



## INFORMATION

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## "Achieving Progress and Impact"

### Theme for World Malaria Day 2011

World Malaria Day was instituted by the World Health Assembly (WHA) at its 60th session in 2007. The day is commemorated every year on April 25 to create awareness about an ancient disease and the devastating impact it has on the lives of more than 3 billion people – half of humanity.

World Malaria Day is an opportunity for the global development and health communities to intensify their efforts in providing access to affordable, safe and effective anti-malarial combination treatments worldwide, as well as protective insecticide treated nets and other preventive measures .

The commemoration of the fourth World Malaria Day – **WMD 2011** – marks a critical moment in time. At this stage, the Abuja Malaria Targets adopted in April 2000 should have been reached and Universal Coverage with all malaria interventions attained. WMD 2011 is the year in which significant progress is being assessed towards achieving near zero deaths by 2015.

In 2010 the global Roll Back Malaria Partnership focused on capturing the results of its collective efforts. Over the past twelve months, five reports have been published which document the progress made in global malaria control and the impact that has been achieved in terms of coverage and lives saved. This series of reports, entitled "RBM Progress & Impact" will continue through to the end of 2011 when new data will be made available.

In keeping with this consolidated effort by the global malaria community to highlight the reported successes and the remaining challenges in malaria control today, and to maximize the impact of substantial investments for this preventable and treatable disease, RBM Partners have determined the following theme for WMD 2011:

### **"Achieving Progress and Impact".**

Partners are encouraged to adopt and promulgate this theme in their respective advocacy activities, and to combine it with slogans which reflect the many areas of progress as well as the continuing challenges that still confront malaria endemic countries.