



## Press Release

### Roll Back Malaria Executive Director and HRH Princess Astrid of Belgium visit United Republic of Tanzania to encourage more action against malaria

**Dar es Salaam, 30 September 2007.** The Executive Director of the Roll Back Malaria (RBM) Partnership, Dr Awa Coll-Seck, and Her Royal Highness (HRH) Princess Astrid of Belgium, in her new capacity as Roll Back Malaria (RBM) Special Representative, arrived in the United Republic of Tanzania today to increase global support for the fight against malaria.

Through a tight schedule of site visits, high-level briefings, and press conferences, HRH Princess Astrid will draw international attention to Tanzania's noteworthy successes in fighting malaria. HRH Princess Astrid's programme include stops to schools, hospitals, health clinics, an Artemisia farm, an insecticide-treated net factory, and distribution points for Artemisinin-based combination therapies and mosquito nets. While Tanzania has made significant strides in malaria control, Princess Astrid's visit will also serve to highlight the scourge's devastating and far-reaching impact on sub-Saharan Africa.

Every year, malaria kills between 1 and 3 million people and infects 300-500 million. Malaria is the leading cause of death among sub-Saharan African children under the age of five. In addition to its human toll, malaria costs Africa US \$ 12 billion per year and up to 40% of government health spending.

To provide a coordinated global approach to fighting malaria, the Roll Back Malaria (RBM) Partnership was launched in 1998 by the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP) and the World Bank. The RBM Partnership is now made up of a wide range of partners—including malaria-endemic countries, their bilateral and multilateral development partners, the private sector, nongovernmental and community-based organizations, foundations, and research and academic institutions—who bring a formidable assembly of expertise, infrastructure and funds into the fight against the disease.

RBM Special Representatives are prominent individuals who use their profile and international renown to help move the malaria response forward.

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