

STAY  
SAFE

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

## THE STAY SAFE AFRICA CAMPAIGN

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

**We are 1 billion. We are one.**



### OBJECTIVES



**Unite multiple sectors** in the pan-African response to the pandemic



**Create a mass media, digital communications and advocacy campaign** using influential figures to deliver key preventative messages



**Support the African Union and Africa CDC** in mobilizing resources for the Africa COVID-19 Response Fund

### STRATEGY



**Social media** and targeted action campaign



**Cross-sectoral partnerships**



**Partners' platforms**



**Community, youth and influencers' engagement**

### OUR KEY INITIATIVES



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



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



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



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



**Stay connected:** A bi-weekly coverage tracker powered by Globesight highlighting the latest news and analysis on the COVID-19 pandemic across Africa.

## SPOTLIGHT ON THE CONFEDERATION

## OF AFRICAN FOOTBALL

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



## LEADERS SPEAK UP

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



**Ade Ayeyemi**  
CEO of Ecobank



**Abdelmounaim Bah**  
Acting CAF General Secretary



**Eloïne Barry**  
CEO of African Media Agency



**Maty Dia**  
Board Member, Gavi



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



**Yacine Djibo**  
Founder and Executive Director of Speak Up Africa



**Amadou Gallo Fall**  
NBA Africa Managing Director



**Mo Ibrahim**  
Founder of the Mo Ibrahim Foundation



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



**Kabirou Mbodje**  
CEO of Wari



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



**Thoko Pooley**  
Director, Uniting to Combat NTDs



**Taufiq Rahim**  
Executive Director of Globesight



**Fatma Samba Diouf Samoura**  
FIFA Secretary General



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



**Rajah Diouri Sy**  
Director of Special Olympics Senegal



**Elhadj As Sy**  
Chair of the Kofi Annan Foundation Board

## STRATEGIC PARTNERS

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



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

