitment and involvement of regional institutions in on-site sanitation development and regulation.
- ▶ Promote the creation of partnerships between regional institutions and African states with a view to adopting fecal sludge management innovations and technologies to meet the Ngor Declaration commitments and achieve Sustainable Development Goal 6.

At the national level to:

- ▶ Urge governments to allocate more financial resources to the sanitation sector.
- ▶ Raise awareness among policy-makers regarding the need to clearly identify the various sanitation systems recognized and financed by governments, including on-site sanitation for proper fecal sludge management.

At the municipal level to:

- ▶ Promote the development of gender-sensitive sanitation policies, including on-site sanitation and integrating all of the links of the sanitation value chain in urban plans and strategies.
- ▶ Contribute to the establishment of responsible fecal sludge management entities at the municipal level, as well as the operationalization of a comprehensive urban sanitation strategy.





In 2018, Speak Up Africa and Niyel organized workshops attended by more than 150 sanitation sector stakeholders, including the media, civil society organizations (CSOs) and the private sector in 3 French-speaking West African countries: Burkina Faso, Côte d'Ivoire and Senegal.

These workshops provided an opportunity to present the project, particularly its research and advocacy components, and engage participants around on-site sanitation issues. National advocacy plans were developed in follow-up to the workshops.

35 journalists were targeted for awareness-raising on sanitation issues during training and awareness workshops organized in Burkina Faso and Côte d'Ivoire, with a view to sparking their interest in the subject.

Three CSOs from program countries were selected by the project and given funding for capacity building and to strengthen their commitment to on-site sanitation and fecal sludge management. Beginning in 2019, these CSOs will conduct advocacy activities to raise the profile of on-site sanitation in francophone Africa.

Menstrual hygiene management

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

To raise awareness in the population, Speak Up Africa worked in close collaboration with the Pikine health district in order to ensure that the awareness activities conducted in the Speak Up Africa lab and at the community level were included in the health district’s general activity report and shared with the Ministry of Health and Social Action.

In conjunction with the health district, SUA decided to look beyond community healthcare workers and involve various neighborhood father or mother figures (Bajenuu Gox), and youth and women associations in activities designed to maximize the reach of the campaign. These non-traditional actors are widely used by the Ministry of Health to raise community awareness.

In addition to our actions at the district level, SUA organized awareness workshops at the national level. Two awareness workshops were organized respectively at Baba Garage and the SUA Lab in Pikine. At least 55 women and girls received awareness-raising training.

20 200
people received
awareness-raising
training in 2018

On International Women's Day, celebrated on March 8, SUA, in partnership with API Afrique, participated in an awareness campaign on MHM in a local secondary school in the Mbour region. It was attended by more than 100 male and female pupils.

Speak Up Africa, in collaboration with API Afrique, developed a website (Changeons les règles) - and a mobile application. In addition to the website and mobile application, SUA helped API Afrique design and distribute a mini booklet on best hygiene practices, techniques for using menstrual protection, as well as advice and practices.



MENSTRUÉS SANS TABOU.

MIEUX DANS MON CORPS
MIEUX DANS MA VIE



Routine Immunization

Immunization is the most cost-effective health intervention known to mankind.

When countries can successfully provide vaccines to their children, they are already making an immense difference to the health of their citizens. Yet, globally, 1 in 5 children are still without access to even the most basic vaccines.

A successful immunization program can contribute to stronger overall health by providing a structural foundation for national health systems.

By taking advantage of the international support currently offered in routine immunization and the introduction of new vaccines, governments can use immunization models to improve management, planning, forecasting, evaluation, inventory control, cold-chain systems, community outreach, provider training, and patient outreach. These management and skill-building tools can positively impact overall health services and make resources available for other areas of health care.

Every Shot Counts

Speak Up Africa recognizes that these major changes won't happen without the endorsement and engagement of African political leaders, as well as engagement from the beneficiaries for whom it impacts the most. Therefore, SUA works both at ground level and highest political levels to ensure that individual and collective actions will join together with political actions to create long-lasting impact.

Together with our partners, we contribute to increase immunization coverage levels in Africa by:

- ▶ **Raising the profile of immunization** on policymakers' agenda.
- ▶ **Promoting sustainable resource allocation** for immunization at country level.
- ▶ **Increasing the visibility of good practices** and accomplishments of EPI programs throughout the continent.
- ▶ **Strengthening coalitions** in support of immunization.
- ▶ **Increasing demand from communities** of quality immunization service.



zéro

pau!

Malaria

Malaria, which is caused by a parasite spread by certain types of mosquitoes, is one of the deadliest diseases in the history of humanity. Due to their weaker immune systems, pregnant women and children under the age of five are the most at risk.

In 2017

219 million cases

435 000 deaths were recorded

90% of which occurred in sub-Saharan Africa



An estimated \$2.7 billion were invested in the fight against malaria and efforts to stamp out the disease worldwide in 2016, and the funding target for 2020 is more than twice that amount.



Zero Malaria Starts with Me

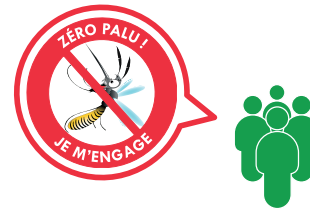
A national campaign engages all Senegalese to actively fight malaria.

In Senegal, communities play a vital role in the fight against malaria, as they are well-positioned to identify, understand, and assess the needs of vulnerable populations. To foster community ownership of antimalaria efforts, increase cross-sector collaboration, and improve the quality of information, the NMCP, in partnership with PATH MACEPA and Speak Up Africa, launched “Zéro Palu, Je m’engage!” (Zero Malaria Starts with Me!), a national campaign designed to create malaria-free communities across Senegal.

Since the launch of the campaign, the President of the Republic and more than 180 political leaders at national and local levels have publicly expressed their support and commitment to ending malaria.

This groundbreaking initiative set out to:

1. **Bolster political commitment** at the highest level of the government.
2. **Mobilize Senegal's private sector** to create new partnerships.
3. **Increase community awareness and ownership** of the malaria fight.



The fundamental precept of this campaign is that every individual, from the Head of State to business leaders to ordinary members of the community should engage and play an active role in efforts to wipe out malaria across the country. And it has paid off.



In addition to the community champions, the campaign has engaged well-known athletes, politicians, musicians, and celebrities to promote best practices related to systematic use of insecticide-treated nets, early testing with RDTs in case of fever, and free treatment.

The campaign also produced and broadcasted “Le Champion de Bonaba”, a fictional television 10-part series about a community champion who commits to ending malaria after losing his pregnant wife to the disease. The show, filmed in Wolof, a local language, was broadcast nationally to more than 1 million viewers per week.

The NMCP continues to seek out new partners and funding from the public and private sectors to help spread the “Zero Malaria Starts with Me!” messages and activities to every corner of the country and ensure every household is reached with critical, lifesaving information.

Community and celebrity champions are powering the fight.

Central to the success of the “Zero Malaria Starts with Me!” campaign is the strong volunteer network of Community Champions. The Community Champions program supports national elimination efforts by training local volunteers to raise awareness of and promote their district’s existing interventions to ensure the people most affected by malaria are aware of the dangers, know what to do to prevent and treat the disease, and have access to prevention and treatment.

In one of Senegal's most populated districts,

20 000 people were reached directly by a group of

8 Community Champions who visited more than

3800 households and conducted more than

120 awareness sessions.



Today, Senegal has one of the lowest malaria incidence rates in West Africa.

In 2017, Senegal was awarded

32M USD

by the Lives and Livelihood Fund, an innovative financing mechanism, to support its malaria elimination efforts.

Additionally,

14 private companies

(both Senegalese and multinational) formed an anti-malaria coalition.

Finally,

37 national and international opinion leaders

weighed in to emphasize the importance of staying focused on this national goal.



Taking personal responsibility to fight malaria is a pan - African goal

African leaders and citizens believe that to effectively eliminate malaria and prevent 400,000 Africans, most of whom are children under the age of 5, from dying each year, they must work together to stop the spread of this deadly disease.

In July 2018, the African Union Commission and the RBM Partnership to End Malaria launched a continent-wide Zero Malaria Starts with Me campaign inspired by Senegal's success, which has gained the support and endorsement of 55 African heads of state. The goal is to reignite grassroots movements - led by individuals, families, communities, religious leaders, businesspeople, political leaders, and other members of society - to take personal responsibility for winning the fight against malaria. Thus far, over 30 countries have expressed an interest in joining the campaign, and several, including Cameroon, eSwatini, Ethiopia, Mozambique, Mauritania, Niger, Uganda and Zambia, have already or are about to launch national campaigns in support of the Zero Malaria Starts with Me movement

over

30
countries

**have expressed an
interest in joining
the campaign**

Thank you to all our partners

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