

# Angola

## United Against Malaria



The Angolan MOH Van Dunem and Dr Eufrazina Maiato (Esso Angola) at a UAM event.

### **COUNTRY SITUATION AND OBJECTIVES**

Malaria remains a major public health problem in Angola, accounting for an estimated 35% of the overall mortality in children under five (U5s), 25% of maternal mortality, and 60% of hospital admissions for children under five. While the entire population is adversely affected, pregnant women and children under five are most susceptible to malaria. The 2006 MIS National Survey showed that 20% of U5s and 14% of pregnant women (PW) are infected with malaria, with infection rates amongst both groups 3-4 times higher in rural versus urban areas. Despite increases in recent years, LLIN use by PW and U5s remains low with

fewer than 25% of PWs and 20% of U5s reporting sleeping under LLINs.

Founding partners of the United Against Malaria campaign include the Bill & Melinda Gates Foundation, Comic Relief, Johns Hopkins Bloomberg School of Public Health, Malaria No More, ONE, PATH, Population Services International (PSI), Roll Back Malaria Partnership, the United Nations Foundation and the United Nations Special Envoy for Malaria. According to PSI, it began working in malaria prevention in Angola in 2004 and has since delivered more than 375,000 long-lasting insecticide-treated nets (LLINs), complimenting the large-scale free distribution of LLINs and helping to maximize coverage amongst risk groups by leveraging private sector and community distribution channels. In 2006, with support from ExxonMobil and the President's Malaria Initiative (PMI), PSI began working with the National Malaria Control Program (NMCP) to increase malaria prevention messaging via television and radio. It is now a major contributor to information, education and communication (IEC) activities in Angola, and has been elected Vice-President in the National Malaria Partner's Forum (a position held since April 2007) as well as the head of its IEC sub-working group.

As the host of the African Cup of Nations, Angola saw a key opportunity to implement UAM activities. Angola's campaign will focus on the vulnerability of pregnant women and children under age 5 as they constitute the MoH target groups, but will 'speak' to the father and/or husband as he is the main football audience and a powerful household decision maker.

Campaign objectives:

- Reduce mortality and morbidity from malaria in target areas
- Promote a stronger informed demand for LLINs in Angola: Create informed-demand for LLINs through educational and promotional campaigns that increase consumer knowledge and awareness of the importance of LLINs.
- Foster a strong commercial net market in Angola: Increase access to LLINs in Luanda and provincial capital cities through commercial sector distribution channels and increase use of highly subsidized

LLINs in the provinces through commercial sector and community-based organization distribution channels.

### **PLANNED MESSAGES**

- Malaria is transmitted ONLY by a mosquito bite
- Using a long lasting insecticide treated net every night decreases the chance of getting malaria
- Seeking treatment for malaria as soon as possible can save a child's life

### **FUTURE ACTIVITIES**

- The One 30' TV spot featuring a football star. The star will address fathers and husbands and their responsibility to make sure their pregnant wives and children under 5 years of age always sleep under a mosquito net. The TV spot will be aired before or after any communications related to the CAN including during the championship and before or during the qualifying games.
- One billboard that replicates the TV spot. Billboards will be placed in strategic locations as close as possible to the 4 stadiums where the CAN games are taking place: Luanda, Cabinda, Benguela and Lubango.
- One flier with an image of the billboard with the football star and text that motivates husbands and fathers to protect his loved ones with a mosquito net.

### **POTENTIAL PARTNERSHIPS**

- Angola will work with the Ministry of Health and National Malaria Control Program in developing a campaign that uses an Angolan football star to promote consistent mosquito net use as the best tool for prevention.

### **IMPORTANT WEBSITES**

Voices UAM website: <http://www.malariafreefuture.org/projects/uam/index.php>

Voices UAM photo gallery: <http://www.malariafreefuture.org/plogger/?level=collection&id=18>

UAM website: <http://unitedagainstmalaria.org/>

PSI website: <http://www.psi.org>

### **CONTACTS**

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