



*Social mobilisation through edutainment  
in Ethiopia*

# PROJECT BRIEF

## Advocacy Partnership

The aim of this project was to help strengthen and advance efforts to engage with civil society in Ethiopia through the activities of the Coalition Against Malaria in Ethiopia advocacy partnership in the fight against malaria

### COUNTRY

Ethiopia

### DONOR

GlaxoSmithKline  
Sumitomo Chemical Plc

### LENGTH OF PROJECT

One year (completed)

### PARTNERS

Woinu Curtain, Coalition of Media Against Malaria in Ethiopia (CMAME), The Federal Ministry of Health (FMOH), MACEPA/PATH and Civil Society Organisations

### PROJECT OUTLINE

By raising public and political awareness, building local and national coalition movements and engaging community groups in the fight against malaria, real progress can be achieved with greater speed. Supporting such movements and coalitions is a primary responsibility for all.

Initiated originally by Malaria Consortium, the Coalition Against Malaria in Ethiopia (CAME) was established in 2006 with the primary goal of broadening the partnership among those shaping the response to malaria. The private sector and HIV/AIDS Association networks have been successfully included in the malaria cause.

The Coalition secretariat has established a resource centre and built the capacity of members to be able to advocate effectively about malaria. CAME also actively represents its members both

at national and international level by partnering and working with other civil society groups including the African Union, faith-based organisations, and teaching and research institutes.

CAME now has a membership of 72 organisations and incorporates the Coalition of Media Against Malaria in Ethiopia (CMAME), which works to train and inform journalists about issues associated with malaria. CAME collaborates with, and is a key stakeholder in, the National Malaria Control Programme, the Roll-Back Malaria regional network and other domestic coordination bodies. It represents a united Ethiopian voice on malaria, engages proactively with the private and public sectors and reaches out to other health and development related groups and networks for synergy and maximum impact.



*Youth participation in a question and answer session on malaria*

## ACHIEVEMENTS

Through CMAME, CAME seeks new and effective ways of using the media in the fight against malaria. This project supports that initiative by:

- Building the capacity of advocates for malaria prevention and control
- Carrying out operational research
- Strengthening the National Malaria Resource Centre
- Producing a CAME newsletter
- Supporting the administration of the CAME membership
- Supporting representation by CAME at key meetings and events



*Malaria Consortium established CAME in 2006*

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**malaria consortium**  
*disease control, better health*