

A BIG PUSH AGAINST MALARIA IN THE FRANCOPHONE WORLD



 **ZERO MALARIA
STARTS WITH ME**

BENIN: ON THE ROAD TO ZERO MALARIA

MALARIA WORLDWIDE IN 2024

282
million
cases

95%
of cases
and deaths
occur in
the WHO
African
Region

75%
of deaths
affect
children
under 5

Since 2015 :
+23%
increase
in cases

610 000
deaths

Malaria remains a global emergency, and its elimination must be a priority in Africa.

MALARIA IN BENIN

- Approximately 2 million cases per year
- Approximately 2,000 deaths per year
- Leading cause of consultation and hospitalization
- Leading cause of death among children under 5 and pregnant women

Malaria remains a major public health challenge in Benin.

THE “ZERO MALARIA STARTS WITH ME” MOVEMENT



Launched in Senegal in 2014 on World Malaria Day, “Zero Malaria Starts with Me” is a citizen-driven movement aimed at making malaria elimination a national political priority.

In 2018, at the African Union Summit, Heads of State and Government adopted the campaign, reaffirming a clear commitment: ending malaria in Africa by 2030.

Today:

- **Over 30 African countries have launched the initiative**
- Strong mobilization of governments, private sector, civil society, and communities
- Key message: malaria elimination must be a continental priority, and all sectors of society have a role to play

MALARIA IN FRANCOPHONE COUNTRIES



- **13% of the global population at risk** of malaria lives in francophone countries
- **42% of global malaria cases** are recorded in these countries, approximately 118 million cases in 2024
- **40% of malaria-related deaths** occur in this region

BENIN: AN ADVOCACY STRATEGY THAT IS CHANGING THE GAME

2020–2021: LAYING THE FOUNDATION

- Launch of the “Zero Malaria Starts with Me” campaign
- Mobilization of public, private, and community sectors
- Adoption of a national advocacy plan
- A multisectoral approach from the outset.

2022: A POLITICAL TURNING POINT

- High-level state engagement, including Vice President patronage of a photo exhibition
- Engagement of parliamentarians
- Strengthened budget dialogue (Parliament–Government–Private sector)
- +140% increase in national budget: from \$1.7M to \$4.1M
- Advocacy becomes a concrete financing lever.

2023–2024: STRUCTURING AND SCALING THE FIGHT AGAINST MALARIA

- Creation of the ‘Zero Malaria’ Civil Society Coalition
- Establishment of the Zero Malaria Fund and its management committee
- Launch of the Mayors’ Alliance for Malaria Elimination
- Launch of the ALMA Youth Corps in Benin
- +20% budget increase in 2024, reaching approximately \$4.9M
- A mobilization from national to local levels.

2025: ACCELERATING AND SUSTAINING EFFORTS

- Creation of the Parliamentary Caucus for Malaria Elimination
- Resource mobilization with local private sector companies
- Launch of the Voix Essentielles initiative
- +28.5% budget increase, reaching \$6.3M
- Malaria becomes a sustained political priority.

2026: STRENGTHENED POLITICAL COMMITMENT

- Creation of the National Agency for Malaria and Mosquito Control under the authority of the President
- Strengthened public-private-multistakeholder partnerships for domestic resource mobilization
- Malaria is a top priority at the highest level of government.

A MAJOR FINANCIAL IMPACT...

Over 3 years, the national malaria budget has quadrupled, increasing from \$1.7M to \$6.3M.

...AND TANGIBLE RESULTS FOR COMMUNITIES

Between 2022 and 2024:

- Incidence decreased from 21% in 2023 to 17% in 2024
- Overall malaria burden declined: 139 cases per 1,000 people in 2024, down from 218 in 2022

Proof that investment saves lives.

A COLLECTIVE MOBILIZATION

Success driven by:

- Government
- Parliamentarians
- Local authorities
- Private sector
- Civil society
- Communities
- Researchers
- Media

A coordinated and inclusive response.



SpeakUpAfrica.

Speak Up Africa is a pan-African advocacy and strategic communications organization working to accelerate sustainable progress in health and development across Africa. Through campaigns, partnerships, and the mobilization of influential leaders, Speak Up Africa helps make malaria a political and financial priority and supports countries in their path toward elimination. More information: www.speakupafrica.org

Key points

- Malaria is a fully preventable and treatable disease
- When advocacy is strategic, funding follows
- When funding increases, cases decline
- When all stakeholders act, elimination becomes possible

Download **A Big Push Against Malaria in the Francophone World** from:

<https://www.speakupafrica.org/a-big-push-against-malaria-in-the-francophone-world/>

