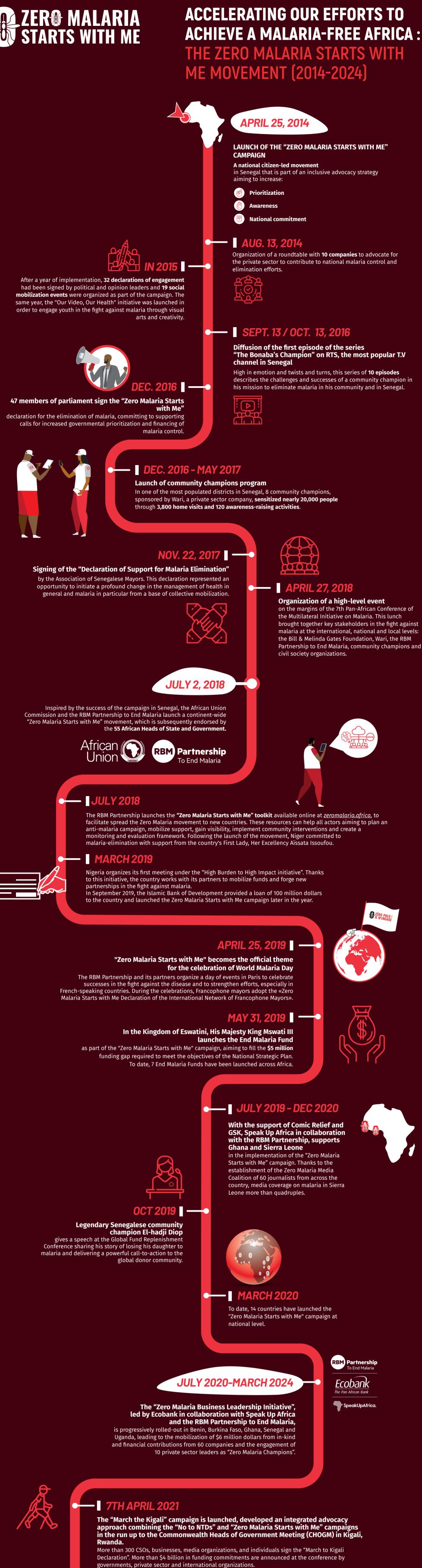


ACCELERATING OUR EFFORTS TO ACHIEVE A MALARIA-FREE AFRICA:





Canal+ Group begins their journey in support of the Zero Malaria Starts with Me campaign, helping to produce and broadcast the "Zero Palu Ensemble" concert featuring African stars, and the "Vaincre le Paludisme" documentary. Canal+ Group and Canal+ Senegal have since been supporting malaria control

MARCH 2022

patients).

APRIL 2022 -

Me campaign.

APRIL 2021

efforts through offering free TV spots to raise awareness and providing mosquito nets to vulnerable groups in Senegal. As of 2023, their contributions are valued at over \$1.2 million.



A series of innovative advocacy interventions following the launch of the campaign in Benin,

leading to the government's decision to increase their funding for malaria control by 140% in 2023 and an additional 20% in

The Zero Malaria Campaign Coalition (ZMCC) is launched in Kenya to lead the Zero Malaria Starts with

In Uganda, the Zero Malaria Business Leadership Initiative is launched and is fully integrated into Malaria Free Uganda, with the Managing Director of Ecobank Uganda joining as a board member, and

strengthening of blood transfusion services (much needed by malaria

now board co-chair. In 2022 and 2023, collective private sector mobilization efforts raised \$40,000 in cash to support the



2024.

2022-2023

APRIL 2023

SEPT 2022

Fund Replenishment Conference.

Formation of the Local Elected Officials Against Malaria

(ELCP) association as a result of the "Zero Malaria Starts with the Diaspora" event is held in the run-up to the Global

The Zero Malaria Football Club is launched, led by Co-Captains Luis Figo and FIFA and CAF legend Khalilou Fadiga, aiming to increase awareness of the disease, communicate the need for urgent action especially among young people, and increase pressure on policymakers to act. In January 2024, the Zero Malaria FC activations during AFCON 2024 generated

close to 37 million USD in PR value.

OCT 2023

APRIL 2024 | -

Malaria Starts with Me campaign.



JULY 2023

celebrates 10 years since its launch in Senegal. **APRIL 2025** —

Burkina Faso becomes the first francophone African country to launch an End Malaria Council under the name "National Multisectoral

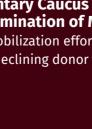
The "Zero Malaria Starts with Me" campaign

The 5th anniversary celebration of the Pan-African launch of the Zero

MAY 2025 -The francophone chapter of the "Zero Malaria: Change the Story" campaign is launched on the sidelines of the Africa CEO Forum,

Committee for the Elimination of Malaria" (CONAMEP).

JUNE 2025 | -Benin launches a Parliamentary Caucus for the **Elimination of Malaria** to support national resource mobilization efforts in the context of declining donor funding.





AFRICA

FORUM



JOIN THE ZERO MALARIA STARTS WITH ME MOVEMENT VISIT WWW.ZEROMALARIA.AFRICA AND DECLARE #ZEROMALARIASTARTSWITHME







