

South Africa

United Against Malaria



During the UAM launch in Cape Town, SA, Charles Sali met with football legends; and South African President Zuma and former presidents de Clerk, Mbeke and Motlanta; along with Arch Bishop Desmond Tutu who all signed

COUNTRY SITUATION AND OBJECTIVES

South Africa is a priority country for the United Against Malaria campaign. It is the home of the 2010 FIFA World Cup, the headquarters to an extraordinary group of leading African corporations, and a home to pan-African luminaries and drivers of innovation, change and development. It is also a country that is severely affected by malaria.

Malaria in South Africa affects 4.4 million people including: 600,000 children under five and 130,000 women at risk. In 2006, there were 12,098 reported cases and recent years (2005 to 2006) have seen an increasing in reported cases and deaths. Malaria hot spots include major tourist destinations: Lowveld of Mpumalanga and in Limpopo (including the Kruger Park and private game reserves popular with

travelers). In KwaZulu Natal (home province of President Jacob Zuma) malaria is endemic on the Maputaland coast. From the perspective of tourism and economic development of the SADC trading region, addressing malaria is critical.

African corporate leadership is extensive in South Africa, where some of the most innovative, dynamic retail corporations exist: more than 80% of the top companies in Africa are headquartered there. These corporate leaders understand firsthand the burgeoning youth and grass tops markets of Africa, but also the far-reaching rural and disenfranchised communities that comprise the bulk of the continent. Most corporate leaders see Africa as their market, and have specialized in the use of popular culture, social media, new trends and constant innovation to grow and capture the ever increasing middle class. Most undertake pan-African CSI activities and see malaria as not only a human, but economic killer.

Southern African countries (SADC), of which South Africa is a key member, is focused on achieving malaria elimination from the natural borders inward. Through SADC trade agreements, South Africa will promote tourism in the other SADC countries including Mozambique, Zimbabwe and Botswana – three countries with looming malaria rates. The South Africa's Minister of Health, Dr Aaron Motsoaledi chairs the SADC Health Group through 2010. South Africa has agreed that cross-border collaboration is essential if endemic countries are to succeed in reducing malaria transmission to zero and has

championed the Lubombo-Spatial Development Initiative between South Africa, Swaziland, and Mozambique where malaria elimination will help promote tourism—particularly safari tourism where malaria risk is most acute—around the World Cup. South African public and private institutions play a leading role supporting the achievement of the 2010 malaria targets of full access to treatment and prevention tools as a stepping stone to ending preventable deaths from the disease by 2010.

Campaign objectives:

- To use the 2009 Confederations Cup, 2010 FIFA World Cup and 2010 African Cup of Nations as catalysts to engage at least three significant South African corporate champions to become strong proponents of the Pan African effort to eradicate malaria
- To encourage senior public sector South African leadership to champion a “Malaria Safe” Africa including: President Zuma, the Minister of Health and officials in the football world
- To work collaboratively with South African media and broadcast partners to amplify the noise about malaria and the importance of South Africa’s leadership role

MESSAGES

- Malaria is a health crisis that needs all of Africa to solve
- African private sector leaders need a strong and healthy African market to grow
- South African private sector and civil society, with its expertise and big heart, can play a leading role in changing the trajectory of malaria

UNITED AGAINST MALARIA PARTNERS

The South African team is led by corporate partners including Nando’s, MTN and DSTV channels, Mnet and Super Sport; and emerging partners such as Anglo American, Standard Bank, Checkers Shoprite, Fedex, Protea Hotels, Coca Cola Africa, Sasol, Uniprint, Captain Morgan, Landrover and Nikon. The Global Fund to Fight AIDs, Tuberculosis and Malaria has been a strong supporter of the South African group and through their private sector chair, Brian Brink’s enthusiasm for the UAM bracelet campaign. **South African Champions** include Phutomo Nhleko, Robert Brozin, Imtiaz Patel, who are CEOs of MTN, Nando’s and Super Sport respectively; renowned African film director, Anant Singh; and football legends Shawn Bartlett and Lucas Radebe.

SUCSESSES

- Big Brother Africa—CSR week: An SMS campaign on November 25th and 26th around the Big Brother Africa show to significantly raise awareness about the disease through their vast audience reach; also, along with Mnet, will donate 50% of the profit from SMSs to the Global Fund—this is the first time an African corporate has donated money to the Fund.

- United Against Malaria launch: December 2nd and 4th in Johannesburg and Capetown respectively. UAM press conferences and activities generated significant media attention and social reach. MTN and Nando's both hosted events, Super Sport aired a 20-minute special on UAM, and Coca Cola welcomed Charles Ssali to the unveiling of the World Cup trophy in Cape Town.
- Malaria Safe Africa: South African corporate partners committed to lending their expertise and will formally launch their commitment to be Malaria Safe in April. Committed partners TBD.
- MTN campaign: MTN is working to raise awareness and money through an innovative campaign to become Malaria Safe and engage their more than 108 million subscribers across Africa. Staff are volunteering on malaria projects, and malaria will be the focus of their sponsorship of the 2010 FIFA World Cup. Their campaign includes a vast scope of collateral including billboards, stadium boards, PSAs and other awareness materials.
- United Against Malaria Bracelet campaign: Nando's has built a bracelet campaign in partnership with South African corporate partners to raise awareness and money for the fight against malaria. The bracelets are made by HIVAIDS survivors as an income-generator. The South African partners aim to raise \$1 million for the Global Fund through this campaign.
- Nando's –the Kingsley Holgate Expedition: Will hold soccer-themed malaria distribution events with UAM-branded colouring for books and posters. Malaria prevention Land Rovers will be fitted with P.A. systems and trained malaria prevention educators will be used. Expedition vehicles will carry UAM branding and UAM banners will be displayed. Expedition will visit the following 12 countries: South Africa, Swaziland, Mozambique, Botswana, Zimbabwe, Malawi, Zambia, Tanzania, Burundi, Rwanda, Uganda, and Kenya. Nando's is an international restaurant chain with 650 outlets worldwide, and an expansion strategy across Africa. They are committed to ending malaria.
- Mnet and Super Sport: MNET and Super Sport offered their vast broadcast network including PSA airtime and programming for the campaign. Both channels have already aired United Against Malaria PSAs and offered programming to highlight the campaign. Both also included UAM as part of their Christmas charity giving campaigns. Both companies will use their cool-factor reach to engage leading influencers and decision-makers across Africa. Mnet and Super Sport are the largest satellite broadcast companies operating pan-Africa in 52 countries.

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/>

PATH website: http://www.path.org/projects/malaria_control_partnership.php

CONTACT

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TABLE OF ACTIVITIES IN SOUTH AFRICA 2009-2010

Activities	Indicators	Expected Results	Partner Responsibilities	Chronology							
				Dec	Jan	Feb	Ma	Apr	May	June	July
South Africa Partners lunches	<ul style="list-style-type: none"> Number of partners participating Commitments made and followed up on 	Increased commitment and outcomes and new partners joining the campaign	Hosts committed to date: Dec. – MTN Jan. – AngloAmerican Mar. – Sasol Apr. – Nando’s	X	X		X	X	X	X	x
Big Brother Africa	<ul style="list-style-type: none"> Audience reached SMSs received Funds raised 	Increased awareness pan-Africa in grass tops on the issue of malaria	Big Brother Africa	x							
UAM Launch activities	<ul style="list-style-type: none"> Press outreach Meeting with President Participation of partners 	Increased awareness in South Africa on the issue of malaria	MTN, Nando’s, RBM, Super Sport, Coca Cola, Relate	x							
Bracelet campaign and Kinsley Holgate Expedition launch	<ul style="list-style-type: none"> Press outreach Number of bracelets sold by the World Cup Number of corporate partners who join Number of retail outlets 	Increased awareness about malaria in Africa and commitment to the Global Fund replenishment	Nando’s, MTN, Anglo American, Uniprint, Protea Hotels, Nikon, Fedex, Landrover					x			
Kingsley Holgate expedition	<ul style="list-style-type: none"> Heads of state and ministers met Nets and education materials distributed Press outreach 	Increased awareness of and commitment to the issue of malaria with African leadership	Nando’s, Captain Morgan, Nikon, Landrover					X	X	X	X

MTN Launch and campaign	<ul style="list-style-type: none"> • MTN employees protected and educated • Malaria communication distribute to MTN customers • Nets distributed (Our challenge is 1,000,000 nets) 	Malaria awareness, education and protection of MTN employees and consumers	MTN and country partners					X	X	X	X
Kentaro Game	<ul style="list-style-type: none"> • Number of people who see the game live and on television • Number of partners involved • Press outreach • Augmented activities generated 	Malaria awareness and education in Africa	Kentaro and partners						X		
Malaria Safe Awards dinner	<ul style="list-style-type: none"> • Attendance numbers and level • Press and awareness generated • Malaria Safe Commitments fulfilled 	Malaria awareness and education in Africa	South African and all UAM partners								X
Press conferences	<ul style="list-style-type: none"> • Media outreach 	Malaria awareness and education in Africa	South African partners	X				X	X	X	X
Super Sport PSAs	<ul style="list-style-type: none"> • Audience reached • Number of spots aired 	Malaria awareness and education in Africa	Super Sport	X	X	X	X	X	X	X	X