

FREE AFRICA FROM MALARIA

ROLL BACK MALARIA

NOW



Malaria Advocacy Working Group (MAWG) Messaging



We can beat malaria, a preventable and treatable disease needlessly killing more than one million people each year, most of them in Africa.

Malaria is a global emergency. It affects mostly poor women and children — one of whom dies every 30 seconds, in Africa, Asia, and Latin America — and perpetuates a vicious cycle of poverty in the developing world.

- Malaria is the leading cause of death for children under five in sub-Saharan Africa
- More than 1 million of the 350-500 million cases of malaria each year results in death
- Pregnant women and their unborn children are particularly vulnerable
- Malaria-related illness and mortality costs Africa's economy \$12 billion per year

Everyone living in endemic countries should have access to life-saving interventions now.

- Malaria is both preventable and treatable
 - Every child under five and every pregnant woman should sleep under an Insecticide-Treated Net (ITN)
 - Where feasible, homes should be sprayed with insecticides, a process known as indoor-residual spraying (IRS)
 - Everyone infected by malaria should receive life-saving anti-malarials, such as Artemisinin-based Combination Therapies (ACTs)
 - Every pregnant woman should have access to preventive treatment to protect herself and her unborn child from malaria
- For about \$10 we can protect a child from infection for five years with a long-lasting ITN, and for less than \$6 we can cure an adult with ACT



now

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Heightened efforts to treat and prevent malaria are saving lives now

- Funding for malaria control has increased tenfold since 2000 thanks to efforts such as the Global Fund to Fight AIDS, TB and Malaria, the US President's Malaria Initiative, the World Bank, and new malaria financing efforts by donors.
- More than 76 million insecticide-treated bed nets were procured by RBM partners in 2006. The Global Fund alone delivered 18 million nets, saving a projected 371,000 lives.
- More than 100 million doses of ACTs were procured in 2006, double the number procured in 2005 (56 million)

The world is working together to beat malaria now

- Coordination and cooperation between endemic country governments, foundations, NGOs, the private sector, multilateral and bilateral agencies, and the research community lead to effective programs on the ground.
 - Countries with strong national plans are showing results
 - Malaria programs are easily integrated into other health interventions, such as childhood immunization campaigns and services for HIV-positive pregnant women
 - Reducing overlap between programs saves dollars and lives
 - Malaria programs help strengthen health systems
- The Roll Back Malaria Partnership is ensuring that all stakeholders in the fight against malaria work together.
 - RBM includes endemic country governments, foundations, NGOs, the private sector, multilateral and bilateral agencies, and the research community
 - RBM ensures stakeholders use the best available strategies to treat and prevent malaria

With fully funded malaria control programs and research into new approaches we can beat malaria

- We need 4.2 Billion dollars per year to fully fund the fight against malaria
 - Malaria can be controlled in all settings with the tools we have today, we now need to scale up the fight
 - We need more research into new medicines and insecticides to address emerging issues such as resistance and to support the work towards an effective malaria vaccine
 - Endemic countries should allocate 15% of their national budgets for health programs, including malaria
- You can be part of a global effort that will save the lives of millions of poor women and children
 - Tell your government to get involved
 - Support NGOs working on the ground to save lives