



World Malaria Day Messages - 2017

Final – 12 April 2017

The following messages are intended to be used by the Partnership and its members in communications and content related to World Malaria Day 2017. While individual member organizations will have their own messaging aligned to individual strategies and objectives, it is intended that the community speak with one voice at a high level. Use of these messages in RBM Partnership member communications will help ensure we cut through on World Malaria Day.

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- Since 2000, when the world committed to ending poverty and tackling some of the world's most intractable issues delaying development, **malaria has proven to be among the best investments in global health.**
 - Thanks to the mobilization of resources, political will and community efforts, malaria control and elimination efforts over the past 16 years have resulted in **nearly 7 million lives saved, leading to US\$2 trillion in benefits to malaria affected countries.**ⁱ
 - Through the continued investment of donors and increased ownership and investment by affected countries, **progress is being made towards a new chapter in the fight against malaria.** By engaging communities, scaling up screening, prevention, treatment, and surveillance systems, investing in innovative therapies and interventions, and through new partnerships and commitment of resources, malaria can be defeated for good.
 - The ambitious goal of eliminating malaria in 10 additional countries by 2020ⁱⁱ is within reach, but requires **sustained and enhanced technical focus and funding commitments.** These need to be urgently addressed through collaborative effort by malaria-affected countries, affected and donor country governments, the private sector and communities.
 - Make no mistake, **malaria remains a daily threat** with half the world's population still at risk. **There are opportunities to save lives today** by reducing transmission and eliminating the disease where possible. Every step brings us closer to the goal of a malaria free world.
 - We cannot stop this global effort, when **today alone more than 1,100 people**ⁱⁱⁱ, **most of them young children under 5, will die from malaria** - a preventable and treatable disease. Beyond loss of lives, livelihoods are affected as the disease leads to lost work days and causes children to miss school, holding back economic growth of affected countries.
 - The **risk of malaria resurgence is real**, particularly if political commitment weakens, funding wanes or technical challenges go unaddressed. This World Malaria Day, **let's keep the conversation rolling on ending malaria for good** - #endmalaria
 - *The Roll Back Malaria Partnership is a global platform for coordinated action against malaria. More than 200 partners committed to a malaria-free world are working together to*



help scale up malaria-control efforts at country level, ensure optimal use of existing resources, avoid duplication, encourage the development of novel therapies and interventions, mobilize new resources and keep the spotlight on malaria as a priority on the global health and development agenda.

EXAMPLES TO HIGHLIGHT

- Sri Lanka made elimination a national priority and, in collaboration with international donors, went from being among the most malaria-affected countries in the mid-20th century to eliminating the disease. Country leadership resulted in community engagement, aggressive surveillance and response, and a domestically owned and led campaign with the support of multi-lateral donors.
- China has reduced incidence of malaria to near zero, with no deaths in 2015 related to indigenous cases. As one of the largest countries to possibly eliminate malaria in decades, China can drive elimination success among its neighbors, particularly in a region facing the challenge of antimalarial drug resistance.
- A country that had eliminated malaria in 1961, Kyrgyzstan faced an epidemic of malaria in the early 2000s which prompted definitive action led by the Ministry of Health in coordination with international bi-lateral and multi-lateral funding institutions. The resulting program had the effect of stopping indigenous transmission.
- The European Region was the first WHO region to be declared malaria free, after all 53 countries reached elimination in 2015. Thanks to the cross-border regional collaboration and political commitment expressed in the Tashkent Declaration and heightened surveillance and response, the region went from over 90,000 cases to zero in just two decades.

ⁱ World Malaria Report 2016. <http://www.who.int/malaria/publications/world-malaria-report-2016/en/>

ⁱⁱ WHO Global Technical Strategy for Malaria 2016-2030.

http://www.who.int/malaria/areas/global_technical_strategy/en/

ⁱⁱⁱ Calculation made on World Malaria Report 2016 data of 429,000 deaths per year.

<http://www.who.int/malaria/publications/world-malaria-report-2016/en/>