



ZERO MALARIA STARTS WITH ME.

Background.

The Zero Malaria Starts with Me campaign is a nationwide citizen movement for the elimination of malaria in Senegal. It is part of an inclusive advocacy strategy aimed at increasing awareness in the population and making malaria elimination a priority at the highest levels of the government.

Objectives



Build political commitment at the highest levels of the Senegalese government.



Mobilize the private sector.



Build awareness and inform community through Zero Malaria community champions.

Achievements



37 pledges signed by national and international opinion leaders.



53 pledges signed by local elected representatives in all 53 communes.



50 pledges signed by the members of the 12th Parliament



88 pledges signed by the members of the High Council of Local Government Authorities



2 roundtables with private sector companies committed to supporting the National Malaria Control Program (NMCP).



14 companies have formed a private sector coalition for the elimination of malaria in Senegal.



16 072 people reached by Zero Malaria community champions in the Pikine Health District through 3125 home visits and 82 sensitization sessions.



32 clean-up and sanitation organized by Zero Malaria community champions in the Pikine Health District.



1800 LLINs distributed to communities.



A travelling photo exhibit shown in 20 sites in Senegal.



27 awareness events.



BEHAVIOR CHANGE COMMUNICATION AND CAPACITY BUILDING.

Malaria elimination requires a universal commitment. In order to keep communities aware and committed, a program using community volunteers was launched. In support of the activities implemented by health districts and their partners, the program aims to provide coaching and capacity building for people who seek to contribute or are already contributing to improving the health and living conditions of their communities and help to eliminate malaria in Senegal.

The role of the community champions



Educate and inform communities.



Contribute to vector control.



Ensure coordination and alignment with the health pyramid.



Create a network of change agents.