

# MALARIA

The Beat Continues



## YL4H World Malaria Day Campaign Overview



# YL4H World Malaria Day Campaign Overview

## Campaign Name

**Malaria: The beat Continues**

### What are we doing?

During this time of COVID-19 we are enabling a popular platform for socialising at a distance for young and energetic population to communicate passionately their desire to end Malaria and build a strong public health system that can take on any challenge – including COVID-19.

### Our ask to advocates and people affected by malaria

1. Take a 30-second video that incorporates drumming and a message that urges leaders to take action
2. Share your video on social media

### Top line messages

1. As the world responds to COVID-19, we must ensure that the critical work of fighting malaria is not disrupted.
2. To beat COVID-19, African countries need urgent, additional, investments to support health systems that are overstretched by other infectious diseases.
3. As Africa fights COVID-19, it is important that countries don't lose sight of goals and commitments to end AIDS, TB and malaria by 2030.

## Social media Platforms:



*/Twitter*



*/Social-Media-Toolkit*



*/Instagram*



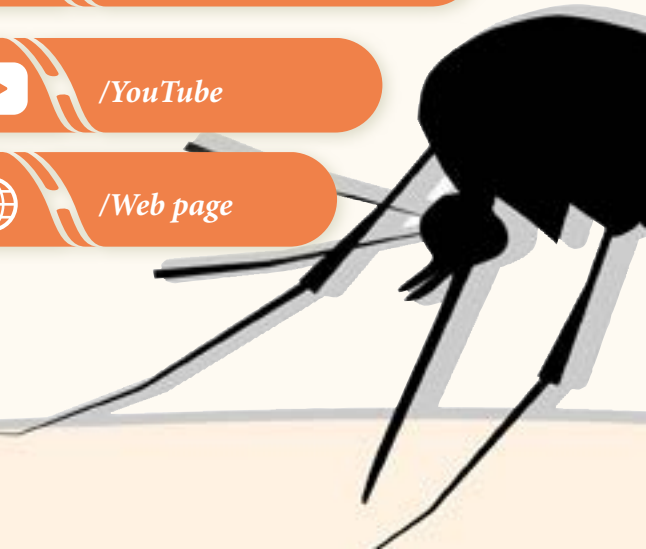
*/YouTube*



*/Facebook*



*/Web page*



## 2 Introduction

On 31 March 2020, pan-African organisation **WACI Health** hosted an Africa regional webinar session titled, 'Health Advocacy in the time of COVID'. In this virtual meeting, about 50 health advocates in the region agreed to a set of ten asks, which include urging governments to continue with service provision and ensure continuum of care in the time of COVID-19. This would ensure that essential and emergency healthcare services including maternal health, AIDS, TB and malaria services, among others, continue without interruptions. This is the same message we have heard through consultations with the **25 Youth Leaders for Health (YL4H)**.

This view is also aligned to the global call by **Roll Back Malaria (RBM)** that efforts to limit the spread of COVID-19 must not compromise life-saving malaria prevention, diagnosis and treatment services nor threaten to reverse decades of hard-fought progress against malaria. At the same time, COVID-19 efforts are necessary to protect health systems, enabling them to continue to serve the population throughout the crisis and to finally stop the virus. To beat COVID-19, and to continue with malaria interventions, African countries need urgent, additional, investments to support health systems that are already overstretched by other infectious diseases.

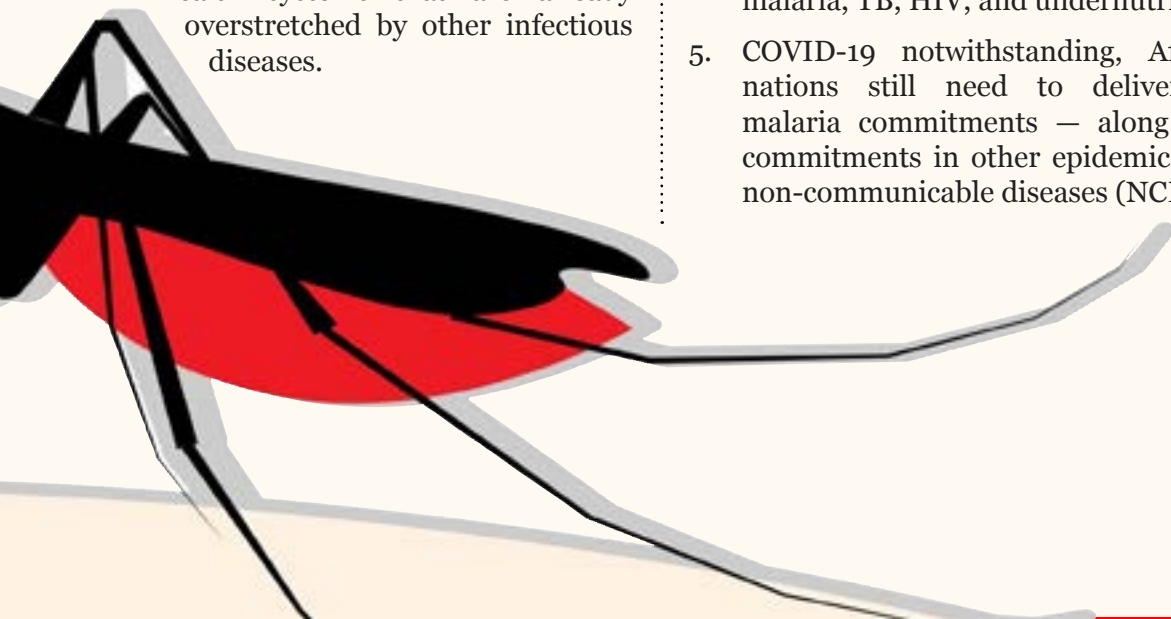
## 3 Commemoration of World Malaria Day in the time of COVID-19?

While current circumstances mean that we practise physical distancing and social solidarity, it is indeed possible to unite for collective regional action in Tanzania, Sierra Leone, and Ghana.

World malaria day presents a great opportunity to **drum beat** and **put a light** on malaria in the context of COVID-19, health systems, and Universal Health coverage.

Here is why:

1. Africa's relatively weak health systems are already overstretched by the high burden of other infectious diseases, including malaria.
2. COVID-19 could stop progress towards ending malaria (as well as HIV and TB epidemics).
3. With the current crisis, we're already seeing health workers, resources, and attention diverted from existing programs.
4. In the time of COVID-19, it's critical that Africa maintain case detection and treatment coverage for other highly prevalent co-morbidities – such as malaria, TB, HIV, and undernutrition.
5. COVID-19 notwithstanding, African nations still need to deliver on malaria commitments – along with commitments in other epidemics and non-communicable diseases (NCDs).



## **4 Solidarity drumming for Malaria and COVID-19: The work must continue.**

In Africa, drums hold a deep, symbolic and historical significance. Traditionally, the drum was the heartbeat: the soul of most African communities. Drums have been an intrinsic part of African life for centuries; and for countless generations, an ancient instrument used to celebrate all the aspects of life.

Drums are about communication and making music: two essential characteristics of community life. For centuries, the 'talking drums' were a primary source of communication between tribes... used to transmit messages sometimes across great distances.

### **4.1 Here's how it works:**

25 Youth Leaders will participate in the solidarity drumming for malaria and COVID-19. They will then mobilise their networks to do the same and take 30-second videos of their drumming and messages, sharing these on social media and tagging as many decision makers and influencers as possible- both regional and national decision makers. These would include African Union Commission and the African Leaders Malaria Alliance. A social media toolkit containing the twitter handles of all identified decision makers will be provided. The 25 Youth Leaders will also invite their contacts to the challenge as well as call for global solidarity from around the world. Drumming is not restricted to drums and can be anything that produces sound. Whatever participating drummers can easily access. We will keep it simple and fun.

## **5 Youth Leaders for Health (YL4H)**

Youth Leaders for Health is a joint program by **WACI Health, RESULTS UK, Health Promotion Tanzania-HDT, Hope for Future Generation,** and **CISMAT-SL**, with support from Comic Relief.

The platform facilitates and connects 25 Youth Leaders, who are passionate about health and healthcare systems, to advocate for policy change at key national, regional and global advocacy moments.

The aim is to influence decision-makers during a range of pivotal moments – such as national elections, the Commonwealth Heads of Government Meeting and World Malaria Day – towards ending the malaria epidemic, achieving universal health coverage (UHC) and creating lasting impact.

### **5.1 The power of youth participation and leadership**

Broadly speaking, youth engagement and participation can contribute to the achievement of advocacy goals. This happens when young people take action and collaborate within their established networks and communities to drive policy change; and amplify their voices and perspectives on policy issues.

By engaging and participating in advocacy for policy change, young people develop leadership skills: as they become more persuasive, more confident, more assertive, they promote powerful messages to local, national, regional and world leaders and keep up the pressure on them to deliver much-needed, impactful changes to policy.

