



EXECUTIVE DIRECTOR

GENEVA, 22 September 2008

REF: EXD/PART-GMAP/01

RE: Launch of the Global Malaria Action Plan

Excellencies, Distinguished Ministers, RBM Partners, Dear Friends,

It is my pleasure to draw your attention to the launch of the Global Malaria Action Plan (GMAP), the roadmap for malaria control and elimination, worldwide.

Developed through the framework of the RBM Partnership, this plan will serve as a guide for the global malaria response around which all stakeholders can coordinate their actions, strengthen their impact and, ultimately, save lives.

The RBM Partnership will introduce the GMAP to the international development community and the public at large on 25 September 2008. In cities in all malaria endemic regions, in Manila, Nairobi, Bamako and Brasilia, RBM Partners will come together to launch the plan before it is endorsed politically by Heads of States at the MDG Malaria Summit in New York on the same day.

As you are aware, fighting malaria has become a priority in reaching six of the eight Millennium Development Goals. The disease can be tackled with simple existing solutions that have measurable development impact. Now, with this first plan that is truly global in scope, the 3.3 billion people affected by malaria can expect a strong coordinated response by governments, the private sector and civil society organizations alike.

/..

Cc:

UN Secretary-General
WHO Director-General
UN Special Envoy for Malaria
All RBM Partners

The RBM Partnership

Secretariat hosted by WHO | 20 Avenue Appia, 1211 Geneva 27 SWITZERLAND

W rollbackmalaria.org
E inforbm@who.int
T +41.22.791.2686
F +41.22.791.1587

Please join me in congratulating the many individuals and organizations who have contributed their time and expertise, with the support of the Boston Consulting Group, to the creation of the GMAP over the past year.

I would like to take this opportunity to express my warmest thanks to WHO, ACTMalaria, KENAAM and VOICES for organizing a series of launch events around the globe. Let me also convey, on behalf of the RBM Partnership, our appreciation to the Bill & Melinda Gates Foundation, the Department for International Development of the United Kingdom, Malaria No More, and the UN Special Envoy for Malaria for co-hosting the high-level launch of GMAP at the MDG Malaria Summit in New York.

The GMAP is, in my view, a milestone in the international malaria response. As a global consensus-based plan, it is a truly inspiring example of what private and public Partners can accomplish when we work towards a common goal. Putting the plan into action should now become the next priority for all of us.

Yours sincerely,

SIGNED Prof. Awa Marie COLL-SECK

