



SpeakUpAfrica.



2015 **Annual Report**

Table of Contents.

4	Word From the President and the CEO
6	Speak Up Africa
	<ul style="list-style-type: none">• Our Mission• Our Approach• Our Team
8	Social and Behavior Change Communication
	<ul style="list-style-type: none">• Football Combating Malaria• Achieving the Catalytic Expansion of Seasonal Malaria Chemoprevention in the Sahel (ACCESS SMC)
16	Advocacy
	<ul style="list-style-type: none">• Promotion of Sanitation and Menstrual Hygiene Management in Senegal• Reproductive Maternal Newborn Child Health• Every Breath Counts• Africa United• Family Planning
26	Driving Change One Citizen at a Time
	<ul style="list-style-type: none">• Zero Malaria Starts with Me• Sama Video
47	Coming Up Next
	<ul style="list-style-type: none">• 2016 - Focus on Women and Girls
48	Partners
49	Finances



Word from the President and the CEO.

Yacine Djibo
President and Founder



Kate Campana
Chief Executive Officer



Dear friends,

2015 has been a major transition year for Speak Up Africa. To support the implementation of key development and public health reforms on our continent, we focused during the last 12 months on increasing the capacity of citizens, private sector companies and civil society alike, to be more involved in the march towards sustainable development.

This year, the world has gone from focusing on Millennium Development Goals (MDGs) to Sustainable Development Goals (SDGs) that are aimed to end poverty, fight inequality and injustice, and tackle climate change by 2030. It remains of utmost importance that these concerted efforts also address the glaring gaps in current health needs and trends in reduced political and financial support for health. It is even more crucial that the SDGs, while laudable, be rooted in the reality faced by the people and that tangible plans addressing disparities are developed.

Throughout the year, Speak Up Africa has worked to raise awareness on preventable diseases such as malaria, pneumonia and diarrhea, which remain the main causes of mortality and morbidity in children under 5 on the continent. We also expanded our work beyond health to include sanitation and menstrual hygiene management as areas of focus. In order to stand a better chance to achieve the SDG targets by 2030, domestic resources for development programs financing need to substantially increase while policies need to be formulated based on realistic assessments of obstacles that people face in getting access to basic and essential services. Now is the opportunity for us to show political will and leadership by consolidating and accelerating the improvements in sustainable development over the past decade. While keeping the SDGs in mind, we collectively need to swiftly act to increase financing and develop tangible plans for sustainable progress and development based on the needs of the most vulnerable and excluded communities.

By fostering an environment of engagement and advocacy, Speak Up Africa will pursue its mission and strive to help citizens better influence institutions whose function it is to serve public interests. We call on all citizens to become even more committed development agents. In the light of new information technologies, their opportunities for communicating, acting and influencing are unprecedented. Unfortunately, the challenges they face are unprecedented too, from unemployment to multiple forms of inequalities and exclusion.

It is our ultimate aim to engage women and youth as a positive force for transformational change. If we, most certainly, march towards the future with hope, we also need to grasp this present opportunity that lies before us to improve our daily lives.





SpeakUpAfrica.

Our Mission.

Headquartered in Dakar, Senegal, Speak Up Africa is a women-led creative communications and advocacy organization dedicated to catalyzing leadership, enabling policy change, securing resources, and inspiring individual action for sustainable development in Africa. As the Sustainable Development Goals (SDGs) succeed the Millennium Development Goals (MDGs) in representing global commitment to ending preventable child death and in transforming healthy societies, Speak Up Africa strives to promote a shift to African leadership and accountability.



Our Approach.

Harness the Power of Media to Transform Behaviors and Support Citizen Engagement

Speak Up Africa leverages the influence of Africa's best-known celebrities - artists, athletes, entertainers, political, faith and cultural icons - in scalable, high-profile mass media campaigns.

Catalyze the Engagement of Policymakers

The momentum generated by Speak Up Africa's campaigns serves as a powerful public accountability mechanism, enhancing transparency and encouraging governments to uphold their public commitments.

Facilitate Policy Change

Speak Up Africa engages with international health and development communities and with national governments to enact strategic policy change at the national level.

Secure Resources

The fight for sustainable development will only succeed if all sectors are fully engaged. Our platforms and experience offer a shared value proposition designed to unlock catalytic resources.



Our Team.

YACINE DIOP DJIBO
President and Founder

KATE CAMPANA
Chief Executive Officer

FARA NDIAYE
Programs Director

ANTA GAYE
Administrative and Logistic Manager

ANTA MBODJ SARR
Administrative and Logistic Manager

SIAKA TRAORE
Junior Accountant

MAELLE BA
Program Officer

ABDOULAYE DIOP
Program Officer

AIDA SECK GUEYE
Events Officer

CATHERINE HOWE
Program Manager

ROXANNE O'CONNELL
Program Manager

Alia TANKO
Program Officer



Offices in **Dakar**
and **New York**



7 international
activity zones



40 public and
private partners



1,272 followers
on Twitter



58,000 "likes"
on Facebook



397 followers
on Instagram







Social and Behavior Change Communication.

Using the Power of Communications to Drive Change At the Community Level



Why focus on Social and Behavior Change and Communication (SBCC)?

We believe SBCC to be a critical tool to reach every single individual even in the most remote communities where we implement our programs.

Through these programs, we assess the determinants of key behaviors and the contexts in which they occur.

We design evidence-based programs that address factors at multiple levels of wider social systems. Our behavior change interventions create demand for commodities and services, mobilize communities, and improve individual and community skills.

Football Combating Malaria.

Malaria is prevalent throughout the year in Senegal, with a seasonal increase in transmission during the rainy season. The disease remains one of Senegal's most common causes of morbidity and mortality, and is a major public health challenge.

In an effort to spread awareness about malaria and increase the use of essential prevention tools, the international football star and five-time ballon d'or winner, Lionel Messi approved the production of thousands of nets bearing his image. With the Football Combating Malaria campaign, Aspire Academy, the Leo Messi Foundation, Speak Up Africa and the Senegal National Malaria Control Program strive to build capacity in communities across the country by training community champions on malaria prevention and increasing mosquito nets' utilization rate to 80% nationwide.



Community Champions.

Speak Up Africa and the National Malaria Control Program developed a profile to recruit individuals who have the capacity to be effective community champions. Inclusion criteria that were identified include :

📌 Leadership

Community champions must have some level of recognition within their community to facilitate acceptability of the program at the household level and maximize the campaign's reach.

📌 Community Work Experience

Community champions must have solid experience in social work within their own communities.

📌 The Sense of Volunteering

The FCM campaign is based on volunteerism. The involvement of community champions is solely based on their commitment to contribute to the fight against malaria in their communities.

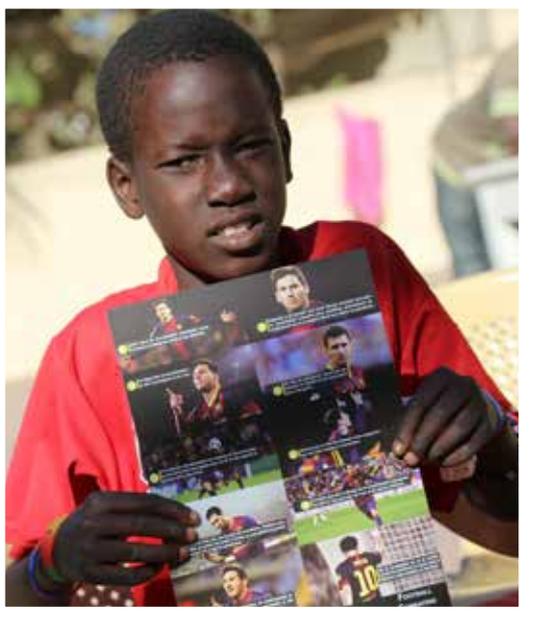
When selecting these community champions, Speak Up Africa also maximized the presence of sports coaches working throughout the country with Aspire Academy who already have a positive reputation at the community level to strengthen the overall pool of community supervisors. The Scouts of Senegal as well as community-based organizations, development associations such as Special Olympics and health districts were also approached for the overall pre-selection of the 370 volunteers to participate in the training.



Following the training of the 370 preselected volunteers, a second selection was made according to the motivation, availability, and capacity of trainees to execute the terms of reference for the campaign. Ultimately 262 supervisors were chosen to carry out the campaign activities.

On January 2015, **1,310 volunteers** for the FCM campaign including **1,048 change agents** and **262 community supervisors** were ready to roam the streets of their different communities to share awareness messages and contribute to the elimination of malaria in Senegal.

Sensitization activities were conducted from January to September 2015. Collectively, community champions and their agents organized over **340,000 house** visits, and more than 4,000 social mobilization activities across the 14 regions of Senegal. Carried out in collaboration with the health authorities, the FCM campaign sensitized close to **2,000,000 people** in communities throughout Senegal in 2015.





Committed to Results.

Monitoring and evaluation allows the identification of good practices, and draws objective conclusions for a successful outcome for potential extension of the program.

As such, a monitoring plan was developed as part of the program implementation to ensure the smooth running of activities and achievement of objectives, focusing on quality.

In collaboration with New York University's School of Global Public Health's capstone program, Speak Up Africa piloted a baseline study in different intervention zones in Senegal.

The KAP (Knowledge, Attitudes and Practices) survey allowed for an inventory of the malaria issues facing communities before the start of the FCM campaign. A census was also conducted between January and February 2015 to give insight into the availability and use of Long Lasting Insecticidal Nets (LLINs) at the household level in different communities. The census produced information that helped develop basic indicators, allowing measurement of the program's impact on the target population.



Striving for Real-time Data.

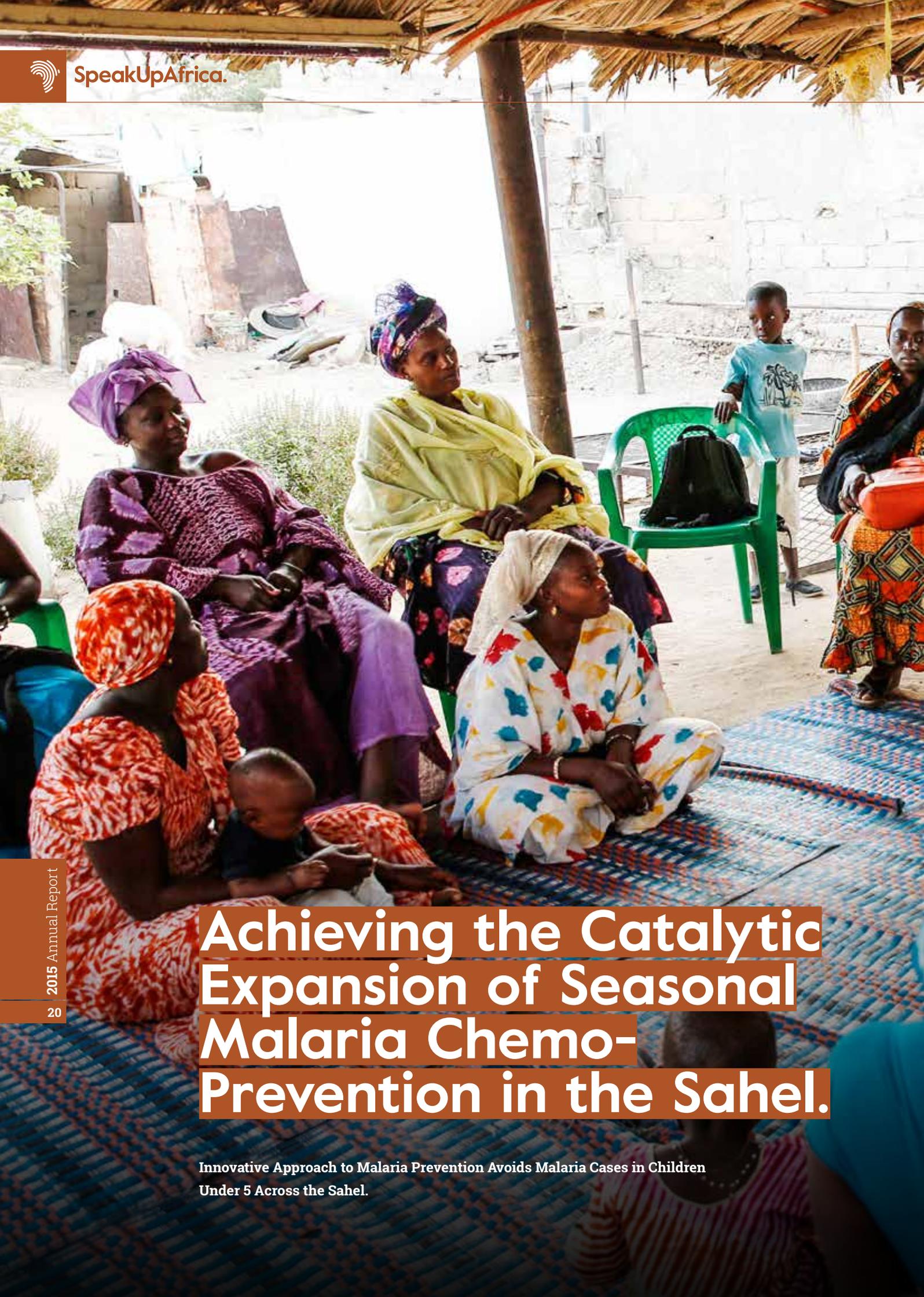
In order to respond to the need for a better monitoring of community sensitization activities, Speak Up Africa developed the FCM Mobile Connect Application. The mobile application aims to ensure the systemic collection and treatment of reports sent by community champions. Beyond the electronic filing and systematic data review, the application includes other innovative features such as the ability to capture and share field testimonies and geo-location of intervention areas. Field testimonies enable community champions to share the highlights of their sensitization activities by capturing images and videos from their smartphones.

These stories are then sent and stored on a server centralizing all relevant campaign data.



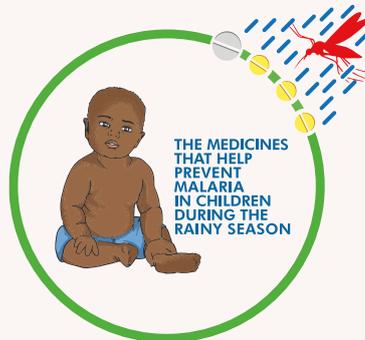






Achieving the Catalytic Expansion of Seasonal Malaria Chemo-Prevention in the Sahel.

Innovative Approach to Malaria Prevention Avoids Malaria Cases in Children Under 5 Across the Sahel.



For the 25 million children who live across the Sahel region, the rainy season produces a seasonal surge in sickness and death from malaria. The World Health Organization recommends seasonal malaria chemoprevention (SMC) as an effective tool to prevent malaria in children under five during the rainy season, with this intervention proven to prevent up to 75% of malaria cases.

Achieving Catalytic Expansion of Seasonal Malaria Chemoprevention in the Sahel (ACCESS-SMC) is the first project of its kind promoting the scale-up of SMC in seven West African countries: Burkina Faso, Chad, Guinea, Mali, Niger, Nigeria and The Gambia.

This project is funded by UNITAID and implemented by Malaria Consortium, in partnership with Catholic Relief Services. In addition to Speak Up Africa, other partners include The London School of Hygiene & Tropical Medicine, Management Sciences for Health and Medicines for Malaria Venture. Thanks to ACCESS-SMC, an estimated **45 million SMC treatments** will be provided to more than **6 million vulnerable children** across seven countries in West Africa by 2017.

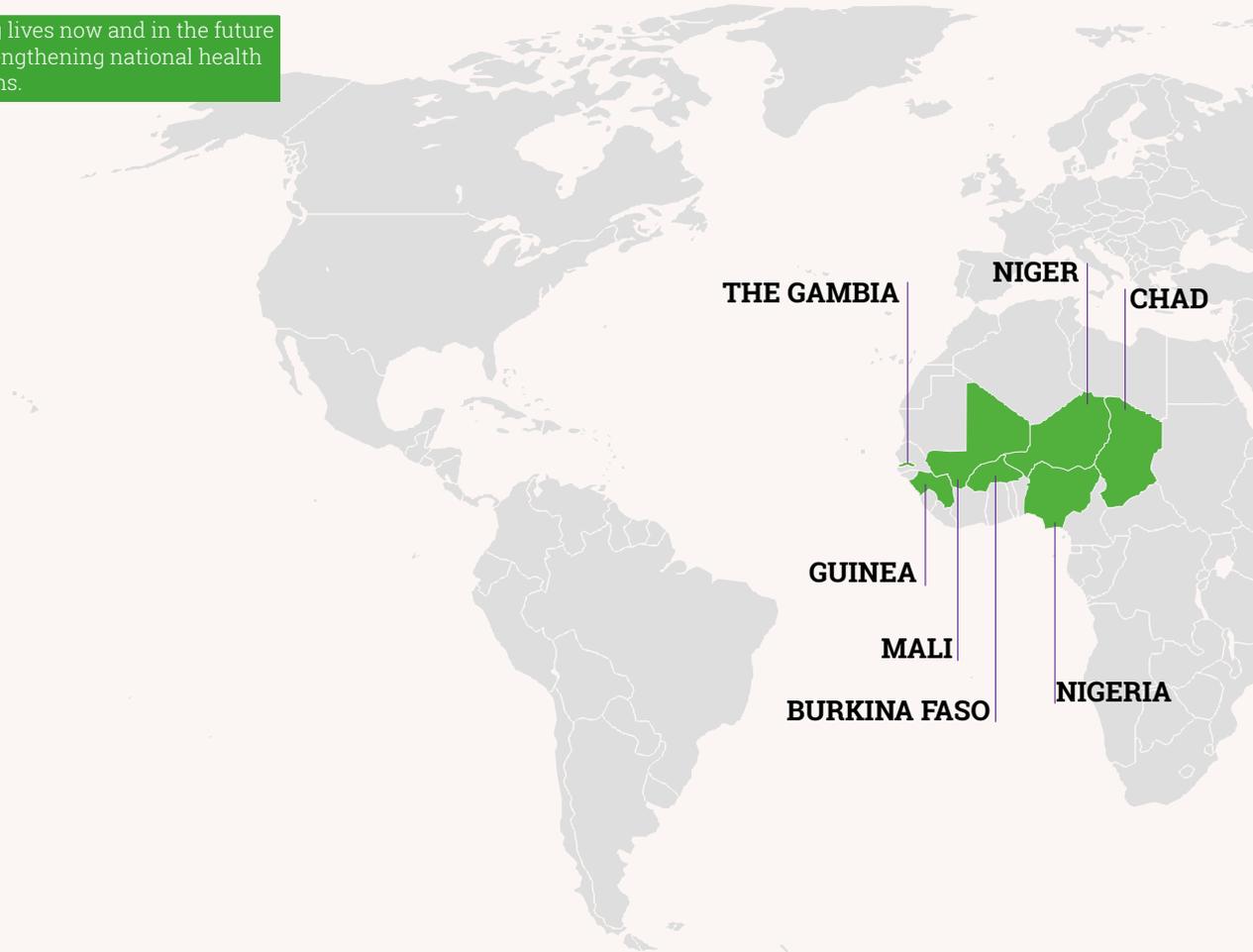
The first year of drug distributions was completed in 2015, during which over **3 million children** received the lifesaving treatment.

“
There are no secrets to success.
It is the result of preparation,
hard work, and learning from failure.
”

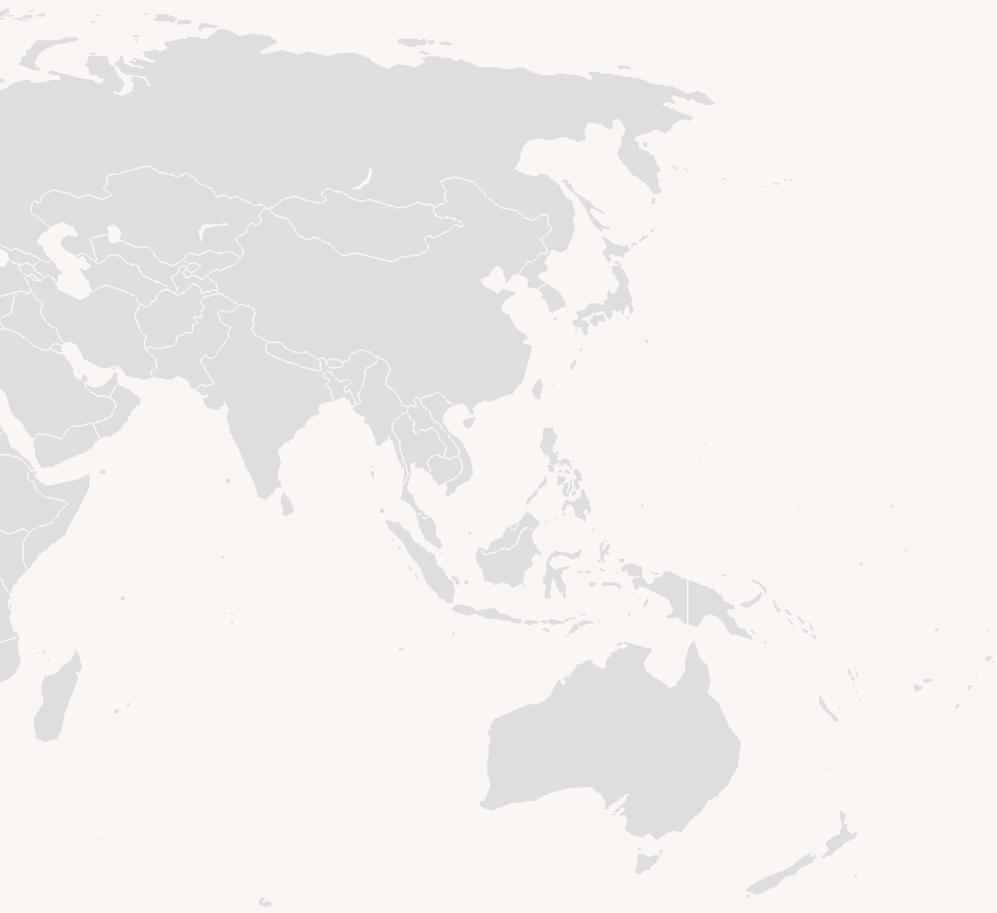
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Nelson Mandela



Saving lives now and in the future by strengthening national health systems.



ACCESS - SMC is not limited to the distribution of lifesaving SMC treatment, it also works to build capacity and strengthen health systems at national level. The project successfully pools diverse strengths and skills for the coordination and implementation of SMC at scale, mobilising experts in fields such as research, medical, logistical and communication. The originality of this approach is measured through its adaptability to local contexts and its success is undeniable with 15 million treatments having been administered to 3.2 million children, an average coverage of 90% in 2015. In 2015, Speak Up Africa worked on the behavior change communication component of the campaign and conceptualized tools essential to foster ownership of the intervention at all levels. In addition, two other objectives guided Speak Up Africa's work in 2015 : the reduction of risks of misunderstanding and negative perceptions among the target population and ensuring the adherence to SMC dose completion.



During the 3-year project, Speak Up Africa will keep on building on community based messaging through local channels, to have a greater impact on populations enabling them to fully understand the effectiveness of the intervention with :

- 📌 **Social mobilization activities**
- 📌 **Printed materials**
- 📌 **Mass media communication (community radios, TV)**



Mass Communication and Community Outreach.

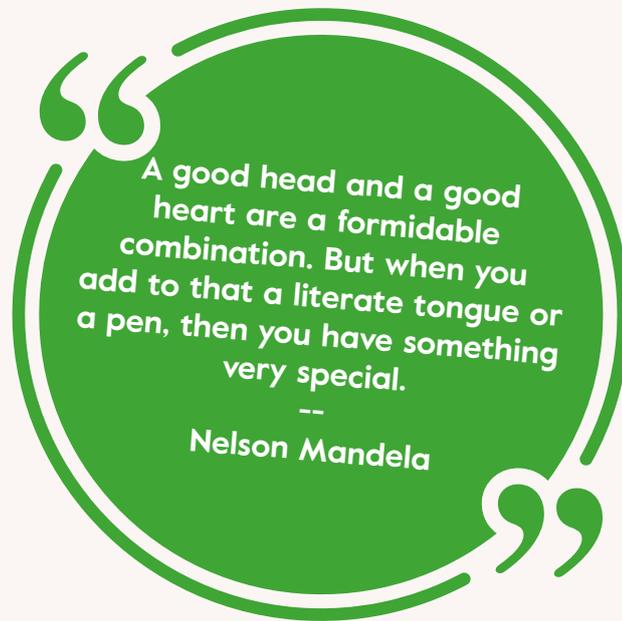
To reach the campaign's objectives, Speak Up Africa established a two-pronged approach that involved mass communication on the one hand and community outreach and interpersonal communication technique on the other hand.

Overall, mass media campaigns can produce positive changes or prevent negative changes in health-related behaviors across large populations. Within the ACCESS SMC project, we assess what contributes to these outcomes, such as concurrent availability of required services and products, i.e. the SMC treatment for children from 3 to 59 months, the availability of community-based programs, and the local context that support positive behavior change. The great promise of mass media campaigns lies in their ability to disseminate well defined behaviorally focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head. Behavior change might also be achieved through indirect routes. First, mass media messages can set an agenda for and increase the frequency, depth, or both, of interpersonal discussion about malaria prevention within an individual's social network, which, in combination with individual exposure to messages, might reinforce (or undermine) specific changes in behavior. Second, since mass media messages reach large audiences, changes in behavior that become norms within an individual's social network might influence that person's decisions without them having been directly exposed to or initially persuaded by the campaign.



In order to maximize the campaign's reach, Speak Up Africa provided technical assistance to local in-country teams for the conduct of interpersonal communication sessions. Defined as a face to face verbal or non-verbal exchange of information and feelings between two or more people, interpersonal communication allows for a more open dialogue between health providers and beneficiaries.

With easy-to-understand tools, we insisted on the fact that good interpersonal interaction between beneficiary and provider is, by definition, a two-way street where both speak and are listened to, both ask questions, express opinions and exchange information. With targeted sensitization sessions, in collaboration with the National Malaria Control Programs, we aimed to establish an open dialogue, a feeling of partnership, and an atmosphere of honesty and caring between health workers and beneficiaries.









Advocacy.



Advocacy is often defined as a strategic and deliberate process to bring about change in policies and practices at local, national, regional and international levels. At Speak Up Africa, we think that advocacy can go beyond aiming simply to change policies, to challenge and change how people perceive their ability to influence decision-making processes.

In the case of the post-2015 development agenda, advocacy should aim to directly and indirectly influence decision-makers and other stakeholders to support and implement actions that contribute to the fulfillment of our ambitious objective. Governments are set to decide what the Sustainable Development Goals (SDGs) are to contain and will be ultimately responsible for achieving these goals at the national level. Furthermore, civil society and other stakeholders need to make sure that there is the political will to make this happen by holding governments and other key actors to account. There are many important ways that civil society can play an effective role in shaping and influencing the continental development agenda, and through the following programs, Speak Up Africa aims at contributing to the global march towards progress.



Promotion of Sanitation and Menstrual Hygiene Management in Senegal.

The impact that clean and safe sanitation can deliver is transformational. Improved sanitation can increase productivity, improve livelihoods, reduce healthcare costs, and prevent illness, disability, and early death. People who have access to clean, safe, and convenient sanitation services also experience greater dignity and privacy. Thanks to a partnership with the Bill & Melinda Gates Foundation, Speak Up Africa started in late 2015 a 36-month project on sanitation and menstrual hygiene management in Senegal. Through this project, Speak Up Africa intends to effectively mobilize high-level public and private leadership, generating concrete action for improved urban sanitation solutions in Senegal. Specific goals of the initiative include promoting the mechanical emptying of sanitation pits at the community level in the Pikine and Guediawaye districts. This project also aims to catalyze improved understanding among the population of optimal menstrual hygiene, ultimately targeting an uptake in appropriate behavior change. Girls' lack of access to a clean, safe toilet especially during menstruation perpetuates shame and fear. This has a long-term impact on women's health, education and livelihoods but it also impacts the economy, as failing to provide for women's sanitation needs ultimately risks excluding half of the potential workforce.

Speak Up Africa addresses national sanitation challenges in close cooperation with Senegalese institutions that have frontline responsibility for developing and implementing sanitation programs in Senegal. This includes working with each of the following:



- The Senegalese government, including ONAS, the National Sanitation Utility and the Ministry of Sanitation.
- Civil society groups that bring knowledge and passion to the challenge.
- Communities who are best placed to understand local challenges and to design potential solutions.
- Universities that are creating innovative solutions everyday.
- The private sector who are well placed to build the national economy while supporting sustainable development and improved sanitation.

Reproductive Maternal Newborn & Child Health.

Senegal has made significant progress over the last several years in terms of reproductive, maternal, newborn and child health (RMNCH), but substantial challenges remain. According to preliminary results from the 2010 Demographic and Health Survey, infant mortality decreased from 61 to 47 per 1,000 live births between 2005 and 2010 and under-five mortality decreased from 121 to 72 per 1,000 live births. Maternal mortality ratio dropped to 401 per 100,000. Many of these successes can be attributed to progress in scaling up child health interventions.

Speak Up Africa believes that now that Senegal has identified a number of strategic directions for RMNCH at the national level and now that these activities have been integrated in other key development sectors such as education and family affairs, current conditions are favorable to sustainable and positive change. In 2012, the United Nations Commodities Commission was formed to call attention to the need for increasing access to and use of critical medicines and health supplies in the countries where the most women, newborns and children under five die each year. Specifically, the Commodities Commission released a report that outlined a priority list of 13 RMNCH commodities that can prevent and treat many of the leading causes of death in these countries. Despite strong evidence showing their impact in saving lives, many of the 13 commodities remain out of the reach for those individuals who need them most.

In 2015, Speak Up Africa strived to fill in the knowledge gap regarding these 13 life-saving commodities in Senegal and spur national leadership to further strengthen Senegal's national political and financial commitment to reproductive, maternal, newborn and child health and the country's national advocacy capacity.

Policymakers, development partners, program implementers, health professionals, private sector leaders, civil society activists, and community members all have a critical role to play as advocates in ensuring improved and equitable access to lifesaving commodities for women, children, and newborns. Therefore, in June 2015, we formed the Budget Advocacy Coalition for Maternal and Child Health, including The Reproductive Health and Child Survival Directorate, the National Assembly Health Committee and Save the Children, to reflect on the budget process and the required steps to increase the budget. A Budget Advocacy Declaration was developed as well as a draft road map inclusive of budget processes, dates, and relevant departments. In December 2015, Speak Up Africa held a press conference bringing together representatives of the Budget Advocacy Coalition to announce its existence and purpose to the press. All technical committee members present signed the validated Declaration in favor of an increase to the maternal and child health budget for future presentation to the National Assembly. The press conference was held immediately following the closure of annual Parliamentary sessions, where the 2016 national health budget was increased from 10% to 11%. The coalition's advocacy efforts were cited as a contribution to this increase during the press conference.

These implemented activities further laid the ground for upcoming strategies that will eventually all guarantee the country's ownership and showcase the tremendous progress achieved by the Ministry of Health and its partners in RMNCH. Engaging and briefing key officials, policymakers and potential financial partners will contribute to the national strategic plan by highlighting the need for a secured financing plan.



Every Breath Counts.

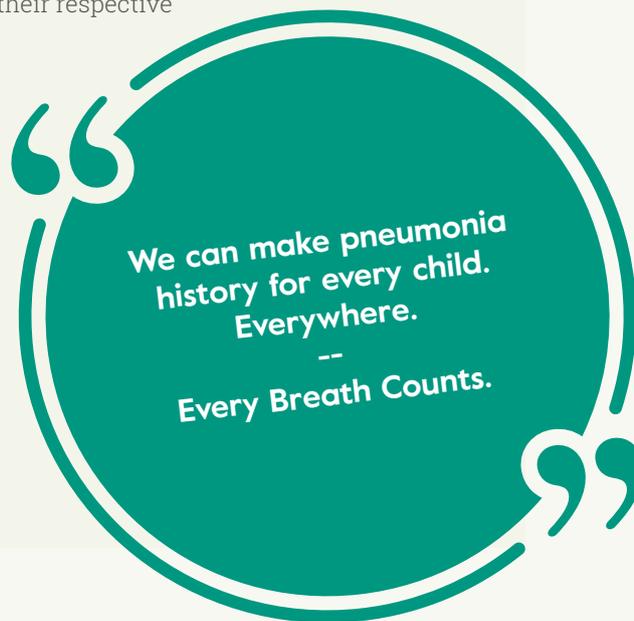


In 2015, thanks to funding from UNICEF and the Bill & Melinda Gates Foundation, Speak Up Africa worked on laying the groundwork for national campaign activities in each of Nigeria and Ethiopia with the purpose of increasing visibility of pneumonia as a public health issue in both countries. Through this work, we emphasized on understanding the health care delivery market of both countries, and on the conduct of baseline surveys that will help determine the current level of public understanding of pneumonia. In both countries, Speak Up Africa conducted landscape analyses in order to mount national pneumonia awareness campaigns, which will work in the unique landscapes of each of Nigeria and Ethiopia.

Following this preliminary work, Speak Up Africa, in collaboration with key stakeholders designed a global campaign to raise awareness around the global burden of pneumonia and catalyze action against this preventable and treatable disease of the poor and marginalized children of the world.

Pneumonia is the top killer of children under five worldwide, killing more children than malaria, measles, and AIDs combined. Despite the high mortality, pneumonia receives little attention and only a fraction of global public health investment. While vaccination development is an important and effective tool, greater focus must be placed on social behavior change, health systems strengthening, and community access to care and commodities.

The Every Breath Counts campaign will be formally launched during the Organization for African First Ladies against HIV/AIDS (OAFLA) General Assembly on January 31, 2016 at the African Union. On behalf of H.E. Aisha Muhammadu Buhari, First Lady of Nigeria, Mrs. Toyin Saraki, Founder of the Wellbeing Foundation Africa, will introduce the Every Breath Counts campaign while highlighting the disproportionate burden that pneumonia plays on children compared to the investment in pneumonia prevention or treatment. Furthermore, she will encourage all First Ladies to engage in the campaign to raise awareness for pneumonia in their respective countries.





Family Planning.



In West Africa, 225 women die everyday while giving birth. For every woman who dies, there are about 30 others who suffer infirmity. These rates of morbidity and mortality leave the sub region with nearly five billion dollars in lost productivity. The sub-region is also characterized by the highest fertility rates in the world with very low contraceptive prevalence and extremely high fertility rates. About 25% of married women aged 15-49 years want to space or limit their births but are not using modern contraceptive methods, mainly due to the inaccessibility of family planning services. In West Africa, compared to anglophone and lusophone countries, francophone countries have the highest rates of maternal and child mortality, the highest fertility rates, and the lowest contraceptive prevalence rates. In addition, assistance to french-speaking countries in sub-Saharan Africa for family planning interventions remains very low. Between 1997 and 2007, this aid was estimated at US \$0.86 per capita compared to US \$1.25 per capita for anglophone and lusophone countries.

It has long been accepted as fact that the availability of family planning services saves lives. Where women have access to these services, children and families are healthier, and society at large benefits. In 2015, Speak Up Africa partnered with the Ouagadougou Partnership to develop a



Only 9% of married women in West Africa use modern methods of family planning, compared to 25% in East Africa.

set of advocacy materials to be shared with high-level stakeholders including Ministers of Health from the nine member countries: Benin, Burkina Faso, Ivory Coast, Guinea, Mali, Mauritania, Niger, Senegal, and Togo.

The Ouagadougou Partnership is based on two principles: better coordination between donors to maximize their support to countries, and collaboration and cooperation at national and regional levels to address the high rates of unmet needs for family planning. The main objective of the Partnership is to reach at least one million new users of family planning methods in the nine concerned countries by the end of 2015. This objective may seem low to the naked eye, but in reality is very ambitious seen in the context of countries characterized by low contraceptive rates, socio-cultural barriers, poor health systems, shy political commitments, and little funding. In order to help the Partnership, Speak Up Africa worked on developing a series of tools to disseminate basic information about the Partnership, the broad benefits of family planning, and key successes and ongoing challenges from the nine Partnership countries.

A black and white portrait of Carlton Cole, a professional footballer, looking directly at the camera with a serious expression. He has a short beard and is wearing a dark t-shirt.

#We've Got
Your Back

CARLTON COLE SUPPORTS EBOLA HEALTH WORKERS,
THE WORLD'S MOST IMPORTANT TEAM

DONATE AT WEAREAFRICAUNITED.ORG



Africa United.

The 2014 Ebola epidemic is the largest in history, infecting nearly 16,000 people with more than 5,600 deaths to date. While the spread of Ebola is a threat to people, health systems and economies around the globe, West African communities in particular are being crippled by the disease as a result of already-strained healthcare systems, mistrust of healthcare workers and fear and stigmatization of those infected. Africa United is an innovative pan-African initiative led by the Confederation of African Football (CAF) and the African Union, Gavi, the Vaccine Alliance, World Bank Group and CDC Foundation, which includes African leaders, international health bodies, private companies, celebrities, NGOs and other multi-sector actors.

Africa United is a global team of football stars, celebrities, international health organizations and corporations committed to stopping the spread of Ebola in West Africa. Africa United provided critical education, resources and solidarity to those affected by Ebola in West Africa. Its mission was to help stop the spread of Ebola and ensure access to healthcare by: driving adherence to positive behavior change messages, dispelling rumors and misconceptions, and instilling confidence in and acknowledging the vital role of community health workers.

Africa United aims to:

- Intensify the political and popular will needed to ensure universal access to health by driving adherence to behavior change messages & rallying political commitment to prioritize health.
- Unite cross-sector partners (NGOs, government, private sector) under a common, neutral health communications platform.
- Respond quickly in the event of future pandemics.





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Driving Change, One Citizen at a Time.

Speak. Act. Rise.





In 2015, we refined our advocacy strategy by adding an essential component, without which we would not be able to achieve our ultimate goals: citizen engagement.

There is growing pressure for democratic institutions to deliver the 'goods', in support of inclusive economic and social development as well as environmental sustainability. Citizen-led accountability mechanisms, when combined with government reforms, are a way to deepen governance and ensure that democratic gains are translated into developmental gains. Our continental public health and sustainable development agenda will require major actions on three main fronts,

1. Strengthening of country ownership of development goals,
2. Building more effective and inclusive partnerships,
3. Delivering and accounting for results.

Development effectiveness also requires democratic ownership and meaningful and systematic participation by civil society, especially women and youth. Taken together, this will necessitate a broadening of country-level policy dialogue on sustainable development and public health, multi-stakeholder processes, enhanced accountability for results and improved information given to all citizens. More accountability and transparency to the public for development results will need mutual assessments that draw on citizen scrutiny.



Zero Malaria Starts With Me.

The Zero Malaria Starts With Me campaign, launched in Senegal on April 22, 2014 by the Minister of Health at the second annual 'Jambars' (Champions in Wolof) ceremony for the fight against malaria, was conceived and implemented by Speak Up Africa, PATH, and the National Malaria Control Program. It is part of an inclusive advocacy strategy aimed at increasing awareness, prioritization and national commitment to malaria elimination.

The activities of the campaign are part of a larger strategy that aims at creating a national policy environment that enables the introduction of new approaches and strategies for malaria elimination as a part of the national strategy. Elements of the strategy have a longer-term goal of garnering the buy-in and support needed at the national level to implement and finance this work over the long term. The ultimate goal of the campaign is to generate evidence to inform national policy and practice for malaria parasite elimination and to mobilize resources.

Moving toward malaria elimination requires significant investment in strategic partner engagement. Through Zero Malaria Starts With Me, Speak Up Africa engages partners to build collective will, help conduct outreach and engage target audiences, including communities, private sector companies and civil society.

The specific objectives of the campaign are as follows:

- 📌 Build political commitment at the highest level of the Senegalese state for Malaria elimination.
- 📌 Mobilize the financial resources necessary to stop malaria once and for all in Senegal.
- 📌 Enhance the progress and efforts of citizens and partners to date.

2015 World Malaria Day Ceremony



2015 World Malaria Day Celebration in Richard-Toll, Senegal

Thanks to its partnership with MACEPA and the National Malaria Control Program, through Zero Malaria Starts With Me, Speak Up Africa is able to mobilize diverse groups under a common cause: malaria elimination. Today, more than ever, elimination is within reach and to achieve our ultimate goal, a shift in citizens' state of mind needs to happen. With different platforms, Speak Up Africa aims to show that the government cannot solve public health issues on its own, individuals and communities must take the matter into their own hands to bring about sustainable change

2015 Key Metrics.

International Women Day campaign with highlight on 8 women



9 Private sector companies committed to the campaign



19 Social mobilization events



32 Declarations of Commitment signed





Sama Video

sunu santé

Sama Video.

In West Africa, three diseases account for nearly half of the death of children under five: malaria (20%), pneumonia (14%) and diarrhea (11%). It is essential to prevent, educate and involve people in the continent's future. Africa must draw strength in its demographics: 41% of the continent's population is less than 15 years old and the average age is 20. Africa's youth owes it to themselves to have an iron constitution, a solid education and a strong voice. Africa's young people must strongly participate in all activities that concern them. They must act, commit and engage in the actions being taken in their name and play their part.

Today, mobile technology and social media are unavoidable. Information must be relayed as directly as possible, and people must have the means necessary to express their ideas, creativity, input and expectations directly to the political decision makers.

Through this youth engagement initiative, we aim to empower fellow citizens to hold their governments to the pledge made in Abuja, Nigeria to direct 15% of annual government spending toward health. Using new technology and social media, Sama video reinforces our social movement in favor of sustainable development.







Coming Up Next.

2016 - Focus on Women & Girls





At the end of this year 2015, countries settled a negotiation process that has spanned more than two years and featured unprecedented participation from civil society, the private sector and governments across the globe. Governments agreed on the need for comprehensive financing for development, adopted a new sustainable development agenda and charted a universal and legally binding global agreement on climate change. All united behind an ambitious agenda that features 17 new Sustainable Development Goals (SDGs) and 169 targets that aim to end poverty, combat inequalities and promote prosperity while protecting the environment by 2030.

However, these long awaited SDGs do not approach solutions from the African perspective. The SDGs are barely understood or embraced across the continent.

Yena 2030.

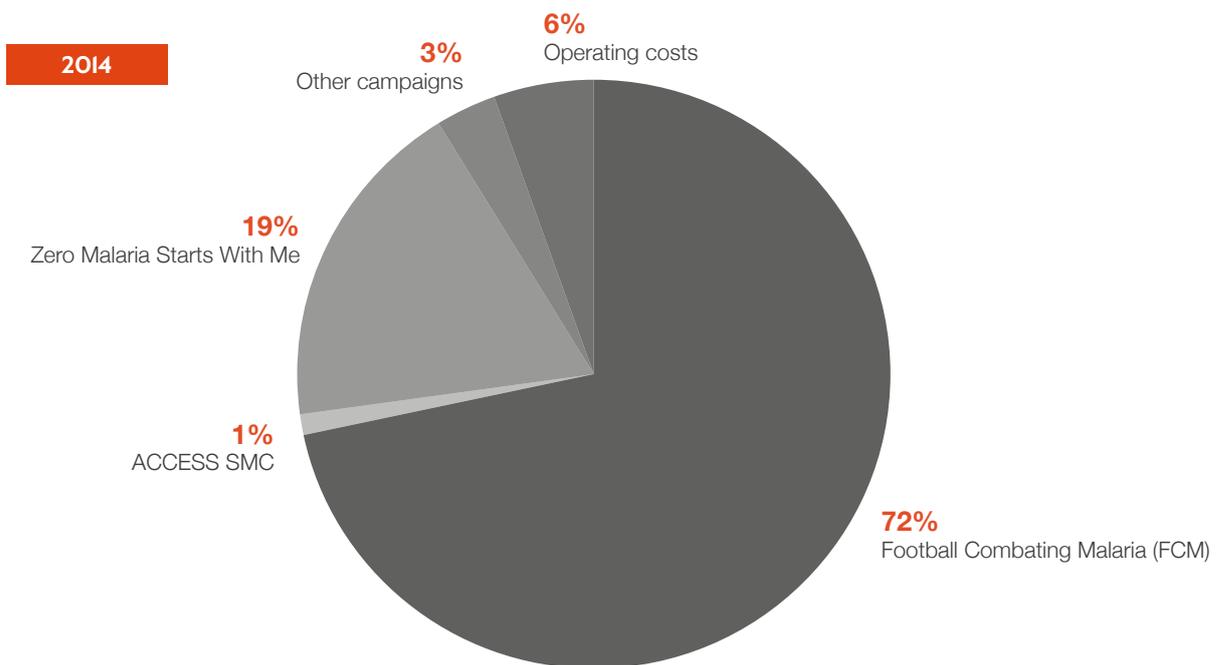
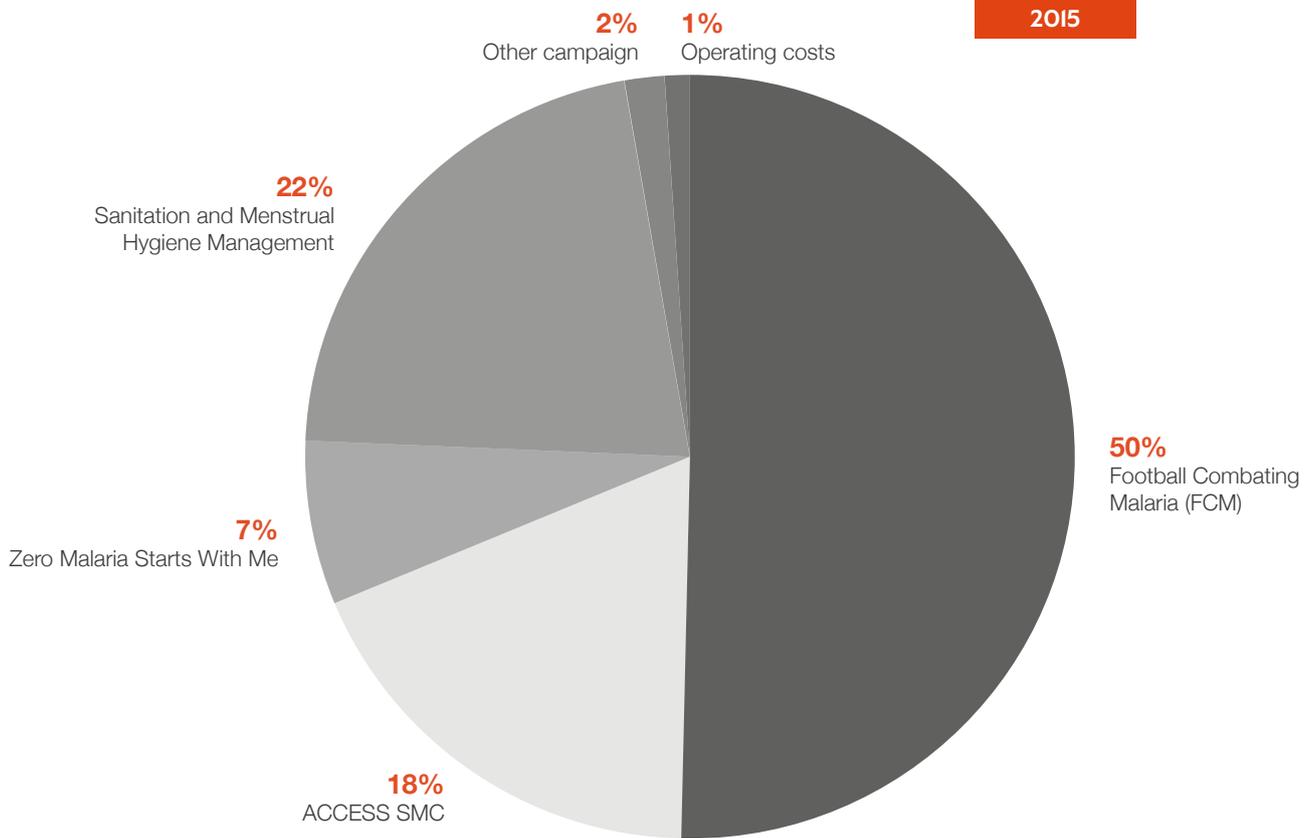
With our new campaign, Yena2030 ("Yena" means "She" in Zulu), Speak Up Africa will give a voice to women & girls and showcase women and girls who stand out every day through their strength; Women who have the courage of their opinions; Women who strive to make a difference. Speak Up Africa plans to work with civil society organizations, NGOs and media companies as strategic and distribution partners in this campaign. In addition to providing an outlet for African women and girls' voices and ideas, Yena2030 will act as a powerful accountability mechanism for the African government SDG commitments.



Partners.



Finances.









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