



SpeakUpAfrica.

S P E A K U P A F R I C A
**10 YEARS
OF IMPACT**

OUR JOURNEY

Founded in 2011, Speak Up Africa had one goal in mind: to create and implement effective, sustainable solutions to the most recurrent problems facing the African continent.

With ensuring health and well-being of all at our core, we support the global Sustainable Development Goals (SDGs) 1 to 6 in transforming societies throughout Africa and making sure every man, woman and child is empowered to live a long and healthy life.

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 contributes critically to the dialogue and strives to form the blueprints for concrete action for sustainable development – from individual citizens and civil society groups to global donors and business leaders.

10 YEARS OF TEAMWORK

Speak Up Africa is a hub of experienced communications and advocacy experts connected to critical global policy movers and decision makers.

With 28 team members and advisors, we are focused on delivering awareness campaigns and advocacy for public health. From policy change to movement building and community engagement, it is thanks to our people that we are able to inspire action around pressing sustainable development issues.

Our expert team includes:

- **Yacine Djibo**
Founder & Executive Director
- **Fara Ndiaye**
Deputy Executive Director
- **Ali Sidikou**
Director of Finance
- **Carina E. Ndiaye**
Director of Strategic Operations
- **Maelle Ba**
Strategic Communication Manager
- **Yaye Sophietou Diop**
Advocacy Manager
- **Aïda Kabo**
Program Officer, Sanitation
- **James Wallen**
Program Officer, Malaria
- **Gràinne Hutton**
Program Officer, Neglected Tropical Diseases
- **Assiétou Diop**
Program Officer, Civil society engagement
- **Papa Momar Sokhna Touré**
Research and Policy Associate
- **Franz Okey**
Advocacy Officer
- **Marieme Sy**
Advocacy Officer
- **Roukiattou Ouedraogo**
Advocacy Officer
- **Bara Mbaye**
Creative Content Manager
- **Angelo Zogo Menye**
Graphic Designer
- **Mame Cheikh Mbaye**
Graphic Designer
- **Roxane Fian**
Production Associate
- **Nadia Rozendaal**
Senior Advisor
- **Siaka Traoré**
Accountant
- **Seynabou Diagne**
Finance Manager
- **Anta Gaye**
Office Manager
- **Anta Mbodji**
Office Manager
- **Marième Ndiaye**
Administrative Assistant

10 YEARS OF IMPACT

In 10 years, we have:

5 Addressed **CORE PROGRAM AREAS, INCLUDING:** Malaria, Neglected Tropical Diseases, Sanitation, Immunization, Civil Society Organizations and Global Health and Research and Development

Launched the 'Zero Malaria Starts with Me' movement in 2014, now expanded to over **20**  **COUNTRIES IN AFRICA**

Engaged the private sector through the launch of the 'Zero Malaria Business Leadership Initiative' in **5** **COUNTRIES**

Worked with **12** **CIVIL SOCIETY ORGANIZATIONS** across four countries

Liaised with over **100** **JOURNALISTS** through media coalitions and supported journalists across the continent in developing the expertise and knowledge to report on pressing sustainable development issues across Africa

Launched the No to NTDs network, mobilizing **600** **PEOPLE,** including parliamentarians, mayors and community leaders

Engaged with over **100** **INFLUENCERS AND CHAMPIONS** to reform public health and sustainable development

10 YEARS OF DRIVING CHANGE

Over the past 10 years we have been honoured to spearhead programs and initiatives across Africa.



VOIX ESSENTIELLES

ENGAGING WOMEN AND GIRLS IN DECISION MAKING SPACES

Launched in 2021, Voix EssentiELLES aims to strengthen women and girls, in all of their diversity, by meaningfully engaging them in decision-making processes and spaces that influence health policies and programs. It is only when women and girls are empowered and supported to actively participate in decision-making processes, that effective policies that take into account gender differences and cultural sensitivities are developed. Open to organizations in Burkina Faso, Cote d'Ivoire and Senegal, Voix EssentiELLES will channel small funds through a dedicated fund to invest in the capacities of community-based grassroots organizations, groups and networks as well as their leaders.

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AFRICAN VOICES OF SCIENCE

AFRICAN VOICES OF SCIENCE

LEVERAGING CREDIBLE VOICES TO FIGHT MISINFORMATION

As part of the COVID-19 response, it was crucial to tackle the spread of misinformation across Africa through accurate and factual reporting. The initiative, 'African Voices of Science', launched in 2021, works with leading scientists to champion research and development in Africa to generate an open public discourse on key health challenges and solutions. Influential scientists such as Professors Awa Marie Coll-Seck and Samba Sow have lent their voices to the initiative, ensuring that African communities have credible experts they can rely on and can access factual health information.



THE AFRICA YOUNG INNOVATORS FOR HEALTH AWARD

INVESTING IN AFRICA'S FUTURE

The Africa Young Innovators for Health Award is designed to highlight and support the work of pioneering young entrepreneurs developing health innovations. IFPMA and Speak Up Africa want to encourage business entrepreneurship and help advance promising health care solutions. The Africa Young Innovators for Health Award is also an investment in the human capital of Africa's promising young entrepreneurs. The Award provides financial and in-kind support to three winners of the Award so they can advance their healthcare solutions and develop their great potential as enablers of change.



STAY SAFE AFRICA

MANAGING CRISIS COMMUNICATION DURING A GLOBAL PANDEMIC

COVID-19 required an immediate response, ensuring that health services were protected and progress in tackling issues such as malaria, immunization, Neglected Tropical Diseases and inadequate access to sanitation was not compromised. Launched rapidly at the beginning of the pandemic, Stay Safe Africa, seeks to empower communities and individuals to take simple and proven preventative measures to help prevent the spread of COVID-19. The campaign is building trust in vaccines among the general public to promote uptake, while simultaneously advocating for equitable access to these vaccines to support the World Health Organization, and national governments' response plans.



ZERO MALARIA

CREATING A MOVEMENT AGAINST MALARIA

Zero Malaria Starts with Me is a pan-African campaign that mobilizes and empowers communities to take ownership over the fight to end malaria. The campaign drives action from political, private sector and community leaders to accelerate malaria prevention and treatment and save lives. Launched in 2014 in Senegal by Speak Up Africa, this movement has been expanded by the African Union and RBM Partnership to End Malaria to over 20 countries.

In 2020, this movement, with the support of the Ecobank Group, expanded to include the private sector. The Zero Malaria Business Leadership Initiative is set out to drive private-sector engagement on the fight against malaria in Africa, and has launched in Burkina Faso, Benin and Senegal. There are further plans to expand this initiative to Uganda and Ghana in 2021.

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CAPOOP

UNITING ORGANIZATIONS FOR ACCESS TO SANITATION

The Communications, Advocacy, Policy Opportunities and Outreach for Poop (CAPOOP) is an alliance of organizations committed to achieving 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 by 2030. Prior to this collaborative, we launched in 2016, our Golden Sludge campaign, working in close collaboration with national institutions that are directly responsible for the development and implementation of sanitation programs. The Golden Sludge campaign aims to increase awareness, prioritization levels and commitment to improve access to adequate and equitable sanitation for all in Africa.



NO TO NTDS

PUTTING AN END TO NEGLECTED TROPICAL DISEASES

The No to NTDs Movement, launched in 2019, is a grassroots movement aimed at increasing awareness, prioritization and national commitment to accelerate the control and elimination of NTDs in Africa. This movement showcases the critical role each and every one of us has to play to eliminate neglected tropical diseases. The movement also led to the creation of the first ever African Civil Society Organization coalition on NTDs, which has now grown to include 12 members from Senegal, Guinea, Niger and Benin.

10 YEARS OF UPLIFTING CHAMPIONS

Harnessing our long-standing relationships with cultural influencers, celebrities and decision makers, we are proud of our collaboration to inspire action around pressing public health and development issues across the African continent.

Engaging 75 influencers in 2020 alone, we have worked with many talented and passionate advocates.

10 YEARS OF PARTNERSHIP

Sharing our passion for advancing sustainable development across Africa, we have been able to partner with over 50 organizations across the world.

As we celebrate 10 years of Speak Up Africa, we would like to thank all of our partners and champions for their support and collaboration, without which the progress we have all made might not be possible.

From policy change to movement building and community engagement, we are proud to continue our work to inspire action around pressing sustainable development issues. Together, we can bolster inclusive, gender sensitive policies and improve governance at both national and regional levels. Together, we can amplify African voices, lead social action and create momentum. Together, we can reform public health and sustainable development.

We hope that our work continues to drive real change and inspire others to fight for a better continent, improving the lives of millions across Africa.

ADVOCATE . ENABLE . ENGAGE .

www.speakupafrica.org