

Alliance for Malaria Prevention

Malaria is the leading cause of death for children under five in Africa, and kills approximately 1 million people a year. Sleeping under a mosquito net treated with insecticide provides protection from malaria-carrying mosquitoes. The nets are non-toxic to humans.

Since 2003, mosquito net campaigns in Africa have delivered tens of millions of long lasting insecticide treated nets (LLINs) under the leadership of African Ministries of Health, and in partnership with National Malaria Control Programs. Many other campaigns are being planned by Ministries of Health across Africa to end malaria deaths, and to meet the challenge by U.N. Secretary General Ban Ki-moon to cover every man, woman, and child at risk for malaria with a mosquito net by the December 31st, 2010.

Taking on this challenge is the **Alliance for Malaria Prevention (AMP)**, a subgroup of the **Roll Back Malaria Partnership** and the **Harmonization Working Group**, which represents more than 20 partners, including government, business, faith-based and humanitarian organizations. AMP's goal is to expand ownership and use of LLINs, which have been shown to reduce malaria incidence by 50 percent and reduce all-cause child mortality by 20 percent.

Local and international partners are coming together under the AMP umbrella to deliver LLINs to vulnerable groups via mass delivery platforms focused on child survival. These mass campaigns may include vaccination against measles or polio, Vitamin A supplementation, treatment for intestinal worms, and other maternal and child health interventions.

Recognizing that multiple approaches are needed simultaneously to drive up and maintain high household ownership of LLINs, campaigns will compliment routine delivery systems for mosquito nets, such as distribution to pregnant women during antenatal care visits. Partners are building on common service delivery platforms and local capacity to leverage resources and implement, monitor and evaluate mass distribution campaigns.

The origins of this approach have a long history. For many years, public health and development partners have packaged and integrated health services to provide children under five years old with a measles vaccination, Vitamin A and treatment for intestinal worms to strengthen immune systems. One of the leading partners in expanding measles vaccination coverage is the **Measles Initiative**, which was launched in 2001 by the American Red Cross, Centers for Disease Control and Prevention, UNICEF, United Nations Foundation and the World Health Organization.

In the first year of the Measles Initiative, in 2002, a study in Ghana demonstrated the possibility of integrating a mosquito net distribution on to the measles vaccination platform. Combined with studies on scale in Zambia in 2003, evaluation in Togo in 2004, and other analysis, this helped to turn the tide with major international donor agencies and key implementing partners to back integrated delivery of mosquito nets into these child health campaigns, and the partnership that led to AMP was born.

It is now widely acknowledged that an integrated campaign package of high-impact interventions will help save lives and give children a better chance to develop and thrive. And in countries where, on average, one out of five infants do not survive and two out five children do not make their fifth birthday, integrated child health campaigns make a great contribution to child survival.

In addition to the partners listed above, Alliance for Malaria Prevention partners include the Academy for Educational Development (AED), British government's Department for International Development (DfID), Canadian Red Cross (CRC); Canadian International Development Agency (CIDA), European Alliance Against Malaria (EAAM), Nets for Life, International Federation of Red Cross and Red Crescent Societies (IFRC), The Global Fund to Fight AIDS, Tuberculosis, and Malaria ("The Global Fund"), Johns Hopkins University Center for Communication Programs, Malaria No More; Medical Care Development International (MCDI), Population Services International (PSI); President's Malaria Initiative (PMI), USAID, World Bank and LLIN manufacturers.

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