

SADC Malaria week 9- 14 November, 2004



**Theme: Timely Delivery of effective malaria control interventions
The Road to Abuja -2005 and Beyond -2010**

**Slogan: Less talk and more action – The Road to a Malaria Free
Southern Africa**

1. Background

Out of 139 million people living in Southern Africa , approximately 63% live in malaria areas . In areas of stable transmission , children under-five and pregnant women are at greatest risk of malaria . Malaria is a major cause of morbidity and mortality in the sub region. Southern Africa. Southern Africa has a long history of malaria control and progress made has been possible because of the positive attitudes towards malaria control in the individual countries and the region as a whole.

Countries in Southern Africa namely Angola, Botswana, Malawi, Mozambique, Namibia, Tanzania, Swaziland, South Africa, Zambia and Zimbabwe recognize that malaria is the number one killer and a major cause of poverty in the region. Consequently they are taking a lead in scaling up the delivery of malaria interventions at all levels. They are also signatories to the Abuja Declaration (April, 2000), which aims at halving the malaria morbidity and mortality by the year 2010. The priority in malaria control for the region is to achieve a massive level of delivery for malaria control in order to make a logical move towards the achievement of the Abuja targets.

**Less talk and more action – The road to a malaria Free southern
Africa**

Malaria drains the economy of African nations and traps their people in poverty ironically , effective tools , medicines and control strategies are available and could dramatically reduce the deaths and suffering caused by malaria . In the SADC region , 88 million people live in malaria transmission areas . Malaria is one of the leading cause of illnesses and deaths in our region . More than 21 million people fall sick of from malaria each year and about 250 –300, 000 die of malaria each year from malaria.

In the SADC region , Malaria and HIV have been noted as major emerging concerns that require attention . In this context , the response to strengthen existing or establish a new area in malaria control for vulnerable groups cannot be over emphasized .

Currently the SADC region has enjoyed high political support and commitment for malaria control efforts . The investments in malaria have increased and will continue to increase especially with increased international and national advocacy for fighting malaria such as Global Fund. The private sector has also taken a major role in the fight and continues to do so . SADC has also engaged them in a strong advocacy such as demonstrated during the Race against malaria Rally which involved all countries in the SADC . This has been a major opportunity for SADC region to spearhead malaria control support and motivation of the SADC leaders . Countries in the sub region are making good progress in malaria prevention control. More efforts are needed to scale up and to increase coverage and delivery of malaria interventions . Building partnership and institutional capacity in malaria control to support malaria leadership , managerial and building skills requires a lot of efforts and is a priority for the region .

More resources to scale up integrated approaches and strategies for malaria and HIV groups area priority especially to pregnant women , children under five and other vulnerable groups such as people living with HIV/AIDS.

In Southern Africa, the SADC Ministers of Health took a decision to commemorate SADC Malaria which is celebrated during the second week of November, of each year. SADC Malaria Day is celebrated in November of each year to coincide with the start of the Malaria transmission season in the SADC region. SADC Malaria Day is important in the sense that it raises the profile of malaria in the region and within our member states and also promotes partnerships in the fight of malaria and mostly importantly member states are called upon to commemorate SADC Malaria week as from the 9-14th, of each year. As we draw close to the year 2005 by which the Abuja targets should be achieved, the need to scale up malaria control interventions is important .

The theme for this year is : Timely delivery of effective malaria control interventions –The road to Abuja and Beyond

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Slogan is : Less talk and more Action – The road to a malaria free Southern Africa

The theme for this year calls for member states and their governments to scale up malaria control interventions and delivery towards the Abuja and beyond . Again the theme this year calls for countries to work together in taking stock of malaria activities that can increase the delivery of malaria efforts in reaching the Abuja targets and at the same time also calls for inter country cooperation and collaboration in malaria delivery . Partners should be encouraged to work together intensively to promote malaria control interventions as one force .

2. Objectives

1. To remind governments of their commitment and actions in malaria in reaching Abuja targets and beyond.
2. To highlight the role of the SADC leaders in malaria control efforts.
3. To highlight the role and value of the private sector in malaria control.
4. To increase knowledge and awareness of malaria for individuals and different community groups.
5. To provide communities with adequate information on malaria.
6. To increase partnership in the delivery of malaria programmes.
7. To highlight the role of the SADC leaders in malaria control efforts
8. To increase partnership delivery of malaria interventions.
9. To mobilize for more support for malaria resources such as essential malaria drugs and materials.
10. To increase access and coverage to promote early treatment seeking behavior for malaria at all levels.
11. To motivate service providers to take an active role in malaria prevention and control .

Theme and slogan this year calls for specific actions in malaria control and these are discussed below as follows:

1. Improved managerial skills for ministries of health and their governments in increasing the delivery of malaria interventions at all levels.
2. Strengthen partnerships with NGOs and private sector to increase coverage in malaria control delivery.
3. Increased delivery of malaria activities at all levels.
4. Developing information materials for different target groups
5. Design and produce updated malaria information.
6. Promote the use of ITNs and IPT for pregnant women.
7. Promote IRS activities at community level
8. Support the promotion of traditional medicines.
9. Build and strengthen partnership to increase and to scale up malaria interventions

1. Involvement and address by the Head of State , designate on the importance of malaria
2. Development of press information and materials on SADC Malaria Day

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3. working with politicians and celebrities to solicit for support in malaria
4. Working with Community, religious, political leaders other influential leaders on malaria control.

3. Key Strategies

3.1 National

- Prepare guidelines and IEC materials on the SADC malaria day
- Taking stock of successes , achievements and challenges in malaria
- Mobilizing government sectors , NGOs , private sector companies, and Rotarians , To support malaria efforts.
- Commission and dissemination of the SADC Malaria Day and slogan to provinces, and to malaria partners and launch activities.
- Produce relevant materials and monitor and evaluate the SADC Malaria Day activities.
- Conduct committee meetings to prepare and plan generate ideas and new trends in malaria.

3.2 Provincial

- Mobilization of malaria partners for the SADC Malaria Day .
- Dissemination of the theme and slogan to districts and other malaria partners.
- Provide promotional materials that include generic posters, videos, and use other innovative promotional materials.
- Provide guidelines and advice on the SADC Malaria Day.
- Mobilize resources at all levels to support the SADC malaria day

3.4 District

- Dissemination of the SADC Malaria Day theme and slogan to relevant partners and communities.
- Mobilization of sector ministries and NGOs , private sector partners and others to support AMD activities.
- Work with NGOs and donors and influential leaders to mobilize for support
- Work with school children and teachers to mobilize for support

3.5 Community

Dissemination of malaria information by Red Cross volunteers and other community health workers.

- Work with community heads, families and youths to organize malaria days through drama, role plays and theatre.
- Community concerts can be organized for children and adults and at the same time to work with celebrities in malaria issues.
- Promote mass re- treatment campaigns and net distribution.
- Taking stock of active malaria control interventions .

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3.5. Partnerships

- Mobilize all forms of resources for the implementation of Africa Malaria Day.
- Disseminate relevant information for their action and support.
- Prepare IEC materials and other promotional materials to support the SADC Malaria week
- Work with UNICEF and other UN organizations in the implementation of the SADC Malaria week .
- Mobilise , chiefs ,politicians to support children' s activities in malaria .

3.6 Media and press coverage

- Create media activities culminating in the news conference led by high profile leadership.
- Prepare malaria cartoons, fact sheets, photos and captions, information kits on malaria and prepare press kits.
- Organize RBM partnership meetings for public awareness and campaigns..
- Organize Radio and TV programmes for children and establish radio programmes . programmes.

4. Methods of communication

1. Use of Bill boards
2. Use of debates , drama, role plays
3. Organize malaria community campaigns
4. Tele-Conferences and Press Statements
5. Media stories in local papers, National TV and Radio Programmes

4.1 Other methods and print materials that can be used include:

1. Story boards
2. Posters, flyers, car stickers etc
3. T shirts
4. Leaflets
5. Music shows
6. Football matches
7. Drama and theatre



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