

Mali

United Against Malaria



"2010, the year of victory over malaria" billboard

COUNTRY SITUATION AND OBJECTIVES

More than 90% of Malians live in high-transmission areas for malaria and almost all cases of malaria in the country are caused by *P. falciparum*. In fact, during 2001–08, reported deaths increased more than twofold. While many people in Mali use nets regularly—in a 2008 survey, 81% of households owned an ITN and 78% of children younger than 5 slept under an ITN the night before. However, all need new nets this year to replace ripped, older ones. Moreover, regular use of services to treat fevers and to conduct antenatal care is a challenge for the Malian population who often live very far from health centers.

Campaign Objectives:

- Increase the availability and use of nets
- Increase demand for IPT and rapid, appropriate treatment
- Mobilize the government to increase the national health budget to 10% of national budget

ACTIVITIES

- Eighteen billboards were produced and displayed in Bamako and five other cities in Mali, namely Kayes, Kita, Sikasso, Segou and Mopti. On the billboards are images of Malian star players as well as promotional messages about malaria prevention in general with an emphasis on net use and getting pregnant women children to health services.
- Moreover, five spots were broadcast during three playoff games—the first rounds, the semi-finals and the finals. Of the five spots, three include Mali national team players while the other two feature the President of the Republic and the Minister of Sports. Players are Frederic Oumar Kanoute, Seydou Keita and Souleymane Diamouténé. See the UAM YouTube page for UAM PSAs: www.youtube.com/watch?v=Aj5a3_rYZb4.
- In addition, a variety of materials that promote UAM and the World Cup are under development. They include leaflets, brochures, calendars, cards, T-shirts, armbands, balls, banners, and tents. Furthermore, a proposition was made to position UAM messages on fuel and gas tanks at Total gas stations and posters have been installed on the streets of Bamako (13 total) and throughout the country (5 cities). The UAM Logo was visible on the Africable TV station that broadcasts news on the Africa Nations' Cup. See partnerships and worksheet below for more information.

MESSAGES

- *Billboard:* 2010, the year of victory over malaria!
- *Billboard:* Bring your pregnant women to ANC service to keep them protected from malaria
- *Billboard:* Children are especially vulnerable to malaria; have them sleep under insecticide treated nets every night

FUTURE ACTIVITIES

The UAM partnership in Mali will ask sponsors to fund year-long billboards, on-going SMS campaigns, and other communication activities. Partners will also be asked to commit to being malaria safe during the month of April.

Concurrently there will be new PSAs recorded in local languages for use on community and district radio stations. These PSAs will be broadcast at the same time as local tournaments are organized by the eight NGOs working in eight highly endemic areas of Mali. See the attached tables for more information on future activities.

A Malaria Cup football tournament will be organized in 8 districts in April, as well as a mini-national Malaria CUP for the national teams.

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/>

Voices website: <http://malariafreefuture.org/>

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CORPORATE PARTNERSHIPS

Activities	Responsibilities	Notes
Send malaria messages with UAM logo via SMS. January and February.	Orange, Malitel	Writing to Dircom and Malitel.
Air UAM television and radio spots (production in Bamanan). April 30, May 10, and June 15.	PSI, Voice of Mali Voice of Mali	PSI is committed to supporting these spots, provided they are in Bambara.
Produce 3 TV spots for June and July with a version for radio for April through July, in French and Bamanan.	VDM (TBD)	Awaiting funding.
Produce United Against Malaria stickers; Reproduce UAM logo on 200 balls for the national championship games, «Coupe du Mali», and JMP.	VDM + PNL	For stickers, awaiting finalized programming from TOTAL MALI. Awaiting partners.
Install billboards. Two possibilities: one year in vinyl or one month in paper.	VDM + PNL	13 signs went up in Bamako and the regions (1 sign per region for 18 panels) in January; seeking new partners and resources for April and June.
Include messages on EDM/SOTELMA invoices (or envelopes) requesting the support of partners. Messages should be included on invoices quarterly throughout the year.	EDM, ADM	Seeking a meeting with Thiona CEO-EDM.
Reproduce UAM logo and messages on notebooks requesting the support of partners. Re-starting in September 2010.	VDM + PNL to negotiate with Graphique	Seeking a meeting with Graphique Industrie's Chair or DirCom.

CORPORATE PARTNERSHIPS

Activities	Responsibilities	Notes
	Industrie	
Advocate to 30 decision-makers in (PKC2) districts. Produce 2500 copies of the malaria-football guide (AGA, DSSA, PKC, PNL, VDM, FMF).	KC2	Advocacy took place in 8 out of 30 districts. Need to review the electronic version of the guide for corrections, and add the partners.
Malaria education and soccer games for the mining industry's community development programs. Supports include malaria-soccer guide, T-shirts, calendars, card messages, and posters.	Anglogold (Kayes, Sadiola)	Anglogold has requested the group to organize a tournament in their district. Preparations are underway. Anglogold will develop a schedule for the games and submit it to the group.
Hold periodic meetings with Army health team, organize armed forces soccer club matches, and educate new recruits (PO JMLP). Supports include presentations (suggested by the partners), T-shirts and banners with messages.	DSSA for T-shirts, ITNs, banners, presentations, the malaria-soccer guides	Organization is underway. Still need T-shirts and LLINs.
Medical staff training. Supports include boxes with images (UNICEF/USAID), Novartis guide, and WEF guide.	INPS, Army, Azalaï, Orange, Anglogold, ADM	Seeking funding to cover per diems for the facilitators; each organization covers participation in the training course (coffee breaks, lunch, etc.).
Produce checkerboards and playing cards with messages and photos. Community races; ONG/GPSP; PNL (P.F regions).	KC2; Voices of Mali; PNL	PKCII must meet with Voices of Mali and PNL to implement.
Produce T-shirts for ballboys, players and supporters of the Malaria Cup Tournament.	PNL	To do with Alliance CEDEAO.
Event planning World Cup 2010	Supporters	Fan packs will be organized with Orange during the World Cup games across the city. A giant screen will be installed on a hill in Badalabougou.
Organize a dinner gala with companies to promote the fight against malaria.	PNL, VDM, and Azalai	
Distribution of 400 ICTs by Azalaï Hôtel Salam to employees.		
Produce a magazine or article in a local magazine about the World Cup team 2010 as a defining moment in the fight against malaria.		Waiting for partner to make a decision about funding.
Distribute messages on print deliverables (brochures, leaflets, cards, programs, etc.); hang banners, signs and streamers in gas stations; disseminate messages on fuel coupons, armbands and T-shirts; add stickers to gas tanks.		Funding of the remaining activities in the table are covered by TOTA L MALI.
Contests organized by UCP-TOTAL and other partners.		

Partnerships:

The development of a strong partnership in support of a local UAM campaign is hallmark of the Mali program. Under the leadership of the National Malaria Control Program, several new partners have become more actively involved in malaria control.

Total Mali will undertake a series of activities to support the campaign over the course of 2010, including:

- Distributing print messages at their gas stations throughout the country (42 stations)
- Using their sign board space for UAM poster
- Putting malaria control messages on fuel coupons
- Promoting malaria control through messaging on armbands and T-shirts
- Putting UAM logos and message stickers on gas containers.

Orange Mali has agreed to:

- Sponsor billboards for the UAM campaign
- Send SMS to their 3 million subscribers reminding them to use their nets, treat fevers quickly and remind pregnant women to use ANC services
- Consider becoming malaria safe

Other Partners:

- AngloGold Ashanti, Mali
- Azalai Hotel Chain
- Banque Atlantique
- FemaFoot Malian Football Federation
- Les Supporteurs des Aigles de Mali
- Majo-Imprim
- PSI
- Projet Keneya Ciwara
- Sotelma/Malitel