

Tanzania

United Against Malaria



Champions of UAM: Twiga Stars Kigi Makasi, Juma Jabu and John Boco

COUNTRY SITUATION AND OBJECTIVES

According to the National Malaria Control Program, approximately 17 to 20 million malaria cases occur in Tanzania per year, accounting for over 40% of all outpatient attendance. Of those cases, more than 80,000 people die from the disease each year. Malaria is the number one killer in Tanzania and causes 36% of deaths of children under five years old. The Roll Back Malaria Partnership Road Map for Tanzania in 2010 reveals that although sufficient resources have been generated for treatment and testing for malaria, a large gap exists concerning much needed insecticide treated nets in the country.

Campaign objectives:

- Promote net use by all Tanzanians, prompt correct treatment of all fevers, and get pregnant women into ANC services where they are provided with protection from malaria
- Continue incorporating malaria messaging through diverse sources such as the Ministry for Labor and the Ministry for Education to ensure wide exposure
- Engage in the private sector and corporate partners in malaria control to ensure sustainability
- Provide malaria advocacy trainings and develop an action plan that will equip leaders with how to address problems that may arise in their communities

ACTIVITIES

- Mr. Marcio Maximo, the Coach of the Taifa Stars, filmed a Public Service Announcement (PSA) urging Tanzanians to fight against malaria.
- Three additional PSAs were filmed, as well as Kiswahili versions of Ugandan champion' Charles Ssali's PSA. Two of the films were of Under-14 players and one Under-10 player.
- Voices wrote a story for the NUMBER 10 sport magazine covering the UAM launch and operations. The Number 10 magazine is committed to work with UAM in the fight against malaria.
- Four Taifa Stars players were documented in the Number 10 magazine with information on UAM Tanzania. These stories were featured in full color over a two-page spread in the Dec/Jan issue. This magazine has a wide audience including all the major Tanzanian cities and parts of Kenya.
- UAM and Malaria Haikubaliki logos were put on Taifa Stars and Cote d'Ivoire team profile brochures and distributed to 40,000 people who attended the match.
- A hired a journalist took photos for the football matches, Cote d'Ivoire versus Taifa Stars and Cote d'Ivoire versus Rwanda. UAM banners were placed around the field and famous players had their pictures taken near the banners at the Rwanda match.
- UAM co-sponsored the Uhaj Cup tournament with the SSB Company.
- UAM participated in the awards ceremony at the Under-17 tournament, which was covered by major TV and Radio stations displaying the teams wearing jerseys with the UAM logo and UAM banners.
- At the final match of the Under 17 tournament, a speech about malaria and UAM in Tanzania was delivered by Voices staff to approximately 2,000 people.

- A-Z net manufacturer, a corporation that issued 260 nets to Tanzania national football teams, was introduced as a UAM partner at a press conference.
- Tanzania Football Federation (TFF) set up the venue, date, time and invited the journalists to attend a photo opportunity to hand over the nets formalizing the donation.

MESSAGES

- *Malaria Haikubaliki*: Malaria is not acceptable
- *PSA with Football team captain*: "I prevent my family from getting malaria by sleeping under a treated net, every day!"

FUTURE ACTIVITIES

- February through July there will be more UAM activities to boost the comprehensive national campaign Malaria Haikubaliki: Tushirikiane Kuitokomeza



Eight PSAs created by Voices Tanzania are on the Johns Hopkins University Center for Communication Programs YouTube channel:

<http://www.youtube.com/user/CCPJHSPH>

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/>

CONTACT

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CORPORATE PARTNERSHIP

Partner	Industry	Commitment
SSB (Azam), Tanzania	Flour mill	<ul style="list-style-type: none"> — Branding flour bags with UAM logo — Speaking about SSB's commitment to malaria at the UAM Launch — Workplace Intervention(s): <ul style="list-style-type: none"> ▪ RDTs procured for the company's three clinics responsible for the health of 5,000 employees and their families ▪ General Manager went to Ethiopia for Champions breakfast
A-Z Textiles, Tanzania	Textile company	<ul style="list-style-type: none"> — Branding all trucks with UAM logo — Billboards at 4,500 ANC clinics — Sponsored wheel covers — Will help to leverage partnerships with pharmaceutical companies in TZ — Donated 260 nets to all national football players under TFF (from <10 players through the Taifa Stars and the Twiga Stars)
TFF, Tanzania	Football Federation	<ul style="list-style-type: none"> — Photo shoot with the players and Coach — Informational presentation for the players — Player testimonials on film — Player participation in launch and press events — Under 20 tournaments players will wear branded UAM jerseys while they play and UAM logo will be on banners — Head coach of the Taifa Stars Testimonial taping — PSA using <14 and <10 players
Barclays, Tanzania	Bank	<ul style="list-style-type: none"> — Proposed ideas: logo on receipts, airtime, malaria clinics at branches.
SHOPRITE, Tanzania	Grocery store	<ul style="list-style-type: none"> — Shoprite TZ has submitted their request to Shoprite HQ to add a malaria commodities/UAM section to their inserts — Special section of the advertising circular devoted to malaria — Adding malaria information to the section of the store that offers pamphlets and information on health issues — Staff wearing UAM branded T-shirts — Nets to orphanages and boarding schools — Booth at Mlimani city — In-store leaflets available — Selling mosquito nets at cost to the general public — Distributing mosquito nets to all of the staff
Coca Cola, Tanzania	Coco Cola products distributor	<ul style="list-style-type: none"> — UAM booth at the Family Fun Day Copa Coca Cola World Cup Day at the National Stadium with a malaria net being used for a pitch — Malaria messaging and people handing out malaria information during the fan parks in Mwanza, Arusha and Dar for the World Cup games