




Advocate.
Educate.
Engage.





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Message from our Founder and President.

2016 marked the fifth anniversary of Speak Up Africa. Over the past five years, Speak Up Africa has worked to raise community awareness about the leading causes of mortality in African children, including preventable diseases such as malaria. We have designed and implemented campaigns that have encouraged millions of people to take decisive action regarding their health.

In recent years, the international community has made unprecedented progress by rallying around 17 common goals and mobilizing the necessary resources to achieve them. It is important to note, however, that the Sustainable Development Goals (SDGs) can only be achieved if they are adopted and upheld by the majority. To this end, unfailing cooperation between all sectors of society is required. By promoting an enabling environment for citizens' engagement and advocacy, Speak Up Africa intends to contribute to meeting SDGs in Africa and catalyzing individual action to influence public institutions. Our campaigns aim to serve as a powerful public accountability mechanism, encouraging governments to uphold their public commitments. Every day, we urge African youth to become key players in their own development.

A very important milestone has been reached on the road to sustainable development. With help from our partners, we have set up a plan of action for sustainable development and public health. Together, we can spark change, one citizen at a time.

Yacine Diop Djibo.



Speak Up Africa.

Speak Up Africa.

Headquartered in Dakar, Senegal, Speak Up Africa is a non-profit strategic communication and advocacy organization dedicated to catalyzing leadership, enabling policy change, and enhancing awareness with regard to sustainable development in Africa.

The success of the Millennium Development Goals has infused the continent with a new sense of vibrancy that goes beyond its commercial promise – Africa’s pulse has quickened. In the new era of Sustainable Development Goals (SDGs), Speak Up Africa strives to promote a shift in African leadership and accountability and create an enabling environment for sustainable change.

Our mission.

Speak Up Africa is a Policy and Advocacy Action Tank. Through our platforms and networks, and with help from 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 financial partners and business leaders – makes a key contribution to the dialogue and works to implement meaningful action for public health and sustainable development.

Our core strengths.



Thanks to our long-standing relationships with influencers, celebrities, and policy makers, we have a unique talent to inspire high-impact action conducive to improving public health and reinforcing sustainable development across the African continent.



Our programs aim to serve as a powerful public accountability mechanism, enhancing transparency, and encouraging governments to uphold their public commitments.



We go beyond high-level advocacy to challenge and change how all sectors of African societies perceive their ability to influence decision-making processes, with a view to their lasting engagement and participation in facilitating change on the continent.



Our focus.

Speak Up Africa works towards the achievement of the Sustainable Development Goals (SDGs). While improving public health remains at our core, we also strongly support the attainment of SDGs 1-6, aimed at transforming African societies and ensuring that every man, woman, and child is empowered to live a long and healthy life.



Goal 1

Ensuring that poverty does not impact access to health services.



Goal 2

Addressing the causes and consequences of malnutrition.



Goal 3

Ensuring healthy lives and promoting well-being for all people at all ages.



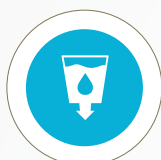
Goal 4

Promoting access to quality education for all.



Goal 5

Achieving gender equality and empowering women and girls.



Goal 6

Promoting universal access to water and sanitation.

Our reach.

West Africa.

Thanks to our headquarters in Dakar, Senegal, and strong relationships with key policy-makers, we are uniquely equipped and qualified to drive policy change and advocacy in the region.



Francophone Africa.

As a truly bilingual organization, working in both English and French, we are committed to enabling coordinated action in all French-speaking African countries.



Pan-Africa.

We work across the African continent, catalyzing systemic change for sustainable development and public health.



Global.

We amplify and empower African voices at the global level to make them a force in shaping international development and driving sustainable change on our continent.





Our program countries.



Speak Up Africa Key figures.



1

Headquarters in Dakar.



47

Program countries.

Our team.

Yacine Diop Djibo.

Founder and President

Fara Ndiaye.

Director of Strategy and Development

Ali Sidikou.

Administrative & Financial Director

Fatou Fall Ndoye.

Program Director

Abdoulaye Diop.

Programme Manager

Aida Seck Gueye

Event manager

Aminata Thiam.

Program Assistant

Angelo Zogo.

Head of Audiovisual Production

Anta Gaye.

Administration and Logistics Manager

Anta Mbodj Sarr.

Administration and Logistics Manager

Kadidiatou Sow.

Administration and Logistics Assistant

Maelle Ba.

Program Manager

Sally Pame.

Program Manager

Siaka Traoré.

Accountant

Yaye Sophiétou Diop.

Program Manager



50

Public and private partners.



1 787

Followers on Twitter.



61 114

Likes on Facebook.



427

Followers on Instagram.



Key dates.



2011: Yacine Diop Djibo and Fara Ndiaye founded Speak Up Africa in Dakar to help meet the challenges facing the African continent with local and contextualized solutions.



2012: Every day at nightfall, Speak Up Africa's NightWatch program flooded Senegal's airwaves with broadcasts to remind people of the importance of sleeping under insecticide-treated mosquito netting nightly to prevent malaria. Implemented in partnership with Malaria No More and Lalela Project, the campaign featured Senegal's biggest stars.



2013: In conjunction with Senegal's Ministry of Health and Social Action and Aspire Academy, Speak Up Africa welcomed five-time Golden Ball Lionel Messi in Dakar for the launching of the Football Combating Malaria program, an awareness campaign on using malaria prevention and treatment.



2014: Speak Up Africa partnered with ACCESS-SMC, an innovative malaria-prevention program financed by UNITAID and led by Malaria Consortium and Catholic Relief Services. ACCESS-SMC supports national malaria control programs in their efforts to scale up seasonal malaria chemoprevention in Burkina Faso, Chad, The Gambia, Guinea, Mali, Niger and Nigeria.



2015: In 2015, Speak Up Africa added a new feather to its cap by including on-site sanitation and menstrual hygiene management among its core areas. Thanks to funding from the Bill & Melinda Gates Foundation, Speak Up Africa supported the Senegal National Sanitation Office in setting up a holistic communication and advocacy strategy aimed at improving fecal sludge management in the Dakar region. Through its "No Taboo Periods" campaign, Speak Up Africa undertook to bring the issue of menstrual hygiene to the fore in public policy while focusing on the importance of access to information for the target population.



2016: Speak Up Africa supported the advocacy and communication component of the ESPEN project (Expanded Special Project for Elimination of Neglected Tropical Diseases) launched by the World Health Organization's Regional Office for Africa (WHO-AFRO).

Our first gala dinner.

In celebration of Speak Up Africa's fifth anniversary, the organization held its first gala dinner in New York, on September 22, 2016. The event was an opportunity to celebrate the commitment of Speak Up Africa's partners, supporters and champions from both the public and private sectors. The dinner was attended by more than 150 guests, including global healthcare leaders, top executives from multinational corporations and key players in the international public health system.

The ceremony, hosted by Cheikh Ibrahima Diong, CEO of Africa Consulting and Trading, took place at the American Museum of Natural History, and featured a performance by Azania Noah.





To celebrate its champions, Speak Up Africa handed out four awards during the dinner:

- His Excellency Mr. Jakaya Kikwete, former President of Tanzania, received the Speak Up Africa award for political leadership and advocacy, notably in light of his commitment to the fight for universal access to vaccination in Africa.
- The Minister of Health and Social Action, Prof. Awa Marie Coll-Seck, received the Speak Up Africa award for political engagement. As the Honorable Minister was unable to attend the event, Amadou Holt, newly elected Vice President of the African Development Bank, accepted the award on her behalf.
- Ms. Toyin Saraki, Founder-President of Wellbeing Foundation Africa (WBFA), received the Speak Up Africa award for leadership in citizen engagement, particularly for her instrumental role in promoting the “Every Breath Counts” campaign and, more generally, in the fight against pneumonia.
- Mr. Kabirou Mbodje, CEO of Wari and champion on behalf of malaria control and vaccination in Senegal, received the Speak Up Africa award for leadership in the private sector. Mr. Amadou Diop, Director General of Wari in the United States, and Ms. Awa Dia, Director of Marketing and Communication of the Wari Group, accepted the award on behalf of their CEO.



Once again, Speak Up Africa would like to thank its partners, particularly Wari, Bristol-Myers Squibb, the Bill & Melinda Gates Foundation, Sumitomo Chemical Co., Goldman Sachs and the MCJ Amelior Foundation, without whom the organization of its first gala dinner would not have been possible.





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Our areas of expertise.



Behavior change communication.

At Speak Up Africa, we believe that behavior change communication is an essential tool for outreach, including for people in far-flung communities. To this end, we have studied key factors of behavior change, as well as the social environments of our target populations, to design specific programs tailored to their needs. Through our behavior change communication campaigns, we create demand for essential services and products, mobilize communities and build individuals' knowledge and skills.

In its large-scale communication campaigns, Speak Up Africa leverages the popularity of some of Africa's biggest celebrities. Africa's pulse has quickened, infusing the continent with a new vibrancy – from economic growth to populations that are increasingly connected through mobile and digital technology. Our platforms capitalize on this momentum to reach millions of individuals with key messages and calls to action. Whether they address individuals, private sector corporations or governing bodies, our messages celebrate African ownership.



Advocacy.

Our campaigns aim to enhance government accountability mechanisms, increase transparency and urge governments to uphold their policy commitments. In conjunction with African governments and alongside the international community operating in the fields of public health and sustainable development, we undertake to facilitate the adoption of key political strategies to achieve national and regional goals.

Based on the premise that governments are responsible for meeting Sustainable Development Goals (SDGs), we go beyond high-level advocacy, challenging and changing the way the various sectors comprising African societies perceive their ability to influence decision-making processes. Civil society and stakeholders must ensure that there is a real political will for sustainable positive change.

On the continental scale, civil society has considerable leverage to play a meaningful role in development policy design and implementation. With that in mind, our aspiration is for our programs to contribute to the universal march of progress.



Citizen engagement and women's empowerment.

We are committed to empowering new generations of citizens. Through our focus on youth and women, we help to ensure that they can build their capacities, make informed decisions about their health and the development of their communities and are able to hold their respective governments accountable for their actions. Our aim is to create social movements to invest in health and sustainable development through social networks.

To maximize the growth opportunities available to Africa today, the men and women of the continent must reach their full potential. Our role is to examine how we can catalyze the individual narratives shaping African growth. It is particularly vital to promote the essential role of women in the development of the African economy with a view to meeting the Sustainable Development Goals.



Our thematic areas.

key facts and figures.





On-site sanitation.

In 2015, 68% of the global population had access to improved sanitation facilities, such as flush toilets or covered latrines, compared to 54% in 1990.

Since 1990, nearly one third of the global population, representing a total of 2.1 billion individuals, has gained access to improved sanitation facilities.

However, some 2.4 billion people still lack access to toilets or latrines.

Of their number, 946 million practice open defecation, in places such as gutters, behind bushes or in bodies of water.

The percentage of people practicing open defecation around the world has been reduced by nearly half, from 24% to 13%.

It is estimated that waste-water irrigated crops are consumed by at least 10% of the global population.

Poor sanitation has been linked to the spread of diseases such as cholera, diarrhea, dysentery, hepatitis A, typhoid and polio.

Inadequate sanitation is estimated to cause 280,000 deaths annually due to diarrheal diseases, and is a major factor in several neglected tropical diseases, including intestinal worms, schistosomiasis, and trachoma. Poor sanitation also contributes to malnutrition.



To this day, only **68%** of the global population uses suitable sanitary facilities.



13% of the global population still practices open defecation, in gutters, behind bushes or in bodies of water.



10% of the global population consumes food from waste-water irrigated crops.



Menstrual hygiene management is a human rights issue that affects the lives of nearly **26%** of the global population every month.



1 girl in **10** misses school during her period.

Effective menstrual hygiene management is crosscutting, demanding the collaboration of a number of sectors such as education, health, sanitation and infrastructure.



61% of all girls around the world miss school at some point during the year due to the lack of menstrual hygiene facilities in their primary schools.

Menstrual hygiene management.

2016 marked the launching of the Sustainable Development Goals. Target 6.2 recognizes the need to provide “adequate and equitable sanitation and hygiene for all” and to pay “special attention to the needs of women and girls”.

According to the United Nations Children’s Fund, in Africa, one girl in ten misses school during her period. Some drop out of the education system completely due to their lack of access to the necessary sanitary products during their periods.

Intrinsically related to the issues of access to water and sanitation, menstrual hygiene is still a taboo subject in many countries, including in West and Central Africa, where certain beliefs and myths impact the daily lives of women and girls and reinforce gender inequality.

Girls are often unprepared for the event and feel ashamed, embarrassed and frightened about the management of their periods.

During menstruation, they are often considered “impure”, excluded from society and expected to suffer in silence. This situation is further reinforced by unsuitable sanitary infrastructure.

Around the world, some 3.5 million learning days are missed by girls each month due to menstruation.



Neglected tropical diseases (NTDs).

The global burden of neglected tropical diseases:

- 1.6 billion people at risk in 149 countries.
- At least 179,000 deaths per annum due to NTDs.
- Millions of people handicapped or disfigured.

17 NTDs are targeted by the World Health Organization (WHO) roadmap, “Accelerating work to overcome the global impact of neglected tropical diseases”, and 13 of those diseases are predominant in Africa.

39% of the global burden of NTDs is borne by the WHO African Region.

Approximately one billion people around the world are affected by neglected tropical diseases.

More than 70% of countries and territories that report neglected tropical diseases have low or middle incomes.

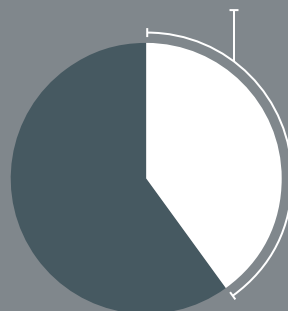
These infections are promoted by the lack of clean drinking water, poor housing conditions and the lack of sanitation.

Children are the most vulnerable to these diseases which kill, handicap or disable millions of people every year, who often suffer or face social exclusion for the rest of their lives.

Coordinated action against NTDs (chemoprevention and management of morbidity) as part of primary health care, remains the best approach to meeting the goals of controlling and eliminating neglected tropical diseases.



39% of the burden of NTDs is shouldered by the African continent.







Malaria.

Malaria is a preventable and treatable disease. Despite that, it killed nearly 429,000 people in 2015, when a child died of malaria every 2 minutes. The same year, the number of new cases of the disease was estimated at 212 million.

The WHO's technical malaria-control strategy calls for a 40% reduction in the incidence (number of new cases) of malaria and mortality rates between 2015 and 2020. Less than half of the 91 countries with malaria transmission are on track to meet these goals.

Around the world, new cases of malaria dropped by 21% between 2010 and 2015. Mortality rates due to malaria dropped by 31% over the same five-year period.

In sub-Saharan Africa, 663 million cases of malaria were prevented between 2001 and 2015 thanks to large-scale deployment of the most important tools for combating the disease.

In sub-Saharan Africa, where the disease is still largely concentrated, malaria incidence and the mortality rate from the disease were reduced by 21% and 31% respectively over the five-year period.

Insecticide-treated bednets had the highest impact, representing some 69% of all cases prevented using malaria-control tools, according to estimates.



A child dies of malaria every **2 minutes**.



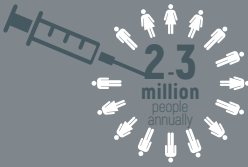
The rate of mortality due to malaria dropped by **29%** worldwide between 2010 and 2015.



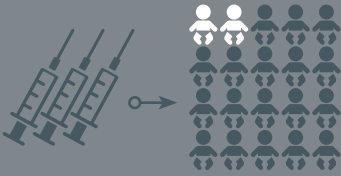
75% of deaths due to malaria take place in sub-Saharan Africa.



69% of malaria cases prevented were due to regular use of insecticide-treated bednets.



Vaccination prevents
2 to 3 million deaths
annually.



In 2015, it was estimated
that 86% of children
received **3 doses** of
vaccines.

Vaccination.

The World Health Organization estimates that vaccination prevents 2 to 3 million deaths annually.

An estimated 116 million children under the age of one (approximately 86%) received 3 doses of diphtheria-tetanus-pertussis vaccine (DTP3) in 2015. These children have been protected against infectious diseases that can have serious consequences in terms of morbidity, disability and even death.

An estimated 19.4 million children under the age of 5 did not receive the abovementioned 3 vaccines. Approximately 60% of them lived in 10 countries, including 4 on the African continent: Angola, Ethiopia, Nigeria and the Democratic Republic of the Congo.

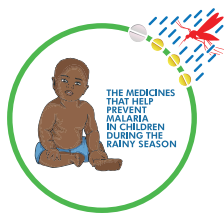
Vaccination has nearly eliminated meningitis A epidemics in Africa. Since the introduction of the vaccine in Africa in 2010, mass vaccination campaigns have contained the disease, eliminating it almost entirely in 26 African countries. The vaccine is in the process of being integrated into national systematic vaccination programs.

Mortality due to measles fell by 79% between 2000 and 2015, dropping from 651,600 to 134,200 deaths worldwide. The acceleration of vaccination activities has made a significant contribution to the achievement of these results.



Our programs.





ACCESS-SMC.

Achieving Catalytic Expansion of
Seasonal Malaria Chemoprevention in the Sahel.



© Speak Up Africa, Guinea, 2017.

The ACCESS-SMC project is financed by UNITAID and implemented by Malaria Consortium in partnership with Catholic Relief Services (CRS). It aims to support National Malaria Control Programs (NMCPs) in Burkina Faso, Chad, The Gambia, Guinea, Mali, Niger and Nigeria in their efforts to scale up Seasonal Malaria Chemoprevention (SMC) in the Sahel.

The project, set to run over 3 years, is supported by the Centre de Support en Santé International (CSSI - international health support center); the London School of Hygiene & Tropical Medicine (LSHTM); Management Sciences for Health (MSH); Medicines for Malaria Venture (MMV) and Speak Up Africa (SUA). The World Health Organization recommends SMC as an effective malaria control team 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 helped to protect some 6.3 million children throughout the region in 2015 and 2016.

The ACCESS-SMC project has impacted:



The Gambia

14 health districts.
164,161 children covered.



Guinée

8 health districts.
648,230 enfants couverts.



Mali

20 health districts.
1,996,487 children covered.



Niger

11 health districts.
1,475,391 children covered.

Advocacy and interpersonal communication implemented for the ACCESS-SMC campaign.

Communication aimed at fathers, mothers, caregivers and community leaders to foster ownership of SMC.



Social mobilization.



Interpersonal Communication.



Advocacy.



Mass communication.



Objectives.



- Fostering country and community ownership.
- Reducing risks of misunderstanding and negative perceptions.
- Ensuring adherence to SMC dose completion.

ACCESS-SMC.



Over 50,000 health workers and volunteers trained on efficient SMC administration, supervision and monitoring.



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



Seasonal Malaria Chemoprevention.

A reduction of approximately **75%** in all cases of malaria.



The ACCESS-SMC project has reinforced public health program monitoring systems.



SMC can be effectively scaled up.



SMC costs approximately \$4 per child annually.



SMC provides a high degree of personal protection from malaria for children in areas where malaria is seasonal.





Football Combating Malaria.

Malaria is a major public health issue in Senegal. Despite a net reduction in the mortality rate due to malaria over the last decade, the disease is still one of the most common causes of morbidity and mortality in the country. Despite this, Senegal has made considerable progress, notably in prevention, by implementing universal coverage in long lasting insecticide-treated bednets (LLINs), and the mortality and morbidity rate due to malaria declined by 63% from 2006 to 2014. Senegal's strategic approach, implemented through the National Malaria Control Program, consists of providing LLINs for the population at a rate of one LLIN per bed.

the use of malaria prevention and treatment tools. It is financed by Aspire Academy and the Leo Messi Foundation and implemented by Speak Up Africa under the supervision 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.



Football Combating Malaria (FCM) is an awareness campaign aimed at increasing

Key figures.



Training of **370** Community Supervisors including **262** who were selected to implement awareness activities.



Cascade training of **4 change agents** by each supervisor. A total of **1,310 people** engaged.



Participation of Head Nurses to improve monitoring of IEC/BCC activities and capitalize on activities rolled out during the campaign.

It also strives to ensure that the health system can rely on support from a community of stakeholders engaged in the fight to improve community living conditions.

To launch the campaign, the international champion 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. Ambassadors have visited more than 400,000 homes, organized 4104 social mobilization activities and raised awareness in more than 2 million people. Awareness activities have focused on the community as a whole.

Mass distribution of LLINs focused on elementary-school-aged children.

These children are viewed as real drivers of change who will promote the adoption of behaviors conducive to the eradication of malaria.



Distribution of more than **70 000 LLINs** with pictures of Leo Messi, in more than **300** Senegalese elementary schools (1st- and 2nd-grade pupils).



Awareness activities on the use of key prevention tools reached more than **2 million** people through home visits, talks and social mobilization activities.



NO TABOO PERIODS.

HEALTHY BODY
HEALTHY LIFE

No Taboo Periods.



Speak Up Africa aims to facilitate understanding of optimum menstrual hygiene and awareness of its importance among the target populations, with long-term results including better uptake of healthy behaviors by women and girls. Girls' lack of access to clean and safe toilets during their periods perpetuates shame and fear. Over the long term, the repercussions are tremendous, impacting women's health, education and living conditions, but also whole sectors of the economy, since excluding women means potentially excluding more than half of the country's workforce.

Launched in 2016, the "No Taboo Periods" campaign is an advocacy campaign designed to raise popular awareness of the role played by menstrual hygiene management (MHM) in empowering girls and women to reach their full potential.

It is part of an inclusive national strategy dealing with various aspects of promotion of the status of women, poverty reduction, health, access to clean drinking water and availability of suitable sanitation facilities.

Objectives.



Enhancing knowledge, attitudes and practices relating to menstrual hygiene.



Making menstrual hygiene management a public health policy priority and generate commitment on the part of the authorities.

Strategies.



Formative research on knowledge, attitudes and practices pertaining to MHM.



Interpersonal communication and social mobilization.



Commitment on the part of political leaders.



Commitment on the part of opinion leaders.

Speak Up Africa conducted a study on menstrual hygiene management in the suburbs of Pikine and Guédiawaye, which represent more than half of the population of Dakar.

Study findings.

Social risk.

- Absenteeism in school and in the workplace.
- Restrictive, guilt-provoking communication, focusing on prohibitions.
- Persistent myths, taboos and beliefs.
- Rejection and stigmatization by men.

Environmental risk.

- Menstrual waste is disposed of in the natural environment or flushed down toilets into sewage pipes or septic tanks.

Health risk.

- Flood-prone areas.

- Most of the girls interviewed reported that they did not use school toilets during their periods. The reasons cited included: unsanitary conditions, lack of water, doors with holes and no locks and the lack of waste bins. Consequently, they wore the same sanitary pad all day long, without changing, leading to a real risk of infection.
- Girls who are not yet sexually active rarely visit health centers during their periods and refuse to take pain relief medication because they are afraid it will make them sterile. Traditional medications (cépp, aldanké) are most often used for pain management.



Sama Vidéo

sunu santé

Sama Vidéo.



In West Africa, three diseases are responsible for half of all deaths in children under five: malaria (20%), pneumonia (14%) and diarrhea (11%). Prevention, education and popular involvement are vital for the future of the continent. The greatest strength of the continent lies in its demographics: 41% of the total African population is under the age of 15 and the median age is 20.

Through a wide range of platforms such as Sama Vidéo, Sama Musique, Sama Photo and Sama Dessin, we equip citizens with the resources they need to hold governments accountable for their 2001 commitment to effectively allocate 15% of the national budget to public health.

We also use new technologies and social media to build a social movement to promote investment in health. Individuals commit to investing in their own health by taking preventive action and advocating a healthy lifestyle, and they call on their governments to make similar investments in healthcare systems.

Sama Vidéo, Sunu Santé is a program initiated by Speak Up Africa to allow individuals (especially youth) in communities to talk about the health problems they encounter in their day-to-day lives.





Awareness of neglected tropical diseases.



© Speak Up Africa, Tanzania, 2017.

Neglected tropical diseases have garnered little attention from decision-makers and financial partners despite their scope and their impact on economic development and quality of life. However, in recent years, more interest has been shown in these diseases, which raise both public health issues and issues of fundamental rights. Neglected tropical diseases often cause irreversible mutilations and disabilities, when they are not fatal.

The Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN) was set up by the World Health Organization's Regional Office for Africa (WHO-AFRO) to achieve more effective control of neglected tropical diseases. The goal of the platform is to help quickly reduce the burden of five NTDs that can be prevented with chemoprevention.

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 enhance knowledge about the affected populations to end the stigma and discrimination so often associated with these diseases.



Lymphatic Filariasis



Onchocerciasis



Schistosomiasis



Soil-Transmitted helminthiasis



Trachoma



© Speak Up Africa, Tanzania, 2017.



Settal Sūnu Gox.
JE SUIS CONCERNÉ!

Settal Sūnu Gox.

Sanitation = Health.



Speak Up Africa mobilizes high-level public and private decision-makers with a view to generating concrete action and enhancing urban sanitation capabilities and solutions in Senegal. The impact of clean, safe sanitation is transformational. Better sanitation can increase productivity, raise the standard of living, reduce healthcare costs and prevent diseases, disabilities and premature deaths. People with access to clean, safe and practical sanitation report greater feelings of dignity and enhanced privacy.

To achieve this major goal, which will undoubtedly contribute to meeting Sustainable Development Goal 6 (SDG 6), Speak Up Africa has defined a 360° Communication approach.

Objectives.

Promoting the replacement of manual septic tank emptying with mechanical emptying.



Mobilizing key public and private sector players and civil society to launch coordinated actions and fast-track the development of fecal sludge management.



Reinforcing knowledge, acceptance and ownership of cost-effective solutions aimed at improving fecal sludge management, notably by promoting a call center set up by the Senegal National Sanitation Office (ONAS).



Galvanizing a popular movement to promote improved sanitation.

Strategies.

Advocacy aimed at political leaders and opinion leaders.



Interpersonal communication and social mobilization.



Formative research on knowledge, attitudes and practices pertaining to fecal sludge management.



Private sector commitment.

In 2016, Speak Up Africa conducted a study in the suburbs of Pikine and Guédiawaye to measure levels of knowledge, attitudes and practices in the population in relation to fecal sludge management.

The study was also used to design and implement a communication strategy whose ultimate goal was spark positive and sustainable behavior change in target communities in term of hygiene and sanitation.

Study findings.**Knowledge of health and environmental risk.**

- 56.1% of the participants knew the health and environmental risk linked to manual emptying.

Septic tank emptying practices.

- Nearly 60% of households in the study area practiced mechanical emptying. The two main reasons cited were the speed and effectiveness of service.
- 40% of the target population felt that mechanical emptying was costly.
- The average cost of mechanical emptying was 25,000 CFA francs compared to 15,000 CFA francs for manual emptying.



Africa United.



Backed by the Confederation of African Football (CAF) and the African Union, Africa United (Unis pour l'Afrique) is a platform that leverages the sport's popularity to reinforce health interventions across the continent.

The platform works with prestigious partners including the World Health Organization's Regional Office for Africa (WHO-AFRO), the CDC Foundation, GAVI, Special Olympics International, the World Bank and various African leaders and celebrities.

Designed and implemented by KYNE and Speak Up Africa, and initially launched in 2016 to restore public confidence in healthcare workers following the Ebola virus disease crisis, the platform focuses on universal access to vaccination through the "Every Shot Counts" initiative.

During African Vaccination Week, which ran from 24 to 30 April 2016, Speak Up Africa developed a social media kit celebrating the progress achieved internationally in the area of vaccination, but also intended to supply key messages, country-specific statistics and substantive information for key players in vaccination to pass on through their social networks.

Through its “Africa United» campaign, Speak Up Africa supported the Afrivac Foundation in the organization of its first gala match in Dakar on December 17th. The Afrivac Foundation brought together internationally renowned football players including Nicolas Anelka and Habib Beye, to raise awareness of financing needs for vaccination in Africa. Before the gala match, Speak Up Africa organized an opening match in partnership with Special Olympics Senegal, played by 15 mentally handicapped children. In addition to the gala match, the football players visited the Albert Royer children’s hospital at the Fann hospital complex on the morning of December 17, to symbolically vaccinate a group of children against polio.





Zero Malaria! Starts with Me.



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The “Zero Malaria! Starts with Me” campaign is a nationwide citizens’ movement for the eradication of malaria in Senegal. It is part of an inclusive advocacy strategy aimed at raising awareness and promoting prioritization of and national commitment to the goal of eradicating malaria.

The expected benefits of the campaign are as follows:

- Building political commitment to the elimination of malaria at the highest levels of government in Senegal.
- Mobilizing the necessary financial resources to wipe out malaria for good in Senegal.
- Highlighting the progress and efforts of citizens and partners.

Senegal has made significant progress in malaria control over the past decade. This performance is the result of several factors, notably including ongoing support by partners at all levels.

Key activities of the “Zero Malaria! Starts with Me” campaign in 2016:

Broadcasting the “Champion de Bonaba” television series.

This dramatic and action-packed series in 10 episodes depicts the ups and downs of a community champion in his mission to stamp out malaria in his community in Senegal.

Broadcast on the Senegalese national television station (Radio Télévision Sénégalaise - RTS) from September 13 to October 13, 2016, the series highlights every citizen’s shared responsibility to join the fight against malaria by promoting immediate, individual action, even if it is only on a small scale.



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Community champions.

In 2016, Speak Up Africa launched the community champion program under the “Zero Malaria! Starts with Me” campaign. The program, which is multisectoral in its aim, builds on existing initiatives implemented within the community. Unlike home health care providers (HHPs) and community health care operators, the community champions at the heart of this program have a single objective: to raise awareness through behavior change communication.

In support of the activities implemented by the districts and their partners, the program aims to provide coaching and capacity building for people seeking to contribute or already contributing to improving the health and living conditions of their communities and helping to eradicate malaria in Senegal.

Eight community champions were sponsored under the program from December 2016 to April 2017. Based in Pikine, in the suburbs of Dakar, our champions carried out a significant number of activities:



Community champion profile.

Recruiting the community actors who form the very foundation of the program was a key step in the implementation process. Community champions had to meet the following selection criteria:

- from the intervention area
- adult and literate
- having a responsible attitude and a sense of leadership
- skilled in communication and listening
- recognized as respectable, trustworthy people within their communities
- be available, creative and able to work independently

The signing of the campaign commitment by 47 deputies in the twelfth legislature in 2016.

The commitment represents a unique opportunity to bring about far-reaching changes in the area of health through collective mobilization. Its aim is to place malaria at the heart of future political debate.

Thanks to the “Zero Malaria! Starts with Me” campaign, the commitment to eliminating malaria in 2016 was signed by 47 deputies during two ceremonies, one of which was held in Senegal’s National Assembly under the auspices of Prof. Awa Marie Coll-Seck, Minister of Health and Social Action of Senegal.



- have a volunteer spirit and past experience implementing social action in their communities
- have experience in rolling out health promotion activities without funding
- be energetic, creative and bring new ideas for innovative activities to the table
- be comfortable with new technologies and social networks;

In order to facilitate and legitimize their actions within the community, the selection of community champions was subject to validation by community authorities (village/neighborhood chief, community health care worker, women’s advancement group, religious association, imam, priest) and health authorities (health center head nurse, district medical officer).



Our Lab.



SpeakUpAfrica.



A participatory, community-based approach.

The creation of Speak Up Africa Lab in Pikine.

In Pikine, in the suburbs of Dakar, Speak Up Africa created the Speak Up Africa Lab as a space for creativity and dialogue to sustainably facilitate the emergence and consolidation of citizens' initiatives in suburban areas in the fields of health, sanitation and the environment.



Speak Up Africa Lab activities:

- Supporting neighborhood facilitation to promote community mobilization;
- Networking for citizens' initiatives;
- Facilitating cross-thematic activities with multiple stakeholders;
- Stimulating commitment in administrative, religious and traditional leaders to improve the handling of health and environmental issues.

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 accountable for their actions.

Our goal is to create social movements to invest in health and sustainable development through social networks.



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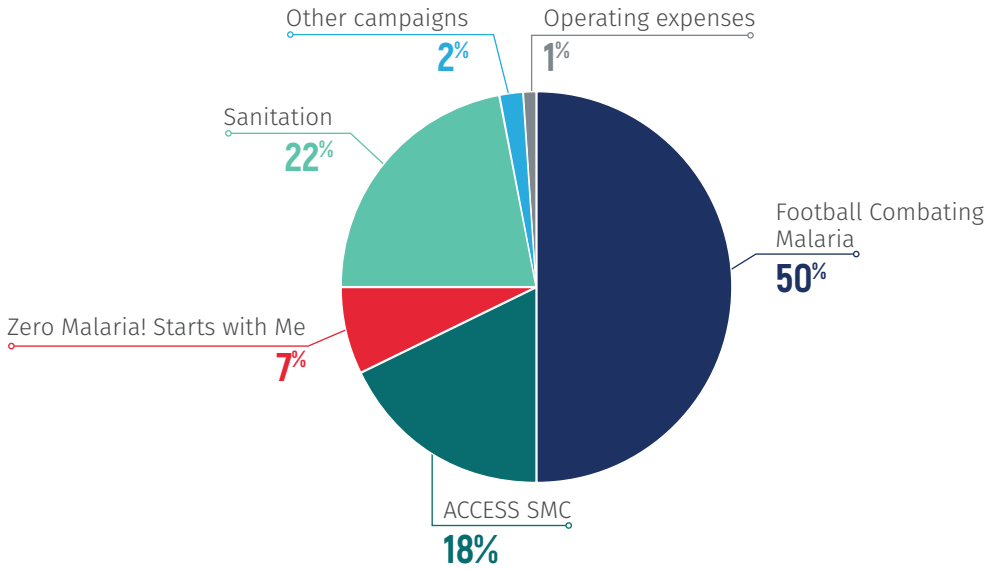


Our partners.



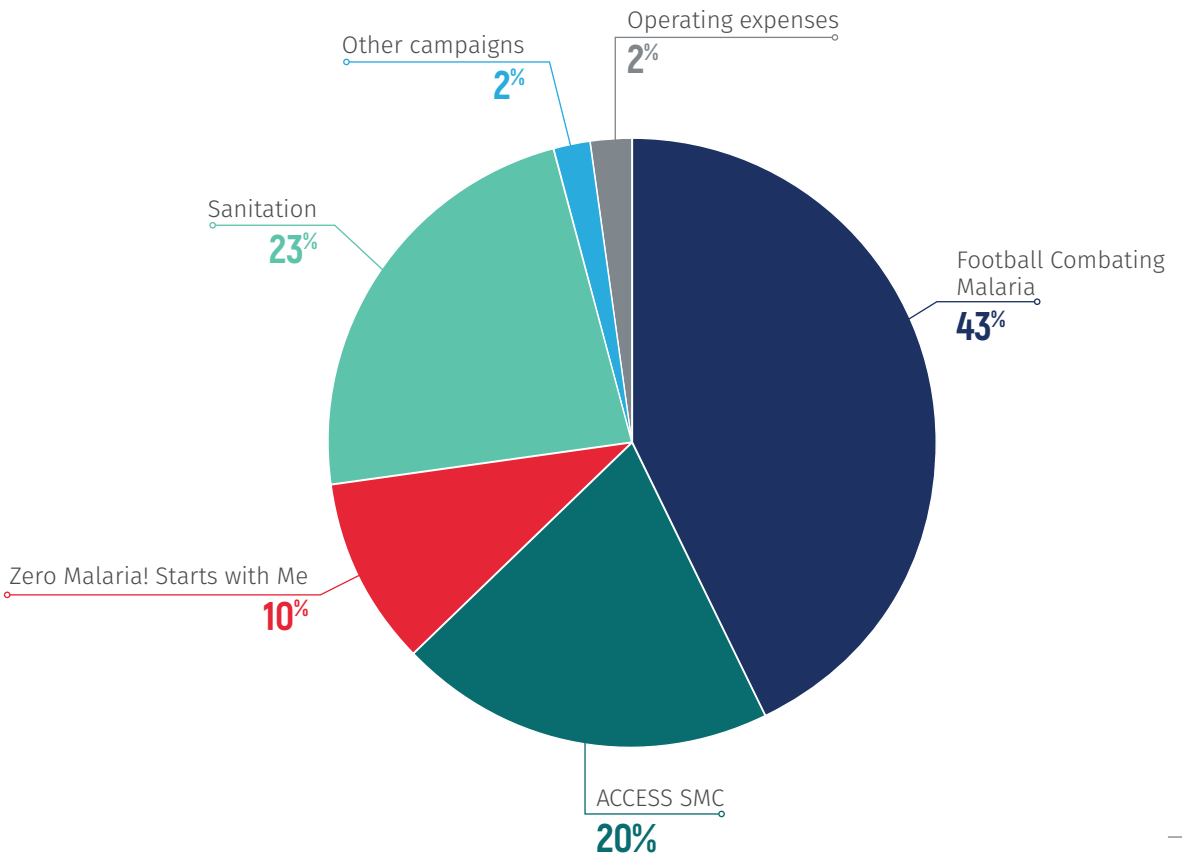


Our finances.



2015

2016





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