The COVID-19 pandemic presents a two-fold challenge in Africa: curbing the spread of the coronavirus, whilst also maintaining access to essential health services for those suffering from other diseases. As COVID-19 requires an immediate response, it is crucial that health services are protected and progress in tackling issues such as malaria, immunization, neglected tropical diseases and inadequate access to sanitation is not compromised.

Stay Safe Africa brings together partners, journalists, civil society organizations, private-sector companies and country and local leaders to work towards our common goal of saving lives by increasing investments and awareness to protect our continent from this new threat while ensuring access and treatment from other ongoing health threats. 

*We are 1 billion. We are one.*

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**Objectives**

- **Unite multiple sectors** in the pan-African response to the pandemic
- **Support the African Union and Africa CDC** in mobilizing resources for the Africa COVID-19 Response Fund
- **Create a mass media, digital communications and advocacy campaign** using influential figures to deliver key preventative messages

**Strategy**

- **Social media** and targeted action campaign
- **Cross-sectoral partnerships**
- **Community, youth and influencers’ engagement**
- **Partners’ platforms**

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**Our Key Initiatives**

- **Virtual bridges**: Connecting African policy-makers, implementers and the general public. A series of online conversations to address good practices and policy shifts that may affect how our communities, public health systems and service providers respond to the COVID-19 pandemic. This series of webinars examines the implications of COVID-19 for the SDGs and provides recommendations based on proven facts.

- **#ShowOffYourMask**: Over 500 face masks and flyers delivered to Special Olympics Senegal’s athletes, in partnership with Senegalese fashion designer Sarah Diouf’s brand Tongoro, supported by the #ShowOffYourMask social media challenge.

- **Cool notice**: A series of vibrant “Cool Notices” graphic illustrations for well-known personalities to post online to share critical preventive messages to a digital youth audience. The illustrations feature their likeliness and messages that play off their lyrics and catchphrases.

- **Keep clean**: 300 cost-effective handwashing stations installed in Senegalese schools, in partnership with the World Food Programme, Le Groupe des Amis de l’Alimentation Scolaire (GAASS) and Senegal’s Ministry of Education.

- **Stay connected**: A bi-weekly coverage tracker powered by Globesight highlighting the latest news and analysis on the COVID-19 pandemic across Africa.
SPOTLIGHT ON THE CONFEDERATION OF AFRICAN FOOTBALL

Through their shared passion to achieve the Sustainable Development Goals, CAF and Speak Up Africa are collaborating to bring the Stay Safe Africa campaign to a new audience and to ensure factual information are disseminated to a wider public, mitigating the amount of misinformation being spread about COVID-19. Through a series of social media activations, including the #19KickUpsAgainstCovid19 challenge, and by lending its influential voices, clubs and legends to the campaign, CAF is playing its part to protect one billion people in Africa against Covid-19.

LEADERS SPEAK UP

African leaders across diverse sectors raise their voice to call for concerted and comprehensive action against COVID-19.

Ade Ayeyemi
CEO of Ecobank

Abdelmounaim Bah
Acting CAF General Secretary

Eloïne Barry
CEO of African Media Agency

Maty Dia
Board Member, Gavi

Dr. Abdourahmane Diallo
CEO of the RBM Partnership to End Malaria

Ade Ayeyemi
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Eloïne Barry
CEO of African Media Agency

Maty Dia
Board Member, Gavi

Dr. Abdourahmane Diallo
CEO of the RBM Partnership to End Malaria

Yacine Djibo
Founder and Executive Director of Speak Up Africa

Amadou Gallo Fall
NBA Africa Managing Director

Mo Ibrahim
Founder of the Mo Ibrahim Foundation

Dr. Mwelecele Malecela
Director of the Department of Control of Neglected Tropical Diseases, World Health Organization

Kabirou Mbodje
CEO of Wari

Pr. Ndioro Ndiaye
President of the Alliance for Migrants, Leadership and Development Coordinator of the Francophone Network for Gender Equality

Thoko Pooley
Director, Uniting to Combat NTDs

Taufiq Rahim
Executive Director of Globesight

Fatma Samba Diouf Samoura
FIFA Secretary General

Dr. Magda Robalo C. e Silva
Chair of the Ethics and Governance Committee of the West and Central Africa constituency of the Global Fund

Rajah Diouri Sy
Director of Special Olympics Senegal

Elhadj As Sy
Chair of the Kofi Annan Foundation Board

STRATEGIC PARTNERS

- African Media Agency
- Confédération Africaine de Football (CAF)
- Ecobank Foundation
- Globesight
- Grayling
- Groupe des Amis de l’Alimentation Scolaire
- Special Olympics Senegal
- Tongoro
- Yard

Stay Safe Africa is powered by Speak Up Africa, a Policy and Advocacy Action Tank, dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa. Learn more about the Stay Safe Africa campaign at www.staysafeafrica.org