



SpeakUpAfrica.

ANNUAL REPORT 2013.



## Contents.

### 3 A Word from our President.

### 4 Speak Up Africa.

- 4 Our Approach
- 4 Our Mission
- 5 Our Team
- 5 A New Visual Identity

### 6 Infant Health.

- 6 Why Focus on Infant Health?
- 7 A Different Way of Communicating

### 10 Our Programs.

- 8 NightWatch - «Fanaan Jamm»
- 10 United Against Malaria
- 14 World Malaria Day Celebration
- 14 Senegal
- 15 Burkina Faso
- 15 Inside the Roll Back Malaria Partnership
- 16 Malaria Control Advocacy
- 17 Beat Making Lab
- 17 African Leaders Forum on Intellectual Disability

### 18 The Road Ahead.

### 20 Partnerships.

### 21 Funding.



## A Word from our CEO.



This report provides us with an opportunity to review the highlights of 2013. Our strategic direction has evolved significantly in the course of the year and, in this report, we intend to fill in the background to the major decisions we have taken, the strategy we have adopted and the programs implemented.

In collaboration with our private and public sector partners, we continue to develop public health campaigns implemented by well-known and highly respected figures across the continent, including celebrities, artists and athletes as well as political, religious and cultural icons.

Now more than ever, we use new technologies to celebrate African leadership and create a popular platform where anyone can send messages and lend his or her energy to the creation of a movement to promote public health.

In 2013, our actions highlighted the importance of personal engagement by African populations for sustainable change and a real improvement in infant health on the continent. Through awareness programs such as NightWatch, a daily reminder of the importance of sleeping under insecticide-treated nets, we stressed the added value of every individual action in all of our interventions. Our collaboration with the United Against Malaria campaign allowed us to reach more than six billion people during the Africa Cup of Nations. Speak Up Africa was able to take advantage of its close partnerships with personalities such as Didier Drogba to maximize the reach of our prevention messages. We remain convinced that the solution to the public health issues faced by our continent lies in optimizing our own human and financial resources. We combine appropriate messages with national and international spokespersons. In addition to these mass communication programs, Speak Up Africa also pursued its partnership with Roll Back Malaria throughout the year, providing expertise for effective fundraising and the recruitment of key partners to achieve our common goals.

At the national level, the creation of partnership circles has been a major asset, as demonstrated by the experience of the National Malaria Control Program in Senegal. The documentation of this process confirms us in our strategy of launching public health advocacy efforts from within the target countries. Therefore, now more than ever, Speak Up Africa continues to implement community-based and social mobilization initiatives such as Beat Making Lab to promote personal engagement throughout society.

As an organization working for infant health in Africa, we continue to rely on the support and collaboration of all of our partners to work together to achieve our goal of zero deaths due to malaria, diarrhea and pneumonia.

Yacine Diop Djibo, Founder and CEO

## Our Approach.

Speak Up Africa's approach to public health is based on proven strategies:

- **The power of the media**

Speak Up Africa takes advantage of the influence and popularity of some of the biggest celebrities in Africa - artists, athletes, comedians, religious and cultural leaders - to create high-profile media campaigns.

- **Catalysing decision-maker engagement**

The momentum created by Speak Up Africa's campaigns serves as a grassroots mechanism to increase transparency and encourage governments to meet their commitments.

- **Promoting policies of change**

Speak Up Africa works with the international community and national governments on the adoption of strategic policies at national level.

- **Securing resources**

Action in the area of health requires close collaboration between all sectors. Our platforms and experiences come together to speak with one voice to unlock catalytic resources.

## Quelques Chiffres.

 **Offices in Dakar and New York**

 **7 international operating areas**

 **33 public and private partners**

 **50,000 «likes» on Facebook**

 **440 Twitter followers**



It is easier to build strong children than to repair broken men

## Our Mission.

Speak Up Africa is a non-profit, policy and advocacy action tank supporting public health in Africa. Speak Up Africa catalyses African leadership to implement positive new practices and raise the necessary resources to address one of the most pressing issues on the African continent: infant health.

It is our understanding that a prosperous Africa needs healthy young people in healthy homes.

Speak Up Africa is working to:

- Reduce infant mortality.
- Combat avoidable and curable diseases.
- Set up global development partnerships.
- Unlock vital resources from the public and private sectors.



## Our Team.

Our team has expertise in behaviour change communication and public health advocacy.

- **YACINE DIOP DJIBO**  
**Founder and CEO**  
Senegal
- **KATE CAMPANA**  
**Managing Director**  
United States
- **FARA NDIAYE**  
**Program Director**  
Senegal
- **FELIX SARR**  
**Director of Audiovisual Production**  
Senegal
- **ROKHAYA DIOP**  
**Treasurer**  
Senegal
- **NICOLE SCHIEGG**  
**Senior Consultant**  
United States
- **ALIA TANKO**  
**Program Officer**  
United States
- **ANGELA FOSTER**  
**Artistic Director**  
United States
- **ANTA GAYE**  
**Administrative Assistant**  
Senegal

## A New Image for a New Strategy.

In late 2013, Speak Up Africa worked with DIA, a creative studio based in New York, to overhaul its visual identity. The project, which lasted several months, marks the culmination of a lengthy process during which the strategic orientations of the organization were redefined.

Led by its Creative Director, multiple-award-recipient Mitch Paone, DIA successfully captured this defining moment in the ongoing evolution of Speak Up Africa through the new logo it developed. The new logo referenced speech by depicting a series of sound waves in the shape of the African continent.



### Why Focus on Infant Health?

Malaria, diarrhea and pneumonia are the three main causes of death in children under 5 years old worldwide, claiming some 6,000 lives every day. Pneumonia and diarrhea are responsible for 1/3 of those deaths. However, simple and affordable actions can be taken to prevent the majority of those deaths, such as ORS and zinc for diarrhea; insecticide-treated nets, indoor spraying and artemisinin-based combination therapy for malaria, and amoxicillin for pneumonia. Speak Up Africa aims to create the necessary conditions for lasting change in health policies in African countries.

Speak Up Africa focuses solely on communication and policy change, drawing on the involvement of opinion leaders and private sector influencers to put public health at the top of national policy agendas.

Speak Up Africa believes that heads of state, political leaders and other opinion leaders, partners in development, program managers, healthcare professionals, the private sector, community leaders and civil society all have an essential role to play to ensure better access to prevention and treatment interventions focusing on these diseases.





### **A Different Way of Communicating.**

Through programs such as “quick chats”, Speak Up Africa highlights the progress achieved by our partners in the area of child health. «Quick chats» are short video capsules highlighting an action, event, policy or position with a positive impact on the community. The videos are broadly disseminated on our social networks, with the ultimate goal of popularizing these daily actions that anyone can implement.





## Our programs.



### NightWatch - «Fanaan Jamm».

In partnership with Malaria No More, Lalela Project and Senegal Surround Sound, Speak Up Africa continued «NightWatch» (or «Fanaan Jamm» in Wolof) in 2013. This national campaign, broadcast every day at nightfall, mobilized the biggest stars in Senegal, who presented messages on malaria on the radio and television, which were also sent out by SMS.

The program's goal was to create positive behaviour change leading to wider use of insecticide-treated nets.

This media campaign was backed up by communication and awareness work in schools and across communities.





- Following the campaign, a national study showed that 74% of adults surveyed remembered the awareness messages and that people exposed to the campaign messages were 16% more likely to know the cause of malaria and how to prevent it.
- The awareness program mobilized more than 10 Senegalese celebrities, including Youssou N'Dour, Akon, Viviane Chided, Modou Lô, Papis Demba Cissé and Moussa Sow, as well as 40 international personalities.
- Alongside the media campaign, a pilot educational project was launched in 4 schools in Senegal, mainly targeting youth between the ages of 12 and 14, to boost the impact of the media message on malaria treatment and prevention.

## Our programs.

### United Against Malaria.

In the framework of international efforts to stem deaths due to malaria, United Against Malaria (UAM) was founded to combine the power of football with that of organizations working in the field of global health, governments, businesses and individuals to beat the disease. The United Against Malaria campaign made the foremost African football tournament into a platform for celebrities to send out malaria awareness messages.

Speak Up Africa garnered effective support from five African presidents:

His Excellency Blaise Compaoré, President of Burkina Faso; His Excellency Alassane Ouattara, President of Côte d'Ivoire; Her Excellency Ellen Johnson Sirleaf, President of Liberia; His Excellency Jakaya Kikwete, President of Tanzania; and, finally, His Excellency Yoweri Museveni, President of Uganda, as well as that of one of the biggest football stars in Côte d'Ivoire, Africa and the world, Didier Drogba.

These personalities took part in a multimedia campaign combining TV, radio, print media and billboards with a view to reminding people to sleep under insecticide-treated nets and to visit the nearest healthcare center in case of fever.







Other celebrities such as Samuel Eto'o, Steven Pienaar, André Ayew, Gervinho and Chris Katongo also supported the cause.

- UAM's TV malaria prevention messages have been viewed more than a billion times across Africa.
- 10 million people were reached through the "Malaria Safe" program in the workplace.
- More than 500,000 USD was raised for healthcare products for the Global Fund to Fight AIDS, Tuberculosis and Malaria.

The UAM campaign organized during the Africa Cup of Nations (ACN) is the result of a partnership between the Confederation of African Football, Roll Back Malaria, the African Union, the International Federation of Association Football (FIFA), John Hopkins University, Malaria No More, the Gates Foundation and Speak Up Africa.

The Africa Cup of Nations is a huge media platform, drawing more than 6 billion viewers around the world.



SE M. Issa HAYATOU (Président de la Confédération Africaine de Football) - SE M. Yoweri MUSEVENI (Président de l'Ouganda)  
- Didier DROGBA (Footballeur) - SE Mme Ellen Johnson SIRLEAF (Présidente du Libéria) - SE M. Jakaya KIKWETE (Président de la Tanzanie).











## Our programs.

### World Malaria Day Celebration.



### Senegal.

World Malaria Day (WMD) provides a unique opportunity to boost the collective effort against malaria. World Malaria Day raises awareness in leaders and the general population as to the progress that has been achieved thus far, and especially what remains to be done to meet our goal of eliminating malaria. Broad coalitions need to be formed with all civil society, private sector and community-based organization partners with a view to implementing sustained, large-scale actions for communities affected by endemic malaria. Increased, effective involvement by all social actors is a priority focus of the communication plan of Senegal's National Malaria Control Program (NMCP) to support the 2011-2015 national strategic plan.

It is in this framework that Speak Up Africa organized an NMCP solidarity evening bringing together all stakeholders in the fight against malaria on 23 April 2013. The main aim of the event was to celebrate partnership in the fight against malaria. The evening of advocacy, chaired by Dr. Awa Marie Coll-Seck, Minister of Health and Social Action, was attended by nearly 300 people in a show of solidarity. A number of organizations were present, representing the public authorities, civil society and the private sector.





They came to confirm their unwavering commitment to fighting malaria in Senegal. During the evening, 25 people were presented with “Jambar” (Champion) awards for their work on malaria, a distinction that reflects their engagement in the fight against malaria.

Prof. Awa Marie Coll-Seck also officially launched a publication about the partnership on the fight against malaria in Senegal. The publication highlights the various partners involved in the fight against malaria in Senegal, as well as the universal model implemented across all sectors of society, focusing on community engagement, private-sector participation, the strong consultation process established by the partners and a strategic plan led by the National Malaria Control Program. The publication highlights the positive impact of a strong coordination system such as the Cadre de Concertation des Partenaires pour la Lutte contre le Paludisme (Partners’ Consultation Framework for the Fight against Malaria - CCPLP) created in Senegal with a view to meeting national goals. The publication also focuses on essential practical and institutional aspects for the promotion and facilitation of the model’s implementation.

---

## **Burkina Faso.**

In Burkina Faso, Speak Up Africa joined forces with Association Giving Back and Sanofi to implement an awareness campaign taking advantage of the popularity of basketball in the country. Sports bring people together and promote education and development. They are a powerful communication channel that can be used to raise youth awareness about values such as helping and sharing; they provide unique moments where young people are highly receptive and attentive.

Basketball tournaments for young people aged 14 to 20 were used as a platform for a week of intensive communication and awareness on malaria in April 2013.

---

## **Inside the Roll Back Malaria Partnership.**

Speak Up Africa strengthened its partnership with Roll Back Malaria (RBM) throughout 2013. Through its CEO, Yacine Djibo, Speak Up Africa has been elected to the head of the malaria advocacy and fundraising committee (MAWG). Our mission here is to reinforce national efforts to raise funds for malaria-fighting activities. This new program component aims to consolidate the work accomplished with the West Africa Roll Back Malaria Network (WARN), which Speak Up Africa also chairs jointly with the Coordinator of the National Malaria Control Program in Niger, Dr. Hadiza Jackou.

Through Roll Back Malaria, Speak Up Africa advocates for higher national budgets for the fight against malaria, provides guidance for national decision-making bodies on the use of available resources and works with governments to identify and mobilize various sources of international funding. Speak Up Africa also collaborates with WARN through technical assistance missions aimed at engaging private sector businesses in the fight against malaria by creating joint platforms that combine the interests of all the partners.

To this end, we have contributed to the publication of a technical guide on advocacy and fundraising at national level. The document, which will be made public in 2014, provides tools and resources that can be used by national governments to more effectively mobilize resources.

It will help countries identify and track the different sources of funding available for the fight against malaria and identify funding gaps on an ongoing basis.

## Our programs.



### Malaria Control Advocacy.

In partnership with the PATH/MACEPA NGO and the National Malaria Control Program, Speak Up Africa has documented Senegal's progress towards its goal of eliminating malaria. Senegal has achieved significant progress over the last decade. Between 2006 and 2013, the mortality rate due to malaria was reduced by 62%. The lives of nearly 30,000 children under the age of 5 have been saved through interventions implemented around the country since 2001.

Speak Up Africa is working to promote these interventions (from using insecticide-treated nets to universal use of rapid diagnostic tests and artemisinin-based combination therapy) to develop appropriate advocacy tools such as publications, video documentaries and solidarity evenings, which can help Senegal in its search for financial resources for the fight against malaria.





## Beat Making Lab.

In March 2013, Speak Up Africa organized the first Beat Making Lab in Senegal, an innovative course from the University of North Carolina, developed by Professor Marc Katz and Beat Battle Apple Juice Kid champion Stephen Levitin. The course is now taught by Levitin and Pierce Freelon.

The Senegalese edition was aimed at promoting public health through music. During two weeks of intensive classes, Levitin and Freelon led a group of young Senegalese women (GOTAL), providing them with training on the art of Beat Making, music industry entrepreneurship and the history of Beat Making.

Under the theme of «Beats for Health», the Senegal edition was sponsored by artists from the national music scene such as Daara J, Didier Awadi with help from partners such as Centre culturel Blaise Senghor, the Institut africain de management (IAM), Facebook Senegal and Association Kaay Fecc.



## African Leaders Forum on Intellectual Disability.

Speak Up Africa took advantage of 2013 to prepare for the organization of an African Leaders Forum on Intellectual Disability, set to take place in 2014. Organized by the President of Malawi, HE Joyce Banda, the Forum will be attended by heads of state and ministers from various African governments, who are invited to Malawi to help make a change for children and adults with intellectual disabilities.

To support Malawi's national law on intellectual disabilities and the United Nations Convention on the Rights of Persons with Disabilities (UNCPRD), the President, HE Joyce Banda, undertook to work with the principal development organizations, including the Special Olympics, to better integrate people with intellectual disabilities into their communities and place their concerns at the heart of development strategies

### More specifically, the Forum aims to:

- Mobilize heads of state, civil society and the private sector in order to support inclusive programming in Africa.
- Raise popular awareness of the challenges and opportunities involved in the integration of people living with intellectual disabilities.
- Cultivate private sector support for the Malawi Summit in order to open up new avenues and maintain private sector funding for program identification in Africa.



## The Road Ahead.

In an increasingly interdependent world, partnerships are central to the work of Speak Up Africa. We collaborate with governments, businesses, civil society, multilateral organizations and other partners. By mobilizing the population and pooling their knowledge, engagement, relations and resources, we can achieve more in support of public health in Africa.

To that end, Speak Up Africa will continue its open and proactive approach to other institutions with similar goals.

### Football Combating Malaria.

After celebrities such as Kolo Touré, Roger Milla, Michael Essien and Didier Drogba, four-time Golden Ball winner Lionel Messi has joined in the fight against malaria. In June 2013, Lionel Messi officially launched the "Football Combating Malaria" campaign in Senegal, initiated by Aspire Academy Qatar.

The campaign aims to maximize malaria awareness and increase use of key prevention and treatment tools. This new partnership between Aspire Academy, NMCP Senegal and Speak Up Africa will protect hundreds of thousands of people through the distribution of mosquito nets.





To launch the project, international star Lionel Messi approved the production of thousands of mosquito nets stamped with his picture. These insecticide-treated nets will not only save lives, but will also help young people achieve their full potential. The initiative will also serve to reinforce training of ambassadors in the fight against malaria in communities across Senegal. In addition to mass distribution of insecticide-treated nets, the Football Combating Malaria campaign intends to draw on the existing network of community healthcare workers, to ensure proper use of mosquito nets and facilitate malaria diagnosis and treatment.

## **New Africa.**

Throughout 2013, Speak Up Africa worked on the development of the “New Africa” campaign, whose goal is to galvanize political, individual and business action with a view to completing the Millennium Development Goals (MDGs). The pan-African campaign initiated by Youssou N'Dour will inspire individuals across the African continent to make their voices heard in the post-2015 agenda, and encourage action on key MDGs pertaining to child health in Africa. «New Africa» will call on young people, spark political action, unlock national resources, and catalyse individual and business actions across the continent and beyond.



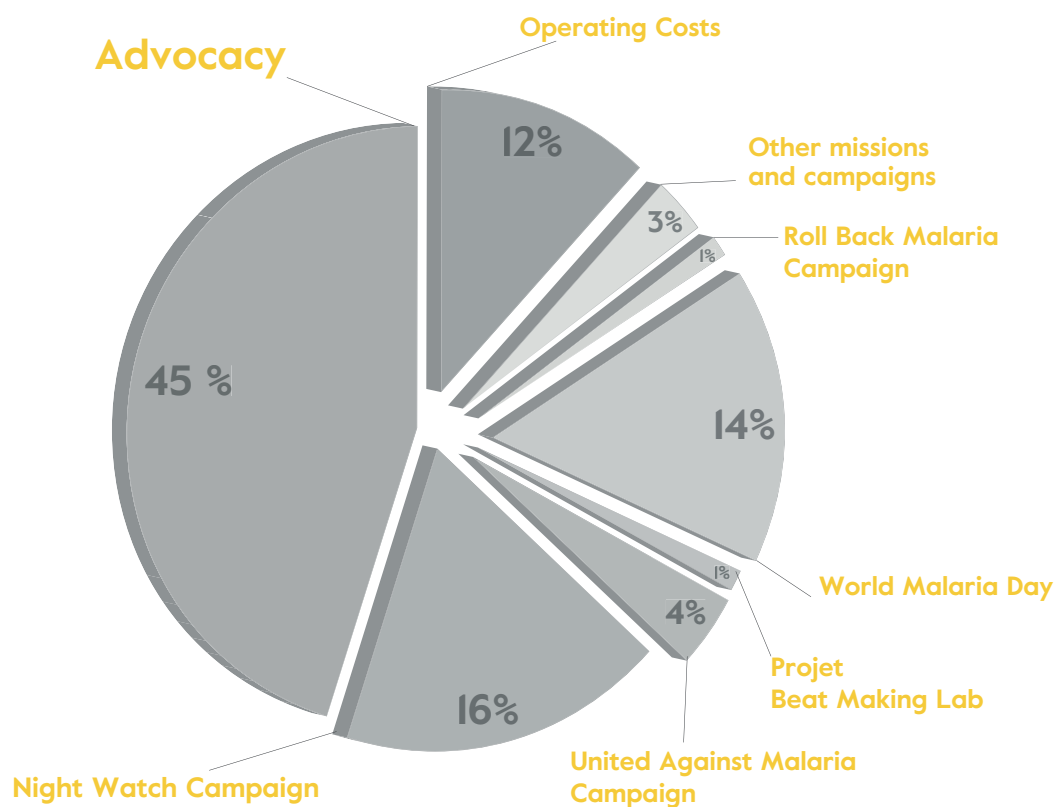


## Our Partners.

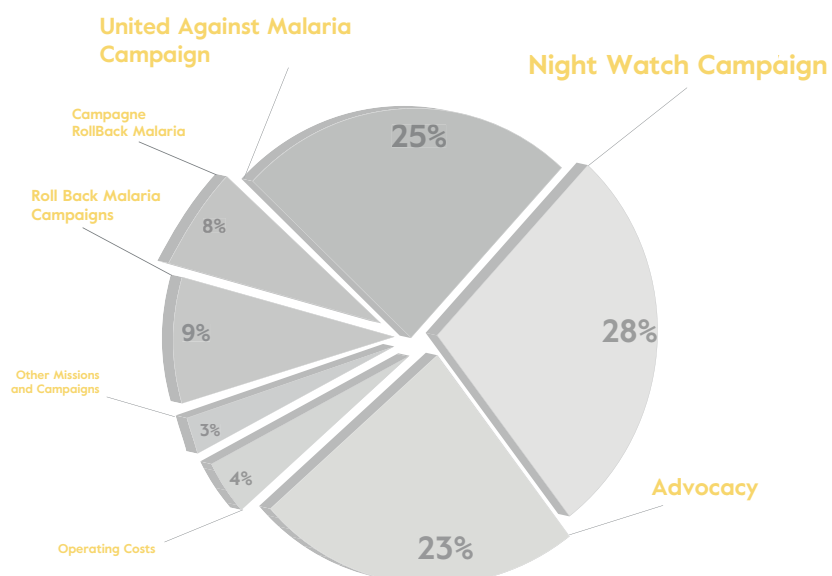




## 2013 Financial Overview.



## 2012 Financial Overview.













18, Avenue Léopold Sédar Senghor • 8th floor  
BP 3837 - Dakar, Senegal • Tel.: +221 33 822 49 22  
[info@speakupafrika.org](mailto:info@speakupafrika.org) • [www.speakupafrika.org](http://www.speakupafrika.org)