

# IMPACT REPORT 2020



SpeakUpAfrica.





## Reflecting on an unprecedented year: *A note from our founder*

**Dear friends,**

Despite the year's challenges, we joined our dedicated partners to drive and create real change, helping to improve and protect millions of lives across the continent from both new and existing threats. As I reflect on the year just passed, I am proud of many of Speak Up Africa's achievements during the pandemic.

At the beginning of 2020 we supported the launch of the first-ever **World NTD Day**, to bring much needed attention to the impact that Neglected Tropical Diseases (NTDs) have on billion across the globe. Raising awareness on NTDs remained a key focus for us throughout the year, as we continued to work closely with the Expanded Special Project for the elimination of Neglected Tropical Diseases (ESPEN) and the World Health Organization, while growing our No to NTDs movement working with NTD programs and Civil Society organizations at country and regional levels.

In February, we kicked off the **CAPOOP** (Communications, Advocacy & Policy Opportunities & Outreach for Poop) media fellowship, with eight talented journalists joining us in Kampala for a media training workshop alongside the 20th African Water Association (AfWA) Congress on Sanitation. Since then, we've been working closely with our fellows to translate their new sanitation knowledge into tangible action through high quality media reporting.

Then COVID-19 hit. At Speak Up Africa, we felt a responsibility to play a part in protecting citizens and health systems from the virus. That is why we launched the **Stay Safe Africa** campaign, which set out to raise awareness of evidence-based coronavirus prevention methods and dispel misinformation. As we battled COVID-19, the Stay Safe Africa campaign continued to grow. We were delighted to see many partners and organizations get involved, with the campaign reaching countless stakeholders and new audiences across the continent.

In 2020, the **Zero Malaria Starts with Me** movement celebrated its 2<sup>nd</sup> anniversary, and throughout the year more countries rolled out national programs. We also worked with the Ecobank Group and the RBM Partnership to End Malaria to launch the **Zero Malaria Business Leadership Initiative** to engage Africa's private sector in the mission of malaria elimination.

Speak Up Africa was also proud to support the African Minister's Council on Water (AMCOW) to develop the **African Sanitation Policy Guidelines (ASPGs)**. The ASPGs aim to provide a foundation to develop sustainable and inclusive sanitation policies that are tailored to each country's needs and aligned with the SDGs, and we look forward to their official roll out in 2021.

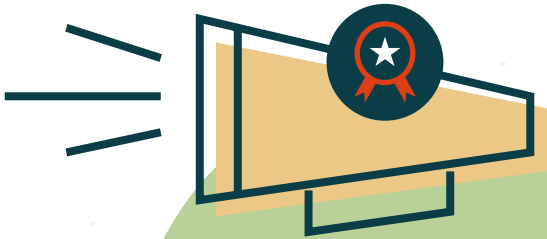
We recognized impressive talent and leadership in 2020, from the launch of the **Africa Young Innovators for Health Awards** at the 3<sup>rd</sup> Galien Forum in December, to presenting the second **Speak Up Africa Leadership Awards** to individuals and organizations demonstrating remarkable leadership in sustainable development. The same month, we welcomed Senegalese businesswoman Yacine Barro as our new Board Chair.

Finally, I would like to thank all of our partners and champions for their support and collaboration, without which the progress we have all made might not be possible. As we move into the post COVID-19 world, our work is more important than ever, and I am proud to see our initiatives contributing to the achievement of the 2030 Sustainable Development Goals. We hope that our work continues to drive real change and inspire others to fight for a better continent, improving the lives of millions across Africa.

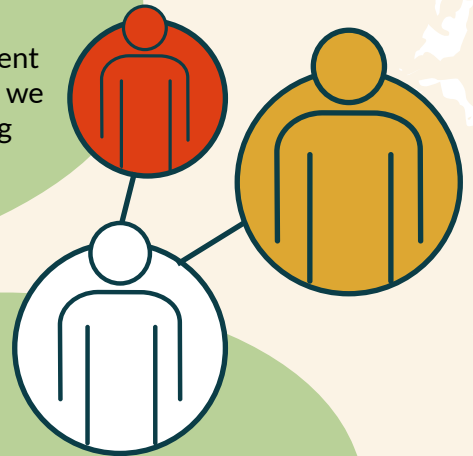
*No one could have anticipated how 2020 would unfold. The COVID-19 pandemic transformed life as we knew it, disrupting plans and compelling us to adapt to protect hard fought progress towards a more sustainable Africa.*



# WHO WE ARE



**Speak Up Africa** is a hub of experienced communications and advocacy experts connected to critical global policy movers and decision makers. At Speak Up Africa, we are focused on delivering awareness campaigns and advocacy for public health. From policy change to movement building and community engagement, we work to inspire action around pressing sustainable development issues.



**Speak Up Africa** fosters national multi-sectoral involvement in public health by creating and strengthening coalitions regrouping countries' main constituencies including government, financial partners, implementing partners, private sector representatives and communities. We provide platforms for partners including CSOs to consult and collaborate to maximize their efforts, particularly around the need to increase sustainable funding for critical health and sanitation programs.



# OUR VALUES

I



## *Inclusiveness*

We believe that all stakeholders must be engaged in the dialogue of change in order to achieve the Sustainable Development Goals.

D



## *Diligence*

We are a team of energetic and industrious individuals dedicated to contributing meaningfully to the development of Africa.

E



## *Excellence*

We are goal-focused individuals with specialized expertise and complementary skills who collaborate, innovate and produce consistently superior results.

A



## *Accountability*

It is our responsibility to ensure that us Africans are leading on the development issues that impact our continent.

S



## *Sustainability*

We ensure sustainability of programs by embedding them within the country's national strategies and plans.



# WHY SPEAK UP AFRICA?

**SPEAK UP AFRICA IS A HOME-GROWN AFRICAN SOLUTION WITH ITS FINGER ON THE PULSE OF CRITICAL ISSUES.**

## *We represent and amplify*

African voices, facilitating win-win partnerships with an ability and capacity to convene multiple high-level stakeholders and policy makers to ensure commitment and accountability.

## *We are innovative and adaptable enablers*

with demonstrated expertise in health & sustainable development.

## *We offer*

extensive competence in developing and implementing scalable programs across multiple countries.

## *We build*

the capacity of African organizations and provide access to technical expertise and financial resources.





# WHAT WE DO



**Speak Up Africa** supports the global commitment to achieving the Sustainable Development Goals (SDGs). By ensuring health and well-being for all is at our core, we support SDGs 1 to 6 in transforming societies throughout Africa.

## *We advocate*

- We create an enabling environment for sustainable development in Africa.
- Speak Up Africa increased the quantity and quality of coverage of its key issues, with a potential reach of 308 million.
- Speak Up Africa's tweets achieved over 880,000 impressions in 2020.

## *We enable*

- We support and empower our partners from civil society, public and private sectors, and governmental organizations to strengthen their impact.
- Speak Up Africa worked with 22 civil society organizations from eight countries across Africa.



## *We engage*

- We convene relevant stakeholders to increase awareness and commitment.
- In 2020, Speak Up Africa engaged over 1,691 stakeholders including policy makers, civil society organizations, government officials, media and other national and regional institutions.



# OUR IMPACT

From reacting quickly and launching the Stay Safe Africa campaign to stop the spread of COVID-19, working with our first ever CAPOOP media fellows to raise awareness on sanitation issues, engaging high level individuals and civil society organizations in the fight against Neglected Tropical Diseases, launching the Zero Malaria Business Leaders Initiative and two national Malaria Media Coalitions, throughout 2020 we have fought to drive sustainable development despite the ongoing pandemic.

## MEDIA

**2** media coalitions launched  
**311** media pieces developed and distributed  
**100** journalists engaged

## ONLINE

**680** social media post engaged  
**126 865** people and generated  
**4 385 967** impressions online

## ACTIVATIONS

**75** influencers  
**1691** stakeholders  
**22** civil society organizations  
**23** private sector companies

# OUR REACH

With our strategic location in Dakar, Senegal, our experienced team and our ability to fully operate in French and English, we are uniquely placed to bring together civil society organizations, private sector, governmental and regional institutions across the continent. We work across multiple countries in Africa:

- Driving awareness, commitment and action through champions, media and partner convenings.

- Building in country capacity by providing countries – national and local governments, civil society organizations, media and partners – with the technical support and financial resources needed to strengthen their impact.
- On a regional level, we work with institutions such as the African Union to ensure that our key issues are prioritized by our leaders and that they are held accountable to their commitments.

## WEST AFRICA

Headquartered in Dakar, Senegal, we work to catalyze systemic change for sustainable development and public health. With our solid relationships with key decision-makers, we are uniquely qualified to drive policy change and advocacy in the region.

## PAN-AFRICA

Working across the African continent, Speak Up Africa is committed to driving change and advocacy.

## FRANCOPHONE AFRICA

With our comparative advantage of being a truly bilingual organization, we are committed to enabling coordinated action from all French speaking African countries.

## FOCUS COUNTRIES

- Benin
- Burkina Faso
- Chad
- Côte d'Ivoire
- Ghana
- Guinea
- Mali
- Niger
- Senegal
- Sierra Leone

## GLOBAL

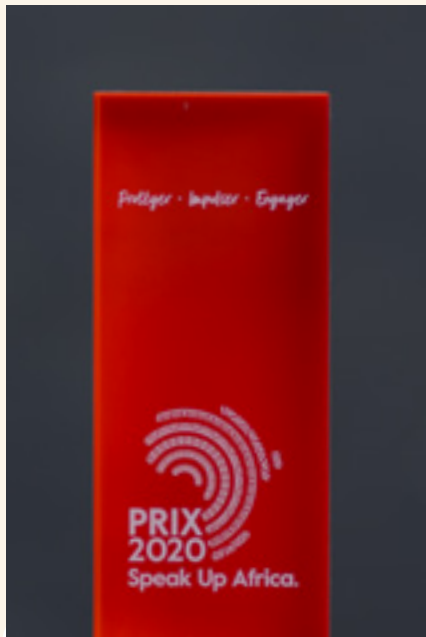
We amplify and enable African voices at the global level to participate and engage in developing the architecture needed to drive sustainable change.





# SPEAK UP AFRICA LEADERSHIP AWARDS 2020

In 2019, Speak Up Africa launched its first-ever Leadership Award, this annual award programme aims to recognize and celebrate individuals and organizations that demonstrate exemplary leadership in sustainable development and bring a positive impact in their work and initiatives in Africa. In 2020, on our 9th anniversary, we recognized the leadership of HEM Mahamadou Issoufou, President of the Republic of Niger, the Confederation of African Football (CAF), Mrs Yvonne Aki-Sawyerr OBE, Mayor of Freetown, Sierra Leone, pan-African banking conglomerate Ecobank, Mr. Salomon Dopavogui, Executive Director of Jeunesse Secours and Member of the No to NTDs Civil Society Network.





# SPEAK UP AFRICA LEADERSHIP AWARDS 2020

It is a great honor to receive the Speak Up Africa Leadership Award this year, particularly in a time when continued action against malaria is critical to protect decades of hard-earned progress. Only by working together can we keep up the fight against malaria and ensure that we rid the continent of this disease for good.”

**Mrs Yvonne Aki-Sawyerr OBE,**  
Mayor of Freetown, Sierra Leone

Ultimately, ending malaria will increase prosperity across Africa, with a healthier population that drives economic growth. As an organization, we are proud to receive Speak Up Africa’s Leadership Award and hope that we can continue to use our position as a platform to raise awareness and inspire action against this deadly disease.”

**Ade Ayeyemi,**  
CEO of Ecobank Group



# OUR KEY ACCOMPLISHMENTS IN 2020

## Stay Safe Africa

In early 2020, the emergence of a new virus – COVID-19 – threatened to overwhelm Africa’s health systems. Meanwhile, the rapid spread of misinformation about the coronavirus across the continent led the World Health Organization to label the situation an ‘infodemic’.

Over 2 million cases of COVID-19 have been recorded in Africa in 2020<sup>1</sup>



### DISSEMINATING EVIDENCE-BASED PREVENTATIVE MEASURES TO PROTECT AFRICA FROM COVID-19

In 2020, we recognized the immense risk the virus presented to Africa’s public health systems and had to act. In response to the emerging threat, in April we launched Stay Safe Africa, a neutrally branded campaign designed to empower communities and individuals everywhere to take simple and proven preventative measures to help prevent the spread of COVID-19. The campaign relies on three pillars:

- Cross-sectoral partnerships
- Digital activations and media engagement
- Community, youth and influencers’ engagement

We recognized that a coordinated Africa-led approach to stop the spread of COVID-19 would be crucial. Therefore, this campaign regroups individuals and organizations to beat COVID-19 and ensure that essential services remain accessible to all affected by vaccine preventable and endemic diseases. Speak Up Africa mobilized partner organizations from around the continent – from the Ecobank Group to the Confederation of African Football – as well as high-level leaders and popular celebrities to help ensure Africans everywhere stayed safe from COVID-19.

<sup>1</sup> African Union, January 2021

# Stay Safe Africa

## IMPACT OVERVIEW

<b>24</b> influencers engaged	<b>300</b> handwashing stations donated to Senegalese schools
<b>11</b> celebrities activated on social media	<b>102,845</b> engagements on Twitter, Facebook and Instagram
<b>1,000</b> facemasks delivered in Senegal and Guinea Bissau	<b>8,595,602</b> people reached on social media

## MEDIA ENGAGEMENT

### Driving awareness of COVID-19 in the media:

In 2020, Stay Safe Africa helped spread preventative messages and raise awareness of crucial initiatives to protect Africans from COVID-19, by generating media coverage across national and regional outlets. Highlights included interviews with New African Woman and stories in key national newspapers such as Le Quotidien, Le Soleil and Le Messager.

### Building 'Virtual Bridges':

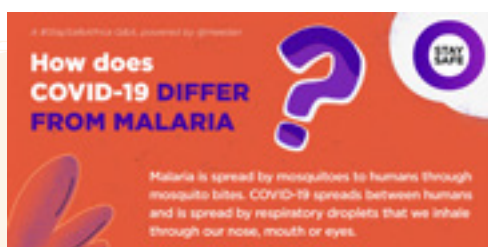
Through a series of online conversations, the Stay Safe Africa campaign connects African policy-makers, implementers, journalists and the general public. The webinars addressed good practice and policy shifts that may affect how our communities, public health systems and service providers respond to the COVID-19 pandemic and examined the implications of COVID-19 for the SDGs. During these webinars, Speak Up Africa tackled issues including NTDs, sanitation and menstrual hygiene and health management, and called for donations to the African Union's COVID-19 Relief Fund. This platform convened, among others:

- Dr. John Nkengasong, Director of Africa Centres for Disease Control

- Mr. Paulo Gomes, Co-Chair of the Afro-Champions Initiative and Board Member of the Africa COVID-19 Response Fund
- Dr Mwelecele Malecela, Director NTDs, WHO
- Dr Charlotte Ndiaye, WHO Representative, Madagascar
- Dr. Canisius Kanangire, Executive Secretary, African's Ministers' Council on Water (AMCOW)
- Dr Aïchatou Djibo, Neglected Tropical Diseases Programme Coordinator in Niger
- Dr Fatoumata Sakho, Neglected Tropical Diseases Programme Coordinator in Guinea
- M. Dame Ndiaye, President of the CSO No To NTD Coalition and Coordinator of l'Association Nationale des Jeunes pour la Santé de la Reproduction et la Planification Familiale (ANJ-SR/PF)

### Keeping stakeholders on the pulse of the latest COVID-19 initiatives:

Our bi-weekly media coverage tracker powered by Globesight, and in partnership with Meedan, highlights the latest news and analysis on the COVID-19 pandemic across Africa.





# Stay Safe Africa

## CHAMPION ENGAGEMENT

### *Reaching African and African diaspora youth with a Cool Notice:*

Working with artists, singers, and athletes, we joined forces with creative agency Yard to launch a series of vibrant graphic illustrations for well-known personalities to reach African youth. The graphics, which incorporated parodies of famous album covers and movie posters, reminded young people to take action to protect themselves from the virus and promote healthy behaviors. The campaign reached over 8.5 million social media users, recording over 103,000 engagements. Actor Omar Sy, professional football player Allan Saint-Maximin and comedian Thomas N’Gijol are among the many celebrities who have participated to date.

### *Leveraging influencers and champions voices to reach new audiences:*

We worked with new and existing champions passionate about using their voice to protect Africa from COVID-19. Influencers including Olympian Dr Seun Adigun and Rajah Sy, National Director of Special Olympics Senegal to help spread the vital preventative messages.



## YOUTH ENGAGEMENT AND PROTECTION

We must all be aware and conscious of the situation as we are fighting an invisible threat, and it is in our collective interest, as Africans, to adopt the preventive measures such as wearing a facemask. My team and I are thrilled to support the Stay Safe Africa campaign and we are proud to play our part in protecting the talented athletes of Special Olympics Senegal from COVID-19.

**Sarah Diouf,**  
Founder of Tongoro

### *Tongoro x Special Olympics:*

We collaborated with Senegalese fashion designer Sarah Diouf's brand Tongoro, to distribute 1,000 facemasks to Special Olympics Senegal and Guinea Bissau athletes as well as provide them with important preventive messages.

### *Facilitating good hygiene and supporting education during the pandemic:*

We partnered with Le Groupe des Amis de l'Alimentation Scolaire (GAASS) to donate 300 handwashing stations to elementary schools in Senegal. The new facilities were officially delivered to the Minister of Education, Mr. Mamadou Talla to enable schoolchildren to follow the recommended COVID-19 prevention measures once they returned to school.

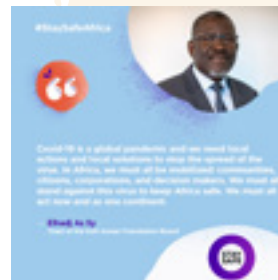


# Stay Safe Africa

## STAKEHOLDER ENGAGEMENT

### Working with the Confederation of African Footballs :

The Confederation of African Football (CAF), its clubs and football legends delivered Stay Safe Africa's messages to football fans across Africa, by sharing informative animations, social media cards and campaign videos on social media. Throughout the year, #StaySafeAfrica banners were also advertised during games. High-profile football legends confirmed their support for the campaign, promoting the messages and educational materials via their own social media platforms, including participating in the #19kickupsagainstCOVID19 social media challenge.



### Bringing stakeholders together to fight COVID-19s :

African leaders swiftly showed their support to the campaign, promoting preventative advice on their social media channels and participating in key events. Among others, leaders supporting the campaign include Ade Ayeyemi, CEO of Ecobank, Mo Ibrahim, Founder of the Mo Ibrahim Foundation, Elhadj As Sy, Chair of the Kofi Annan Foundation Board, Maty Dia, Board Member, Gavi and Dr Mwelecele Malecela, Director of the Department of Control of Neglected Tropical Diseases, World Health Organization. Dr. Magda Robalo C. e Silva, Minister of Public Health of Guinea-Bissau, Fatma Samba Diouf Samoura, FIFA Secretary General, Abdelmounaim Bah, Acting CAF General Secretary and Amadou Gallo Fall, NBA Africa Managing Director.



# OUR KEY ACCOMPLISHMENTS IN 2020



## Sanitation

The world is off-track on delivering universal access to safely managed sanitation. Today, 4.2 billion people use sanitation services that leave human waste untreated, threatening human and environmental health<sup>2</sup>. Of those, 673 million people practice open defecation<sup>3</sup>. This issue is particularly pressing in Africa, where 1 in 3 people still live without adequate sanitation facilities, rising to 75% of people in the West African region<sup>4</sup>.

Ensuring universal access to safely managed sanitation systems is essential in reducing fecal borne diseases and virus's proliferation, enhancing living environments, and contributing to overall well-being.

We believe that no child, woman and man should be left behind – everyone, at all levels of society, deserves access to safely managed sanitation systems.



**2** billion people lack access to basic sanitation services, such as toilets or latrines<sup>5</sup>.

**673** At least 673 million people continue to practice open defecation.

**432 000** Inadequate sanitation is estimated to cause 432 000 diarrhoeal deaths annually<sup>6</sup>.

2 WHO and UNICEF (2019) Progress on household drinking water, sanitation and hygiene 2000–2017: Special focus on inequalities  
3 Ibid.  
4 Ibid.  
5 [WHO Sanitation Factsheet](#)  
6 Ibid.





# Sanitation

## IMPACT OVERVIEW

**15** influencers engaged  
**8** media fellows engaged

**45** pieces of media coverage  
**~1 M** million people reached with African Sanitation Policy Guidelines messages on social media

## MEDIA ENGAGEMENT

### *The Communications, Advocacy, Policy Opportunities and Outreach for Poop (CAPOOP):*

**THE POWER OF JOURNALISM:** Kicking off during the African Water Association's International Congress and Exhibition in February, the CAPOOP media fellowship was created to exchange with journalists on sanitation opportunities and challenges, and improve their access to key sanitation developments across Africa. Through this media fellowship, Speak Up Africa aims to increase the interest and capacity of journalists to write about these issues in the medium to long-term, improving quality and quantity of sanitation coverage. Eight talented fellows were selected based on their experience, motivation and quality of their proposed research project. With Speak Up Africa's continued support, the CAPOOP media fellows produced 24 pieces of media coverage in 2020. This coverage spanned across Africa, with 45% of all articles published in Pan-African outlets such as African Newspage, Africa Brief and Pan-African Visions. The CAPOOP fellows also reported across several African countries, with in-depth articles published in Uganda, Burkina Faso, Niger, Cameroon and Benin.



# Sanitation

## STORY FROM THE FIELD



*Jenipher Asimwe,  
CAPOOP media  
fellow:*

CAPOOP media fellow Jenipher explored sanitation challenges for the Batwa tribe, a minority and endangered tribe living in the Kisoro, Kabale, and Kanungu districts in Western Uganda. The 2014 Uganda National Housing and Population census findings revealed that there are over 3,500 Batwa in the country. As one of the most endangered, discriminated and marginalized communities, the Batwa often have limited access to adequate WASH facilities. Jenipher illustrates how sanitation remains a challenge for this community.

## STAKEHOLDER ENGAGEMENT

### *Creating collaborative platforms:*

In 2020, Speak Up Africa supported the development and launch of the CAPOOP platform, an alliance of organizations committed to achieve access to adequate and equitable sanitation and hygiene for all, and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations by 2030. Through a series of tailor-made, user-friendly tools and resources, the platform seeks to catalyze the work of key sanitation professionals and advocates working on fecal sludge management and non-sewered sanitation in Africa. The platform is available to access via [capoop.org](https://capoop.org).

### *AfWA Congress: Elected Local Authorities reaffirm their commitments to accelerate action for safely managed sanitation by 2030:*

Mayors from across Africa reaffirmed their commitment to create and improve inclusive sanitation policies across African cities, at the 20<sup>th</sup> AfWA International Congress and Exhibition. During the Mayors' Forum, 12 African Local Authorities made commitments to strengthen City to City partnerships for advancing the Water, Sanitation and Hygiene agenda at city level. Meanwhile, strategies were agreed upon implement including the 'Citywide Inclusive Sanitation' approach to accelerate 'access to Sanitation for all by 2030'.

### *ASPG: Creating an enabling environment for sanitation guidelines for the African continent:*

Speak Up Africa continues to support the development of inclusive and comprehensive sanitation policies that work for the African context and reality. Throughout 2020, we have continued to strengthen our partnership with the African Ministers' Council on Water (AMCOW), as it develops the African Sanitation Policy Guidelines (ASPG). The ASPGs have been designed to provide a foundation for countries to review or develop comprehensive and inclusive sanitation policies that are tailored to their needs. These guidelines provide the basis for ideal sanitation policies and will not only foster the creation of an enabling environment that supports sanitation in rural and urban areas. They will also ensure the achievement of the Sustainable Development Goal 6.2 and the Ngor Declaration Commitments.



Reporting on sanitation increased across Africa throughout 2020, rising from an estimated 61.8k pieces of media coverage in 2019 to 74k.



# OUR KEY ACCOMPLISHMENTS IN 2020

## Neglected Tropical Diseases



The impact of the Neglected Tropical Diseases (NTDs) burden is non negligible, affecting over 1.5 billion people each year around the world, 39% of whom are based in Africa<sup>7</sup>. NTDs are a group of communicable diseases including schistosomiasis and trachoma that can cause death, blindness, disfigurement, chronic pain, cognitive impairment, and other long-term disabilities. These debilitating conditions create obstacles to education, employment, economic growth and overall development for those suffering from them.



In sub-Saharan Africa, the number of people affected by this group of diseases compares to malaria and tuberculosis, yet only 0.6% of global healthcare funding goes to controlling NTDs. NTDs are preventable and treatable, yet greater investment is needed if we want to eliminate these diseases for good.

**600 M**

NTDs affect over 600 million people in Africa<sup>8</sup>

**79%**

of African countries are co-endemic for at least 5 of these diseases<sup>9</sup>

NTDs impact the poorest communities most, resulting in substantial disability, stigma, and loss of livelihood, on top of the deaths caused.

### GROWING THE NO TO NTDs MOVEMENT

In 2019, we launched the 'No to NTDs' movement, an inclusive advocacy campaign which aims to increase awareness, prioritization and national commitment to accelerate the control and elimination of NTDs in Africa.

Achievements include the creation of the NTD coalition of Civil Society Organizations to improve governance at both national and regional levels, build accountability and increase ownership of NTD-related issues.

The objectives at the heart of this movement are to:

1. Increase overall political engagement with NTDs in order to raise more domestic resources for the fight against NTDs.
2. Develop the capacity of civil society organizations (CSOs) to make NTD decision-making spaces more inclusive.
3. Create an enabling environment at the national level so that NTD elimination can be more greatly prioritized.

<sup>7</sup> <https://espen.afro.who.int/>

<sup>8</sup> <https://www.afro.who.int/health-topics/ntds/ntds-can-be-eliminated>

<sup>9</sup> WHO Afro, Regional Strategic Plan for Neglected Tropical Diseases in the African Region 2014–2020





# Neglected Tropical Diseases

## IMPACT OVERVIEW

647

people across Guinea, Niger and Senegal were mobilized through No to NTDs Network, including :

82	80	80	221	125	59
parliamentarians	journalists	prefects and mayors	community leaders	civil society actors	communal technical services

### 8 CHAMPIONS

such as Senegalese Singer-Songwriter Youssou Ndour; Dr Mwelecele Malecela, Director of the Department of Control of Neglected Tropical Diseases; Dr Maria Rebollo Polo, team leader of ESPEN; Dr Canisius Kanangire, Executive Secretary of the African Ministers' Council on Water, Mahamadou Issoufou, President of Niger, Aissata Issoufou Mahamadou, First Lady of Niger, H.E John A. Kufuor, former President of Ghana, and Mrs Sika Bella Kaboré, First Lady of Burkina Faso were engaged

22  
pieces of coverage published

327  
mentions of the #NotoNTDs hashtag  
271  
mentions of #NonauxMTN were recorded on Facebook and Twitter.



# Neglected Tropical Diseases

## GLOBAL ENGAGEMENT

### *Launching the first-ever World NTD Day:*

30<sup>th</sup> January 2020 marked the first ever World NTD Day, bringing together civil society advocates, community leaders, global health experts and policymakers from around the globe. We worked with champions including widely acclaimed Senegalese artist Youssou N'Dour to support the campaign and engaged African youth, encouraging people to say No to NTDs once and for all. This included partnering with ANJ of Senegal, the Youssou Ndour Foundation and Social Change Factory to host a video screening and panel discussion to raise awareness on NTDs and engage Senegalese youth in the fight to eliminate these diseases. This event was attended by over 100 young people from the Dakar region. We also worked in partnership with our CSOs from the Civil Society No to NTDs Network.

In Guinea, our youth activities included hosting an event in collaboration with Jeunesse Secours and Guinea's National NTD Control Program to highlight the risks associated with NTDs in Guinea and provided a platform for individuals affected by one NTD to share their powerful stories and experiences living with these diseases.

Over 4,000 mentions of #WorldNTDDay were generated on social media and widespread media coverage was achieved, reaching an estimated 65 million people.



### *A new WHO Roadmap for the fight against NTDs:*

During the 73<sup>rd</sup> World Health Assembly in November, delegates overwhelmingly endorsed the new WHO road map for Neglected Tropical Diseases for 2021-2030. This road map sets out global targets and actions to align and re-focus the work of countries, partners and stakeholders. The new road map will advance the NTD agenda, with opportunities to stimulate efforts through comprehensive approaches that require multisectoral collaboration. The road map will be launched on January 28<sup>th</sup> 2021.



# Neglected Tropical Diseases

## *Joining together with African Union Experts :*

In March, we joined the African Union, AU Member States and technical partners to discuss their role in providing leadership and coordination in the elimination of NTDs on the continent at the first African Union Experts' Meeting on NTDs in Ethiopia. As a result, the African Union Continental Framework on NTDs is being developed to provide guidance to Member States on fighting NTDs on the continent.

## *Collaborating with ESPEN :*

In 2020, we continued to support the Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN), showcasing the fundamental work the project is doing to mobilize political, technical and financial resources towards NTD elimination and improve access to reliable, high quality data on NTDs.



## CHAMPION AND STAKEHOLDER ENGAGEMENT

## *Engaging high-level leaders :*

This year, our advocacy efforts engaged high-level leaders across Africa on the issue of NTDs. Among others, Mahamadou Issoufou, President of Niger, Aissata Issoufou Mahamadou, First Lady of Niger, H.E John A. Kufuor, former President of Ghana, Dr Mwelecele Ntuli Malecela, Director of the WHO Department of Control of Neglected Tropical Diseases, and Mrs Sika Bella Kaboré, First Lady of Burkina Faso have engaged on this issue and made crucial commitments to accelerate the elimination of NTDs in Africa.

## *CSO Network on NTDs :*

The "Civil Society No to NTDs" network was first formed to improve governance at a national and a regional level, to increase prioritization of NTDs and NTD-related issues and to build accountability. The network now has 12 members from Senegal, Guinea, Niger, and Benin. The network has made incredible efforts to positively impact the fight against NTDs.





# Neglected Tropical Diseases

## MEDIA ENGAGEMENT

### Putting NTDs at the top of the news agenda:

In 2020, our reporting on NTDs totaled 22 pieces of coverage across Africa distributed in *africa.com*, *The Africa Report*, *African Newspaper*, *Espave Dev*, *Health Policy Watch*, *SciDev.net*, and *AllAfrica.com* and highlighting the importance of fighting NTDs and COVID-19, country ownership and sustainability.



### Story from the field:

Abdoulaye Camara, from the Yemounou Caf district of Guinea, has been living with Onchocerciasis for 40 years, and was able to share his experiences with us. He has been blind because of this disease for almost

40 years and has been unable to work or provide income to his family of five. Though he itches and has pain throughout his body due to the disease, it is the stigmatization that has been the most detrimental to his well-being. He is viewed as a sorcerer and has been pushed out of his community. Though he was able to get support in the treatment and management of his Onchocerciasis, his blindness is irreversible, as is the way people view him in the community.



For too long, Neglected Tropical Diseases have been associated with the economic situation of our developing countries. Yet the cost of annual treatment is no more than 290 FCFA per person. We have all the tools we need to achieve elimination. It is no longer acceptable to continue to consider these diseases as Neglected.

**H.E. Mahamdou Issoufou,**  
President of Niger



# OUR KEY ACCOMPLISHMENTS IN 2020

## Malaria

**Malaria continues to be a significant public health issue in sub-Saharan Africa, with the region representing over 90% of all global cases and deaths from the disease<sup>10</sup>.**

**Yet, the fight against malaria faced an unprecedented challenge in 2020, with the arrival of the COVID-19 pandemic. Global lockdowns threatened to cause severe disruptions to insecticide-treated net campaigns, supply-chain bottlenecks and reduced access to tools such as antimalarials. With the World Health Organization (WHO) predicting malaria deaths could double in sub-Saharan Africa in the worst-case scenario, it was critical that countries not only fought to make progress against malaria, but to protect it.**

**Meanwhile, it was crucial that communities in Africa were made aware that they must safely visit a health center to seek treatment for malaria amidst conflicting messaging suggesting people with a fever should stay home to prevent the spread of COVID-19.**

### KEEPING UP MOMENTUM AGAINST MALARIA IN LIGHT OF COVID-19

#### *World Malaria Day goes virtual :*

Speak Up Africa initiated a social media challenge inviting online users and malaria-elimination stakeholders to post images of themselves making a '0' shape with their hands, which was posted by almost 200 users on the day.

#### *Celebrating outstanding efforts of malaria :*

Despite the extraordinary challenges introduced by COVID-19, the majority of planned malaria campaigns were successfully delivered in 2020.

### "ZERO MALARIA STARTS WITH ME" A MOVEMENT FOR A MALARIA-FREE AFRICA

In 2014, Senegal launched Zero Malaria Starts with Me, a campaign to spark a multi-sectoral and society-wide mobilization for malaria elimination. The campaign has since been extended across to 19 countries, led by the African Union Commission and the RBM Partnership to End Malaria.



<sup>10</sup> World Malaria Report 2020, World Health Organization



# Malaria

## IMPACT OVERVIEW



## COUNTRY ENGAGEMENT

### *Zero Malaria movement continues to grow :*

In 2020, as we celebrated two years of the Zero Malaria Starts with Me campaign, an additional 7 countries adopted the movement to launch national campaigns, including Rwanda, Gabon, Kenya and Benin, bringing the total number of countries to 19.



- In 2020, Speak Up Africa worked closely with national malaria control programs and many other partners in Sierra Leone and Ghana to support malaria elimination efforts.



# Malaria

## CHAMPION ENGAGEMENT

### Releasing Sierra Leone's new malaria anthem:

12 popular Sierra Leonean musicians came together to release a new song 'Malaria E Don Wan Dae Na Mi Han'. Contributors included rappers Kao Denero and Drizilik and award-winning folk singer, Fantacee Wiz.



- High-level champions including the First Lady of Ghana H.E Rebecca Akufo-Addo, media personality Gifty Anti, the Mayor of Freetown Yvonne Aki-Sawyer OBE and the Minister of Health and Sanitation of Sierra Leone, were engaged as zero malaria champions.





# Malaria

## PRIVATE SECTOR ENGAGEMENT

### *Launching the Zero Malaria Business Leadership Initiative:*

In partnership with the Ecobank Group and the RBM Partnership to End Malaria, we launched the Zero Malaria Business Leadership Initiative, to boost engagement from Africa's private sector in the fight against malaria. This initiative provides the opportunity for businesses to protect their communities from malaria and support economic growth by advocating for stronger political will, increased funding, and more targeted malaria elimination responses.

Following the RBM Partnership to End Malaria, launch in July, the initiative has been launched in Senegal and Benin, with Burkina Faso targeted for early 2021. 23 organizations have already been engaged to assess their contribution to the reduction and elimination of malaria and help foster domestic resource mobilization for sustained financing of malaria control and elimination programs.



Intensifying collaboration to end malaria on the continent is an imperative as the disease continues to affect our economies. Because African SMEs are the backbone of our economies in sub-Saharan Africa, working with Speak Up Africa will ensure that we involve and empower them, as well as other private sector actors in contributing to increased awareness around malaria in our communities. ”

**Ade Ayeyemi,**  
CEO, Ecobank Group



# Malaria

## STAKEHOLDER ENGAGEMENT

### SIERRA LEONE DECISION MAKERS DECLARE THEIR COMMITMENT:

*As part of the "Malaria e Don Wan Dae Na Mi Han" campaign,*

we convened 72 parliamentarians to meet with the Ministry of Health and Sanitation, aiming to drive their awareness and commitment to the malaria elimination agenda. This resulted in signing declarations of support and the release of a public statement of their intention to advocate for the increase of the health budget from 12% to 15% of government spending and the doubling of funds dedicated to malaria, as well as developing individualized action plans for their advocacy and communications at the constituency and national levels.

- In addition, we convened 150 district level stakeholders in a series of Zero Malaria Leadership Forums in the Kono, Kambia and Moyamba districts, which included local council officials, health officials, religious leaders and paramount chiefs, civil society, media representatives, and other key stakeholders. This was followed by a national forum that engaged 50 key local government stakeholders from across Sierra Leone to declare their support for the elimination of malaria and to plan how to leverage their networks, resources and influence.



To amplify and strengthen the engagement of decision makers, Speak Up Africa has provided a platform for country leaders and Zero Malaria champions to communicate about the campaign and their commitments through local and regional media outlets. These influencers include: First Lady of Ghana, H.E Rebecca Akufo-Addo; Moses Baimba Jorkie, Chairman of the Sierra Leone's Parliamentary Health Committee and Honourable Member of Parliament; Dr. Alpha T. Wurie, Honourable Minister of Health and Sanitation; Yvonne Aki-Sawyerr OBE, Mayor of Freetown; Dr. Samuel Smith, Director of Disease Prevention and Control, and Honourable Paramount Chief Bai Farama Tass Bubu Ngbak IV of Magbema Chiefdom, Kambia Districts.

I urge other mayors across Africa to tackle malaria head on through urban development strategies and encourage more communities to join the growing Zero Malaria Starts with Me movement. ”

**Ms. Yvonne Aki-Sawyerr OBE,**  
Mayor of Freetown



# Malaria

## MEDIA ENGAGEMENT

### Bringing together reporters to end malaria :

Throughout the year, we partnered with organizations in Sierra Leone and Ghana to launch 'Zero Malaria media coalitions', which include a total of 110 journalists. These platforms are supporting journalists to step up and play a crucial role in the advocacy and communications goals of the Zero Malaria Starts with Me movement. As a result, quality reporting on the issue of malaria has increased in these countries, with an overall increase of 3% in total online media coverage on malaria.



- In Sierra Leone, Speak Up Africa produced and disseminated several communications tools to further drive media coverage and exposure of the public to the key campaign messages. This included a radio drama series, a short video on the successful mass bed net distribution campaign, a call-to-action video featuring a wide range of champions, and a short, animated video released for World Mosquito Day, amongst others.

I am delighted to join the Malaria Media Coalition here in Sierra Leone. It is integral that journalists are informed and collaborate with structures such as the National Malaria Control Program and their partners. With new knowledge and up-to-date information about malaria and the Zero Malaria Starts with Me campaign, as well as a platform to work with and support other journalists, the members of this coalition feel empowered and excited to produce journalism that makes a real impact in the fight against the mosquito's deadly bite. ”

**Swaliho Vandi,**  
*National Coordinator of the Network  
of Health Reporters in Sierra Leone*





# Malaria

## STORY FROM THE FIELD

### Moses' story

Following action planning conducted at the District Leadership Forum in Kambia District, Sierra Leone, Moses Kodah, one of the 6 Sierra Leonean Youth Leaders for Health (YL4H) and founder of the Network of Advocacy for Youth Empowerment (NAYE), created a plan to engage schools and communities in the fight against malaria by establishing a network of anti-malaria clubs.

In collaboration with Speak Up Africa, Moses and his organization aims to train 100 youth advocates from across Sierra Leone, spreading the Zero Malaria Starts with Me movement even further.





# OUR KEY ACCOMPLISHMENTS IN 2020

## Immunization

Immunization saves lives and it has the capacity to protect communities and future generations by eliminating diseases. It continues to be the most cost-effective intervention around the world, yet millions die due to vaccine-preventable diseases every year. It is clear that there still remains much to be done and successful immunization programs can strengthen overall health by establishing a foundation for national health systems.

At Speak Up Africa, routine immunization is at the heart of our endeavors across the continent. The positive impact of the management and skill-building tools provided by immunization models cannot be understated, benefitting our health services and enhancing availability of health care resources. At Speak Up Africa, we strive to work both at ground level and the highest political levels to ensure that individual and collective activity will join together with political actions to create long-lasting impact.

### 72%

Over the past five years, immunization coverage in Sub-Saharan Africa has stalled at 72% – far from the goal of 95%<sup>11</sup>.

### 1.5m

1.5m children under five years old around the globe continue to lose their lives each year to vaccine-preventable diseases such as meningitis and Yellow Fever.<sup>12</sup>

<sup>11</sup> <https://www.afro.who.int/news/experts-caution-against-stagnation-immunization-coverage-africa>

<sup>12</sup> <https://www.unicef.org.uk/campaign-with-us/child-health-report/>



SpeakUpAfrica.



# Immunization

## IMPACT OVERVIEW

Speak Up Africa assisted the Ministry of Health and Public Hygiene of Cote d'Ivoire, through its Expanded Programme on Immunization, for the design and implementation of an advocacy campaign in favor of routine immunization in Côte d'Ivoire.

Speak Up Africa engaged religious and traditional leaders in Chad to serve as immunization champions and enhance the profile of routine immunization. These leaders disseminated key messages on their respective platforms.

## INFLUENCER ENGAGEMENT

## STAKEHOLDER ENGAGEMENT

### *Promoting high level voices :*

Speak Up Africa worked with prominent experts such as Dr Magda Robalo, Former Minister of Public Health of Guinea-Bissau to highlight the power of vaccines to not only save lives, but also to transform entire countries for the better.

### *Showcasing Gavi's work across the continent :*

Speak Up Africa worked in partnership with the Gavi Vaccine Alliance in 2020 to raise awareness of its efforts to bring together public and private sectors, with the shared goal of creating equal access to new and underused vaccines for children living in the world's poorest countries. The GAVI Global Vaccine Summit in 2020 heralded a new era of global health collaboration as world leaders showed overwhelming commitment to equitable immunization coverage and global health security in the face of COVID-19.

### *Speak Up Africa joins GAVI's Civil Society Organization :*

Fara Ndiaye, Deputy Executive Director at Speak Up Africa, was appointed as a Steering Committee Member of the GAVI Civil Society Organization Constituency in 2019 and continued to help their strategic direction and policy-making in 2020.

Immunizations have long been viewed as the most cost-effective health intervention known to man. I am delighted to continue my role within Gavi's Civil Society Steering Committee, as we know how important it is that civil societies voices can contribute to the push for universal immunization. If we achieved universal coverage, the impact and benefits would be immense. ”

**Fara Ndiaye,**  
Deputy Executive Director  
at Speak Up Africa



# Immunization

## MEDIA ENGAGEMENT

### *Increased prevalence of immunization in the media :*

Throughout 2020, we continued to build strong relationships with journalists at key pan-African media outlets to advocate for routine immunization across the continent, placing commentary from high-profile leaders in top tier outlets. Fara Ndiaye, in New African Magazine during African Immunization Week in April, called for continued focus on immunization despite COVID-19, to ensure previous progress is not lost. Dr Magda Robalo, then-Minister of Public Health of Guinea-Bissau also marked the GAVI replenishment, writing on how vaccines do not just save lives, but transform countries in Africa, published in Africa Outlook.

### *COVID-19 pandemic response: CSO constituency's call to action*

Last year, we were proud to endorse the call to action from Gavi CSO constituency, which calls for civil society organizations from across the globe to urge governments, donors, pharmaceutical companies and multilateral agencies to take bold and urgent action to guarantee fair and equitable access for all countries.

Speak Up Africa calls for solidarity and coordination among the global health community. The only way to mitigate the COVID-19 pandemic is through robust and resilient health systems, concerted risk reduction measures, uninterrupted essential health and social protection services, and data-driven solutions that reflect local realities.

## KNOWLEDGE SHARING

### *Educating on immunization lessons learned :*

In support of the regional dynamics which aim to share best practice, Speak Up Africa has developed a publication around key immunization lessons learned in French-speaking countries. This publication includes learnings for each component, ranging from increased immunization coverage to communication. The skills and values learnt through these lessons can be used by African immunization programs to increase their performance.

### *Champion building*

In 2020, Speak Up Africa supported the Gavi Civil Society Steering Committee, ACTION, the global health advocacy partnership and Save the Children with an advocacy, public speaking and media skills training, enabling successful applicants to powerfully advocate to end vaccine-preventable deaths and ensure every child is reached with immunization. The training, which took place in Nairobi, Kenya, included discussions and participatory exercises on advocacy skills and tactics, media engagement, interview techniques, message development & delivery, and social media.



# OUR KEY ACCOMPLISHMENTS IN 2020

## Child health

**Sustainable Development Goal 3.2 seeks to end preventable deaths of newborns and children under 5, yet in 2019, an estimated 5.2 million children under 5 years around the world died from diseases that were entirely curable. Children's health has made remarkable progress in sub-Saharan Africa since 2000, but mortality amongst children under 5 years old is still 14 times higher than children from developed regions.**

**Issues such as malaria, child pneumonia and diarrhea continue to cause preventable fatalities, and more must be done to address this pressing issue. Enabling children to achieve their full development and live healthy lives is a human right – one in which we must all work together to ensure is our top priority. Whenever research aims to investigate any intervention in children or marginalized and vulnerable communities, let alone the broad distribution of an antibiotic, clear, careful and coordinated communications is essential for ensuring public trust in the research and sustained support from in-country partners and local governments.**

### STAKEHOLDER ENGAGEMENT

#### *REACH AVENIR: Advocating to protect the lives of under 5's :*

In November 2020, the Republic of Niger announced the launch of a mass drug administration initiative of Azithromycin (AZT), an antibiotic used to treat several bacterial infections, to help prevent child deaths across the country. This initiative is led by the research program Resiliency through Azithromycin for Children (REACH). Five of Niger's eight regions will be targeted to receive full treatment between 2020 – 2022.

Supported by Speak Up Africa, the Ministry of Public Health Niger, the Centre for Research and Interventions in Public Health (CRISP) and the Francis I. Proctor Foundation at the University of California San Francisco, the REACH AVENIR project will see children in five of the eight regions across Niger receive the full course of antibiotics to drive the best possible health outcomes for Nigerien children.

Speak Up Africa also supported the work of REACH SARMAAN in Nigeria, targeting children between 1 – 11 months old. Speak Up Africa supported the design of the advocacy strategy for REACH SARMAAN.





## OUR BROADER IMPACT: CONTRIBUTING TO THE SDGs & THE DECADE OF ACTION IN AFRICA

### Engaging with CSOs across the continent: Advocacy & Communications Training

Our newly developed training program for Civil Society Organizations aims to strengthen CSOs' advocacy and strategic communication capacities. Following the inaugural training of 12 CSOs in 2020, this year we will roll out additional sessions and new modules to facilitate progress to improve key health challenges in Africa.

### Highlighting credible research and innovation: African Voices of Science

As part of the COVID-19 response, it is crucial to tackle the spread of misinformation across Africa through accurate and factual reporting. Our initiative, 'African Voices of Science' aims to work with leading scientists to champion research and development in Africa to generate an open public discourse on key health challenges and solutions. The initiative will begin in early 2021 and highlight the work of credible and renowned African scientists and health experts.

### Calling on Young African Innovators in Health

We worked in partnership with the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) to establish the first Africa Young Innovators for Health Award. Launched at the 3rd Galien Forum Africa, the initiative provides a unique opportunity for young African entrepreneurs working on innovative solutions for healthcare workers. Helping them to reach their full potential, the initiative provides them with financial, social and human capital support. More information at: [www.africayounginnovatorsforhealth.org](http://www.africayounginnovatorsforhealth.org)

### Engaging with media across the continent

We continue to build our media relationships across local, national and pan-African publications to aid our mission in advocating for Africa's development. In 2020, we cemented new strategic media partnerships and strengthened existing ones to drive quantity and quality of media coverage around the SDGs.



# WORKING ON OUR COLLECTIVE IMPACT: OUR STRATEGIC PARTNERS

## Our funding partners



BILL & MELINDA  
GATES foundation



newventurefund



## Our strategic partners



## Our media partners



SpeakUpAfrica.

## OUR TEAM MEMBERS AND ADVISORS



*Yacine Djibo*  
Founder & Executive  
Director



*Fara Ndiaye*  
Deputy Executive  
Director



*Ali Sidikou*  
Director of Finance



*Carina E. Ndiaye*  
Director of Strategic  
Operations



*Maelle Ba*  
Strategic Communication  
Manager



*Yaye Sophietou Diop*  
Advocacy  
Manager



*Aida Kabo*  
Program Officer



*James Wallen*  
Program Officer



*Gráinne Hutton*  
Program Officer



*Didier N'Sougne*  
Strategic Communication  
Officer



*Papa Momar  
Sokhna Touré*  
Research and Policy  
Associate



*Franz Okey*  
Advocacy Officer



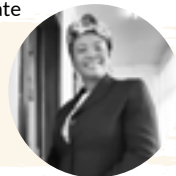
*Marieme Sy*  
Advocacy Officer



*Roukiattou Ouedraogo*  
Advocacy Officer



*Assiétou Diop*  
Program Officer



*Muniratu Venu*  
Malaria Focal Point  
in Ghana



*Aminata Kane  
Balde*  
Malaria Focal Point  
in Sierra Leone



*Bara Mbaye*  
Creative Content Manager



*Angelo Zogo  
Menye*  
Graphic Designer



*Mame Cheikh  
Mbaye*  
Graphic Designer



*Roxane Fian*  
Production Associate



*Nadia Rozendaal*  
Senior Advisor



*Siaka Traoré*  
Accountant



*Seynabou Diagne*  
Finance Manager



*Anta Gaye*  
Office Manager



*Anta Mbodji*  
Office Manager



*Marième Ndiaye*  
Administrative  
Assistant



## LOOKING AHEAD TO 2021

**2020** has undoubtedly been an unprecedented and unexpected year for all of us, presenting new challenges in our journey to drive sustainable development for the continent.

Despite these challenges, we see an incredible opportunity in 2021 to catalyze action towards the achievement of SDGs in Africa.

We look forward to strengthening our partnerships at global, regional and country level and creating new ones, building capacity for Civil Society Organizations and other groups on the ground, and working together to mobilize resources in-country.

Our engagement with the private sector will continue to be a priority and remain critical too, and we look forward to engaging more businesses across the continent to play their role in the progress towards the Sustainable Development Goals.

We also remain committed to our goal of amplifying and enabling African voices to encourage country leaders to take action on key health and development issues. In particular, we look forward to our new African Voices of Science Initiative to promote research and development and encourage scientific innovations as public discourse in Africa. We also look forward to awarding our first ever Africa Young Innovators for Health Award and supporting the work of pioneering young entrepreneurs.

In 2021, we will celebrate the 10-year anniversary of Speak Up Africa – a decade of working towards sustainable development for our incredible continent. Thank you for your continued support and action, and we look forward to commemorating this milestone with you.

*In 2021, we will  
celebrate the 10-  
year anniversary  
of Speak Up  
Africa*



**SpeakUpAfrica.**