



## COMMUNICATION

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## “Counting Malaria Out”

### Commemorating World Malaria Day 2009

#### **World Malaria Day – a day to make the world care**

25 April is a day of unified commemoration of the global effort to provide effective control of malaria around the world.

World Malaria Day is an opportunity for malaria-free countries to learn about the devastating consequences of the disease and for new donors to join a global partnership against malaria. It is an occasion for research and academia institutions to flag their scientific advances to both experts and the general public. It is chance for countries in affected regions to learn from each other's experiences and back each other efforts. It is an opportunity for international partners, companies and foundations to showcase their results and reflect together on how to scale up what has been proven to work.

On World Malaria Day RBM Partners will tell their own chapters of the powerful malaria story; a story of triumph and struggle; a story that grabs the world's attention to point it to the heart of the problem and engage the international community in becoming part of the solution.

#### **World Malaria Day 2009**

The second World Malaria Day – 25th April 2009 – marks a critical moment in time. The international malaria community has merely two years to meet the 2010 Abuja targets and achieve universal coverage with all malaria interventions as called for by the UN Secretary-General, Ban Ki-Moon. The Global Malaria Action Plan (GMAP) has articulated clearly what needs to be done and how Partners must collectively go forward to meet short, medium and long term goals. 2010 is an important milestone for malaria control.

#### **The countdown has begun**

In order to intensify global efforts and provide impetus and increased momentum, the RBM Partnership proposes to kick-start a 24-month campaign on April 25th that will engage all Partners in comprehensively tracking global progress to meet the 2010 goal of 100% coverage

and move the international community inexorably closer to near-zero deaths by 2015, the gradual elimination of malaria and eventual eradication of this pernicious disease.

In the countdown to 2010 the international community needs to be able to track and communicate progress by monitoring and counting the

- delivery of malaria commodities to communities in endemic countries
- increases in financial resources to meet the GMAP targets,
- development of new and improved tools, and

all new initiatives that are going to help substantially reduce deaths and suffering from malaria.

According to the Global Malaria Action Plan, endemic countries require a further **US\$ 13.04 billion** and comprehensive partner support over the next two years to implement their plans. Countries will need 730 million long lasting nets and 228 million treatments over the next two years. More than 172 million households will need to be sprayed with insecticide. How close are countries to these targets? Some challenges may impede progress including implementation bottlenecks, and lack of financial and human resources. What initiatives and solutions are being put into place?

After wide consultation, Partners have indicated that there is an urgent need for a comprehensive effort to count and quantify progress and impact. The Executive Director of the RBM Partnership would therefore like to propose the following theme for this year's World Malaria Day 2009 – a theme which will continue to be relevant until the end of 2010.

### **“Counting malaria out”**

Whether your organization or group is involved with antimalarial or commodity development, production or delivery, building malaria control capacity, committing grants and resources for malaria scale-up, monitoring malaria cases or resistance, informing, educating and mobilizing communities – “Counting Malaria Out ” can be applied to each and every effort to show the international community how far it has come – and how far it needs to go to reach its global malaria response.

### **World Malaria Day 2009 – Counting Malaria Out**

Commemorate this year with other Partners in the Roll Back Malaria Partnership. Make 2009 the start of the countdown. Make the lives of every man, woman and child count as the international community intensifies its battle against malaria.