



APRIL 25, 2014

LAUNCH OF THE "ZERO MALARIA STARTS WITH ME" CAMPAIGN

A national citizen-led movement in Senegal that is part of an inclusive advocacy strategy aiming to increase:

- 1. Prioritization
- 2. Awareness
- 3. National commitment

AUG. 13, 2014

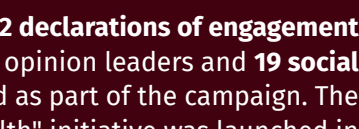
Organization of a roundtable with **10 companies** to advocate for the private sector to contribute to national malaria control and elimination efforts.



SEPT. 13 / OCT. 13, 2016

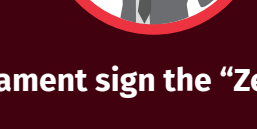
Diffusion of the first episode of the series "The Bonaba's Champion" on RTS, the most popular TV channel in Senegal

High in emotion and twists and turns, this series of **10 episodes** describes the challenges and successes of a community champion in his mission to eliminate malaria in his community and in Senegal.



IN 2015

After a year of implementation, **32 declarations of engagement** had been signed by political and opinion leaders and **19 social mobilization events** were organized as part of the campaign. The same year, the "Our Video, Our Health" initiative was launched in order to engage youth in the fight against malaria through visual arts and creativity.



DEC. 2016

47 members of parliament sign the "Zero Malaria Starts with Me" declaration for the elimination of malaria, committing to supporting calls for increased governmental prioritization and financing of malaria control.

DEC. 2016 - MAY 2017

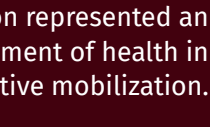
Launch of community champions program

In one of the most populated districts in Senegal, **8 community champions**, sponsored by Wari, a private sector company, sensitized **nearly 20,000 people** through **3,800 home visits** and **120 awareness-raising activities**.



NOV. 22, 2017

Signing of the "Declaration of Support for Malaria Elimination" by the Association of Senegalese Mayors. This declaration represented an opportunity to initiate a profound change in the management of health in general and malaria in particular from a base of collective mobilization.

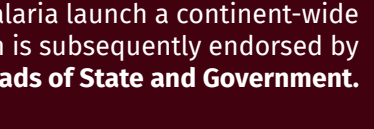
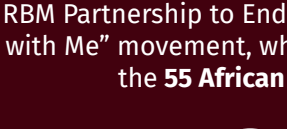


APRIL 27, 2018

Organization of a high-level event on the margins of the 7th Pan-African Conference of the Multilateral Initiative on Malaria. This lunch brought together key stakeholders in the fight against malaria at the international, national and local levels: the Bill & Melinda Gates Foundation, Wari, the RBM Partnership to End Malaria, community champions and civil society organizations.

JULY 2, 2018

Inspired by the success of the campaign in Senegal, the African Union Commission and the RBM Partnership to End Malaria launch a continent-wide "Zero Malaria Starts with Me" movement, which is subsequently endorsed by the **55 African Heads of State and Government**.



JULY 2018

The RBM Partnership launches the "Zero Malaria Starts with Me" toolkit available online at zeromalaria.africa, to facilitate spread the Zero Malaria movement to new countries. These resources can help all actors aiming to plan an anti-malaria campaign, mobilize support, gain visibility, implement community interventions and create a monitoring and evaluation framework. Following the launch of the movement, Niger committed to malaria-elimination with support from the country's First Lady, Her Excellency Aïssata Issoufou.

MARCH 2019

Nigeria organizes its first meeting under the "High Burden to High Impact initiative". Thanks to this initiative, the country works with its partners to mobilize funds and forge new partnerships in the fight against malaria. In September 2019, the Islamic Bank of Development provided a loan of 100 million dollars to the country and launched the Zero Malaria Starts with Me campaign later in the year.



APRIL 25, 2019

"Zero Malaria Starts with Me" becomes the official theme for the celebration of World Malaria Day

The RBM Partnership and its partners organize a day of events in Paris to celebrate successes in the fight against the disease and to strengthen efforts, especially in French-speaking countries. During the celebrations, Francophone mayors adopt the «Zero Malaria Starts with Me Declaration of the International Network of Francophone Mayors».



MAY 31, 2019

In the Kingdom of Eswatini, His Majesty King Mswati III launches the End Malaria Fund as part of the "Zero Malaria Starts with Me" campaign, aiming to fill the \$5 million funding gap required to meet the objectives of the National Strategic Plan. To date, 7 End Malaria Funds have been launched across Africa.



JULY 2019 - DEC 2020

With the support of Comic Relief and GSK, Speak Up Africa in collaboration with the RBM Partnership, supports Ghana and Sierra Leone in the implementation of the "Zero Malaria Starts with Me" campaign. Thanks to the establishment of the Zero Malaria Media Coalition of 60 journalists from across the country, media coverage on malaria in Sierra Leone more than quadruples.



OCT 2019

Legendary Senegalese community champion El-hadji Diop gives a speech at the Global Fund Replenishment Conference sharing his story of losing his daughter to malaria and delivering a powerful call-to-action to the global donor community.



MARCH 2020

To date, **14 countries** have launched the "Zero Malaria Starts with Me" campaign at national level.

JULY 2020-MARCH 2024

The "Zero Malaria Business Leadership Initiative", led by **Ecobank in collaboration with Speak Up Africa and the RBM Partnership to End Malaria**, is progressively rolled-out in Benin, Burkina Faso, Ghana, Senegal and Uganda, leading to the mobilization of \$6 million dollars from in-kind and financial contributions from 60 companies and the engagement of 10 private sector leaders as "Zero Malaria Champions".



7TH APRIL 2021

The "March the Kigali" campaign is launched, developed an integrated advocacy approach combining the "No to NTDs" and "Zero Malaria Starts with Me" campaigns in the run up to the Commonwealth Heads of Government Meeting (CHOGM) in Kigali, Rwanda.

More than 300 CSOs, businesses, media organizations, and individuals sign the "March to Kigali Declaration". More than \$4 billion in funding commitments are announced at the conference by governments, private sector and international organizations.

CANAL+

APRIL 2021

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 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.

APRIL 2022

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



SEPT 2022

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 Fund Replenishment Conference.

2022-2023

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 2024.



MARCH 2022

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 now board co-chair. In 2022 and 2023, collective private sector mobilization efforts raised \$40,000 in cash to support the strengthening of blood transfusion services (much needed by malaria patients).



APRIL 2023

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.

JULY 2023

The 5th anniversary of the Pan-African launch of the Zero Malaria Starts with Me campaign is held in Dakar, Senegal. Youth leaders from across Africa gather to draft an official statement on behalf of African youth.

5th Anniversary

OCT 2023

Togo becomes the 29th African country to launch the Zero Malaria Starts with Me campaign.



APRIL 2024

The "Zero Malaria Starts with Me" campaign celebrates **10 years** since its launch in Senegal.



ZERO MALARIA STARTS WITH ME

JOIN THE ZERO MALARIA STARTS WITH ME MOVEMENT AND DECLARE #ZEROMALARIASTARTSWITHME