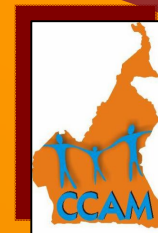


Cameroon Coalition Against Malaria



# CAMEROON COALITION AGAINST MALARIA, CCAM

BY  
ESTHER TALLAH  
MANAGER, CCAM

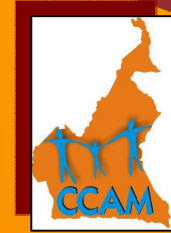
To decide is to win, Together lets make malaria a disease of the past  
Paris, Sept 10, 2008



[www.cameroon-coalition-malaria.org](http://www.cameroon-coalition-malaria.org)



# INTRODUCTION



- ◆ Cameroon affiliate of *Malaria Consortium*, thanks to GlaxoSmithKline funds.
- ◆ Is a non-political, non-governmental, and not-for-profit organization, registered in Cameroon as an association.



# Vision

*A Cameroon in which people no longer suffer and die of malaria due to lack of access to malaria education, prevention and treatment.*

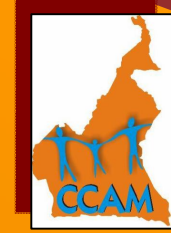




# Goal

*Reduce deaths and suffering attributable to malaria in Cameroon by increasing mobilizing efforts to secure a comprehensive and sustained response to malaria.*

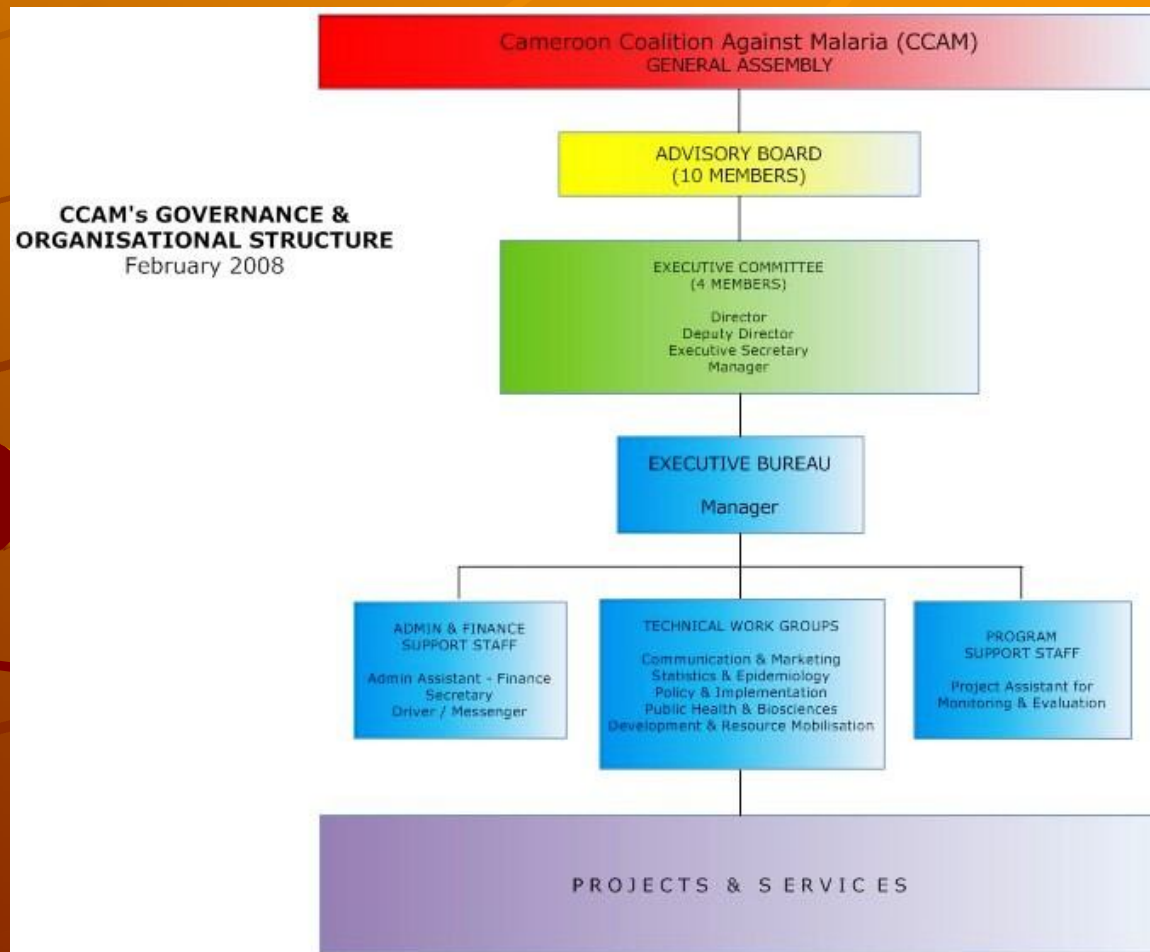


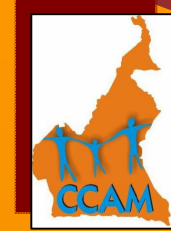


# Objectives

- ✦ *Strengthen the capacity of civil society and partners to mobilize political support and increase resource allocations for malaria,*
- ✦ *Enhance the capacity of **Civil Society Organizations** (CSOs) involved in the fight against malaria in Cameroon with strengthened links for coordinated advocacy and resource mobilization,*
- ✦ *Increase media coverage and policy debates on malaria,*
- ✦ *Unify CSO/NGO actions at country level using effective technical approaches, and*
- ✦ *Enable and support malaria activists.*

# Structure





# Membership

**61 organisations signed in as members of CCAM, ranging from UN agencies, international NGOs, national organisations some of them networks, and grassroots organisations**

**Aslo 96 individuals**

# Context



- ◆ The project took off with funding from pharmaceutical giant, **GlaxoSmithKline** under its *Africa Malaria Partnership* Programme. The project is implemented internationally by *Malaria Consortium* under its *Mobilizing For Malaria* initiative, in *Cameroon and other countries*.

# Highlights Of CCAM

## Achievements: Initiation



- ◆ Effective take off CCAM project activities as from January 2007 after the creation of the Association in September 2006
- ◆ Creation of work groups through which members volunteer services to support the work of CCAM
- ◆ Creation and strengthening of ties with stakeholders in the fight against malaria

# Highlights Of CCAM

## Achievements: Partnership



- ✦ membership of 61 organisations and 96 individuals
- ✦ Creation of the *Cameroon Media Against Malaria*, (CAMAM). It has since gone operational with chapters active in all 10 provinces of Cameroon
- ✦ CCAM has since offered office equipment and malaria advocacy training to CAMAM members to enable them carry out their work
- ✦ Great coverage by CAMAM members of the official presentation of the new malaria treatment option and the *2007/2008 Africa/World Malaria Day* following invitation by the NMCP

# Highlights Of CCAM

## Achievements: Partnership



- ◆ Designation of two famous artists, Grace Decca and Ottou Marcelin as *Malaria Ambassadors* to boost the fight against the disease
- ◆ Co-Organization of a two-day scientific congress of stakeholders at which researchers shared findings on malaria. These findings were shared with the wider public during celebrations marking *Africa Malaria Day* while the local media also gave them a lot of publicity.
- ◆ Participation/member of *Central African Roll Back Malaria Network (CARN)*
- ◆ Member National RBM Committee
- ◆ Partnership with NMCP: a. GFR7/8 proposal development, b. capacity building Home Based Management of malaria GFR5 implementation, c. development of 2<sup>nd</sup> generation National Strategic plan for malaria, etc, etc

# Highlights Of CCAM

## Achievements: Partnership



- ✦ Strides made in supporting partners to integrate malaria in their respective programs with great success through capacity building and support (InterNAP, CASA, AAA, ReCAP+, etc)
- ✦ CCAM participation at different national and foreign forums at which experiences were shared and a lot of knowledge acquired (National RBM committee meetings, GF Board meeting, international advocacy meetings Zambia/Mali, etc)
- ✦ Hosting of study tour on malaria by European Parliamentary Forum (EPF) delegation to Cameroon.
- ✦ Parliamentary working group on malaria, and the orientation of members on malaria

# Highlights Of CCAM

## Achievements: Information



- ✦ Institution and regular holding of *Malaria Press Club* activities by CAMAM members in order to raise awareness on malaria.
- ✦ The setting up and equipment of CCAM's Resource Centre to make available to the public information on malaria and related diseases
- ✦ Production of 6 monthly magazine "About Malaria"
- ✦ Production of the "Guide Pratique du Paludisme"
- ✦ Production of posters on malaria
- ✦ Coordinated & organised CSO partners to write malaria proposal for GFR8



# Key Challenges

- ◆ Difficulties to mobilise funds
- ◆ Member organisations give priority to their regular business and have little time for CCAM even though very much appreciate the achievements



# LESSONS LEARNT



- ✦ Malaria is the silent killer which is recognised by all but unfortunately receiving little attention

## Elements for success

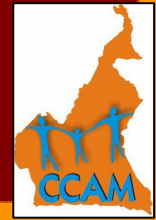
Capacity building is key

Partnerships permit wider reach and coverage when CCAM provide the technical and/or financial support for malaria interventions

## External perception

- ✦ Funding agent
- ✦ Capacity building agent







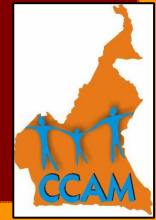




[www.cameroon-coalition-malaria.org](http://www.cameroon-coalition-malaria.org)



[www.cameroon-coalition-malaria.org](http://www.cameroon-coalition-malaria.org)



[www.cameroon-coalition-malaria.org](http://www.cameroon-coalition-malaria.org)

