

FOOTBALL COMBATING MALARIA.

Background.

Launched in 2015, Football Combating Malaria (FCM) is an awareness campaign to increase the use of prevention and treatment tools for malaria. Implemented by Speak Up Africa in collaboration with the Ministry of Health and Social action through the National Malaria Control Program (NMCP) with the financial support of Aspire Academy and the Leo Messi foundation. It aims to build capacity in communities across Senegal by training “community champions” on malaria prevention and treatment.



Objectives.



Bring **80%** of the population to sleep under long-lasting insecticide treated mosquito nets (LLIN).



Provide the health system with a community of committed actors to the elimination of malaria in Senegal and to improving the wellbeing of their communities.

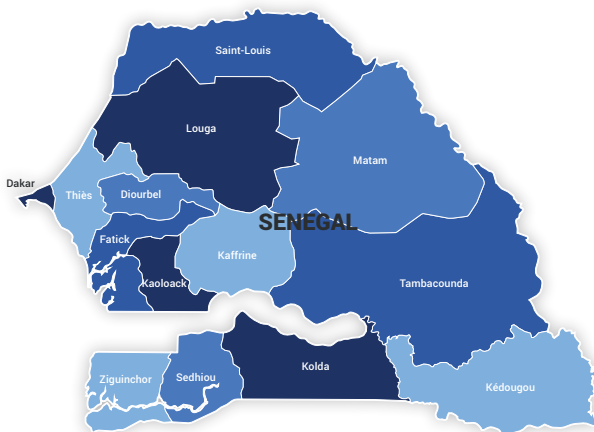


Increase populations’ knowledge on malaria and the use of long-lasting insecticide mosquito nets.



Protect children from malaria through the distribution of Leo Messi branded LLINs in elementary schools across Senegal.

Key Facts.



Intervention areas and targeted populations.



Training of **370** Community Supervisors among which **262** have been selected for the implementation of awareness activities.



Cascade training of **4 change agents** by each supervisor. In total **1'310** people committed.



Implication of Head Nurses for a better follow-up of IEC (Information, Education and Communication) activities and a capitalization of activities carried out as part of the campaign.



Distribution of more than **70'000 Leo Messi branded LLINs** in more than **300** Senegalese elementary schools (1st and 2nd grade pupils).



Awareness activities on the use of essential prevention tools have touched more than **2 million** people through home visits, talks and social mobilization activities.

Speak Up Africa.

Headquartered in Dakar, Senegal, Speak Up Africa is a strategic communications and advocacy organization dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa. We are a Policy and Advocacy Action Tank and through our platforms, we ensure that policy makers meet implementers; that solutions are showcased and that every sector— from individual citizens and civil society groups to global donors and business leaders—contributes critically to the dialogue and strives to form the blueprints for concrete action for public health and sustainable development.

