

Zambia

United Against Malaria



Zambia national football team players

COUNTRY SITUATION AND OBJECTIVES

Zambia's 2008 Malaria Indicator Survey has provided conclusive evidence that the country's efforts are directly improving the health of the people—decreasing cases of anemia in children under age five by nearly 70 percent and reducing the number of children infected with the malaria parasite by half. A study recently released by WHO demonstrated that malaria deaths reported from health facilities in Zambia have declined by 66 percent, meaning that the country has reached the 2010 Roll Back Malaria target of a more than 50 percent reduction in malaria mortality compared to 2000.

Through committed leadership, a strong, united partnership, and innovative approaches, Zambia has become a global leader in malaria control—and is making excellent progress toward its vision of a malaria-free Zambia. Mosquito nets, insecticide, and medication for preventing and treating malaria are among the simple things that can save the 3,000 African children a day who die from the disease.

Campaign objectives:

- Build recognition of the UAM brand name, logo and slogan.
- Link the brand to the key messages: sleep under a treated mosquito net; allow your home to be sprayed; seek prompt and appropriate treatment; pregnant women go for preventive medicine.
- Reinforce the messages with endorsements from football stars and other public figures.

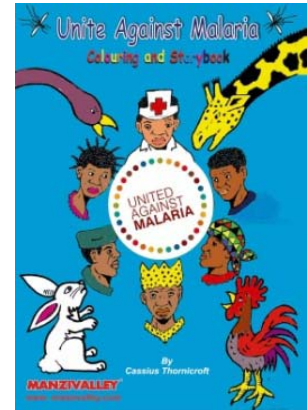
ACTIVITIES

- Launch with Minister of Health and Chipolopolo Boys captain Chris Katongo.
- Roll-out of Manzi water bottles with UAM logo on the label (approx 13m bottles sold per year).
- A UAM banner was prominent at Coca-Cola Light Zambia Fashion Week.
- Photoshoot and press release on Alive & Kicking partnership.
- T-shirts were produced by South African Breweries, featuring the UAM logo, for use by the ballboys in the Zambia versus Egypt game. (Due to SAB logistical issues, these were not used, however.)
- UAM presence at Zambia Association of Chambers of Commerce and Industry awards ceremony, Zambia's second annual private sector award recognizing businesses fighting malaria.
- UAM presence at the nation's third annual malaria media awards.
- Religious leaders' orientation in Northern Province with group photo of the participants wearing UAM shirts.
- UAM T-shirts were worn by Shoprite check-out staff to mark the Zambia v. Egypt match in October.

- UAM has been given “free rein” on the Radio Phoenix Saturday morning show and has featured NMCC representatives and national team captain Chris Katongo via a live phone-in link to talk about his experiences of malaria and the impending day’s match.
- UAM was represented at a dinner with Novartis.
- Five UAM-specific press releases timed with match days and other events have resulted in significant media coverage of Zambia’s campaign.

FUTURE ACTIVITIES

- Shooting of TV PSA scheduled for March, featuring both public figures—musicians, models, footballers, political leaders—and “ordinary” Zambians.
- Starting designs for billboards that will be in the Lusaka and Copperbelt locations.
- Manzi Valley UAM coloring book completed and due for publishing in March. Plan to distribute to primary schools together with Alive & Kicking footballs.
- Planning underway for a high-profile World Malaria Day football match at a pitch in Lusaka. Consideration being given to teaming up with Emmanuel Mbola, 16-year-old would-be \$1m signing to Tottenham.
- Chipolopolo Boys captain Chris Katongo on board for a publicity shoot in May.
- One-to-one briefings planned with key media representatives.
- Corporate Social Responsibility article planned for *Zambian Traveler* magazine.
- Partners’ reception being considered to launch UAM bracelets.
- New T-shirt/football jersey designs in process.



PARTNERS

- **Alive & Kicking** generates employment opportunities by making leather footballs emblazoned with various health messages, and has included the UAM logo on a number of its balls.
- **Beauty Zambia** carries the UAM logo on the cover of every issue, and has published a number of articles on the campaign.
- **MACEPA** provides support to the National Malaria Control Council and is co-coordinating UAM efforts in Zambia, with support from Hill & Knowlton associate Langmead & Baker.
www.path.org/projects/macepa-uam.php
- **Manzi Valley** has printed the UAM logo on all water bottles and on their fleet of delivery trucks.
- **Shoprite** has pledged support; check-out staff recently wore UAM T-shirts to mark an international match.
- **Zambeef** has pledged to put the UAM logo on its 250-strong trucking fleet.

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

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