**HOW THEY CELEBRATED THE 7th WORLD MALARIA DAY**

**CAMEROUN:** They used the World malaria day theme ‘Invest in the future. Defeat malaria’ and organised several public events in regions, including healthy walking, awareness caravans etc. The April 25 official ceremony was chaired by the Minister of health who seized the opportunity to salute partners commitment as well as Government’s efforts to defeat malaria. To this end, the Minister announced the Head of State’s decision making free the severe malaria case management for all under 5 children. The audience warmly welcomed the announcement. The ceremony, which was punctuated by musical interludes and the presentation of awards to the winners of the Malaria No More contest, ended with stands’ visit promoting malaria control.

**CHAD:** The World malaria day celebration provided an opportunity to raise awareness and to mobilize more people for an active participation around the LLINs mass campaign distribution. LLINs effective use by beneficiaries was the key message. After several events that have marked the week countrywide, the official ceremony coupled with the launch of the national LLINs mass campaign distributions took place at Kelo in the Department of Tandjile West, under the chairmanship of the Minister of Public Health, Social Action and National Solidarity, flanked for the occasion by the Governor of the Region, representatives of WHO, Unicef, Esso/Chad, Global Fund, the Red Cross of Chad, Malaria No More, JHPIEGO and World Vision, elected regional Members of Parliament and Community Based Organisations. Again, all leaders attending the ceremony urged the population to use of LLINs on a regular basis during night time and in all seasons.

**CAR:** Before embracing the World Malaria Day, Central Africa Republic celebrated the World Health Day on the theme of “Combating vector-borne diseases”, in which malaria belongs. So the opportunity was given to the Ministry of Public Health and Social Affairs, Gender Promotion and Humanitarian Action, to the usual partners and national and international NGOs to sensitize the Central African Republic population including social actors on the importance of key interventions to be undertaken for combating malaria and especially in the current particular security context of CAR.

In Cameroon malaria kills over 2,000 people and is the number one killer of children under five. Cameroon Oil Transportation Company (COTCO), the local ExxonMobil affiliate, is helping drive this number down and has paired with NGOs such as Malaria No More (MNM) to do so, donating 1 million USD to their operations since 2011.

Malaria No More (MNM) Cameroon and COTCO-ExxonMobil joined forces in 2011 to help launch the Ministry of Health’s K.O. Palu (Knock Out Malaria) campaign. COTCO-ExxonMobil supports MNM’s community sensitization activities from soccer tournaments to school workshops as well as MNM’s award-winning K.O. PALU NightWatch communications program. NightWatch uses celebrities and leaders to deliver life-saving malaria messages daily via mass media (SMS, Billboards, TV and Radio).

**Major activities have included:**

- **K.O. PALU Malaria Anthems:** Two successful songs raising malaria awareness via the voices of chart-topping and international hit artists in Cameroon.

**2012 Malaria Awareness Walk:** 5,000 people participated in the largest walk.

**2013 World Malaria Day K.O. PALU Concert:** In Cameroon’s first large-scale health-related concert, famous musicians spoke about malaria launched the new malaria anthem to an audience 7,000 strong and millions more thanks to 35 media outlets.

**2014 World Malaria Day Mobile Caravan:** 250 participants (Civil society organizations, students, artists, health partners, Ambassadors, taxmen and more) united to sensitize over 10,000 community members in Yaoundé and millions more through 52 media outlets.

COTCO-ExxonMobil is a shining example of how the private sector can catalyze progress against malaria by engaging new partners, mobilizing political leaders and unlocking untraditional funding streams. Malaria No More is proud to partner with COTCO-ExxonMobil to kick malaria out of Cameroon.

For more information visit: www.facebook.com/kopalu www.malarianomore.org

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