

# GLOBAL CALL TO ACTION

TO INCREASE NATIONAL COVERAGE OF INTERMITTENT PREVENTIVE TREATMENT OF MALARIA IN PREGNANCY FOR IMMEDIATE IMPACT



## SOCIAL MEDIA TOOLKIT

#DefeatMIP  
<http://ow.ly/KH1cL>

Suggested Facebook Posts: link to <http://www.rollbackmalaria.org/architecture/working-groups/mip>



Intermittent preventive treatment against malaria in pregnancy (IPTp) saves lives. In 2013, an estimated 15 million of the 35 million pregnant women who should have received IPTp did not. Now is the time to act. Visit the Roll Back Malaria website to learn more about the global call to action.

In Africa, malaria infection during pregnancy is responsible for an estimated 10,000 maternal and 75,000 – 200,000 infants deaths. Join the global call to action. Visit the Roll Back Malaria website to learn more.

## Suggested Tweet Post



IPTp saves lives. Get involved. <http://ow.ly/KH1cL> #DefeatMIP

Prioritize IPTp to #DefeatMIP. Join the global call to action <http://ow.ly/KH1cL> . @RollBackMalaria

Invest in malaria in pregnancy: IPTp saves lives. Join the global call to action <http://ow.ly/KH1cL> . @RollBackMalaria

## Additional messaging

Invest in future generations - protect mothers and their unborn babies from malaria.

Save the lives of pregnant women and their unborn babies: Increase coverage for IPTp

Prevent malaria in pregnancy now: invest in IPTp

Prioritize IPTp to defeat malaria in pregnancy

Health workers can prevent malaria in pregnancy, make sure they know about IPTp

## Selection of our campaign ads to support your social media page

Click on the images to download a bigger version

