

# African Coalitions Against Malaria

## Mobilising civil society for better health

Malaria remains one of the biggest killers of African children under the age of 5. Pregnant women are also highly vulnerable. Some Ministries of Health spend nearly half their budgets on tackling the disease and the human cost and effect on families is incalculable.

Many stakeholders are working in different ways to address the disease but it is civil society in endemic countries that often has the most powerful influence on the drive to eliminate malaria.

Despite successes in the fight against the disease, obstacles to progress are many and varied. Some of the solutions are simple and low cost, such as long-lasting insecticidal nets and artemisinin combination therapy (ACT). Accurate diagnosis and better health systems would also improve the shocking mortality figures experienced in endemic countries.

By raising public and political awareness, building local and national coalition movements and engaging community groups, real progress can be achieved with greater speed. Supporting such movements and coalitions is a primary responsibility for all and this case study represents a demonstration of the value of this support.

Mobilising for Malaria (M4M) was a three year (2006-09) Malaria Consortium advocacy programme supported by GlaxoSmithKline's African Malaria Partnership. The aim of the programme was to raise awareness of the disease in Europe and Africa through supporting civil society and the media.

National Coalitions Against Malaria were established in Africa and they now collaborate with National Malaria Control Programmes, Roll-Back Malaria Regional Networks and other coordination bodies. They represent a united voice on malaria, engage proactively with private and public sector actors and reach out to other health and development-related groups for synergy and maximum impact. M4M has proven to be a highly successful advocacy model that has resulted in significant progress in Africa during its three-year lifespan. M4M

also supported coalitions in the north, in France and in the UK, as well as a series of smaller advocacy innovation grants in Africa.

**malaria consortium**  
disease control, better health



Pedro Sa Da Bandeira

## Lessons learned

- Inclusive National Coalitions Against Malaria are very successful vehicles for advancing comprehensive malaria advocacy.
- Coalitions succeed when they have effective secretariats that proactively engage all members and stakeholders in strategic advocacy planning, outreach and training activities.
- The creation of media coalitions is highly effective in inspiring increased media coverage.
- Work with parliamentarians must be sustained and proactive, following the lead of the Cameroon Coalition Against Malaria.
- Resource centres or local knowledge pools in malaria endemic countries are essential for advocacy that is nationally and locally relevant. These centres need sustained funding and commitment to support the work of advocates, media and parliamentarians.
- Active engagement of HIV/AIDS organisations must continue in order to broaden the base of the fight against malaria.
- The private sector and religious groups must continue to be mobilised.
- Successful campaigns based around World Malaria Day (April 25th) and other national and regional days can be built upon in future years to become dependable awareness raising opportunities.

# Ethiopia

## heightening public and media awareness

Established in 2006, the Coalition Against Malaria in Ethiopia (CAME) has successfully brought together over 70 organisations working collectively on the issue of malaria. A primary goal was to broaden the partnership of those shaping the response to malaria and this is manifested in the Coalitions' work with the private sector and with People living with HIV/AIDS Association networks. Activities focused on establishing its structure and presence through a Secretariat, and then turned to recruiting and building the capacity of members for efficient malaria advocacy.

The Coalition established an information resource centre for members to use and also established a separate Coalition of Media Against Malaria (CMAME), which specifically builds the media's capacity to report on this issue. The Coalition actively represents its members both at national and international level by partnering and working with other civil society groups (including faith-based organisations), the African Union, the United Nations, the Government of Ethiopia, the Roll Back Malaria Partnership and academic institutes.



*The first CAME membership meeting in 2006 in Addis Ababa*



*Bicycle competition on World Malaria Day 2008 in Hawassa town, Ethiopia, sponsored by CAME.*

### Achievements

- Securing alternative funding to sustain work of the media coalition, CMAME.
- 70 member organisations registered from all regions of Ethiopia.
- Successful capacity-building workshops provided to CAME and CMAME members.
- A marked increase in media coverage at all levels across the country, following the establishment of CAME and CMAME. The Coalition has been particularly successful at broadcasting vital malaria awareness messages via local radio as well as attracting Ethiopian and UK press attention following a media tour.
- Well equipped and popular information resource centre, frequently used by members looking to increase their expertise.

Looking to the future, as well as continuing its existing activities, the Ethiopian coalition will strengthen its roots in all regions of Ethiopia as it aims to boost malaria advocacy and media interventions. It wishes to undertake partnership development and to engage further with MPs, to create a pool of malaria ambassadors and champions.



*CMAME capacity building and biannual meeting*

# Cameroon

## a success story in engaging with parliament

The Cameroon Coalition Against Malaria (CCAM), operational since 2007, has brought together over 70 member organisations, including bilateral donor and UN agencies, international and national non-governmental organisations, community and faith-based organisations, all of which collaborate with the National Malaria Control Programme. The Coalition has enabled members to incorporate malaria into their work whilst covering their existing areas such as HIV/AIDS, education, sanitation and other development issues. Examples of this include training programmes for organisations such as Africa Action on AIDS (AAA), Cameroon Association of School Administrators (CASA) and the Inter-Confessional AIDS Network Programme (INTER-NAP).

With its head office in Yaounde, CCAM has established itself as a reliable malaria partner and has gained its credible authority in Cameroon as a result of the collective work of its members. It has enjoyed substantial success with its primary focus of:

- 1) training both its members and other stakeholders on malaria advocacy and programming
- 2) establishing its media coalition (CAMAM), that deals with training of and support to journalists
- 3) working with parliamentarians, in order to make them successful malaria champions within government and
- 4) conducting joint malaria advocacy activities around key dates such as World Malaria Day.



A CCAM training workshop



Training workshop with MPs in the Northern region of Cameroon

### Achievements

- Training both civil society and grassroots organisations on malaria advocacy and programming.
- Training of members of the media. Two workshops alone trained over 50 journalists from 10 regions. CAMAM also held regular Malaria Press Club meetings for journalists.
- The creation of the Cameroon Parliamentarians Against Malaria (CAPAM). Meetings were held with MPs who requested that all Cameroonian parliamentarians be orientated on malaria issues. CCAM organised a series of training workshops across the country, bringing together over 50 MPs and creating CAPAM. MPs committed to transmit malaria messages during their political rallies and meetings and to vote in favour of legislation tackling malaria.
- Establishment of an information resource centre with about 500 documents for use by members and the public along with access to important knowledge databases such as WHO's HINARI programme (access to research journals).
- Successful involvement in the submission of Cameroon's Global Fund Round proposals which resulted in CCAM being retained as a sub-recipient. The most recent proposal was approved with an advocacy component which will fund some of CCAM's work beyond M4M.
- Successful hosting of European Parliamentarian visit in 2009.

Subject to further resource mobilisation CCAM will continue its existing activities and also expand its operations by monitoring malaria indicators, increasing support to parliamentarians to engage in malaria advocacy, strengthening the Cameroon Media Against Malaria Coalition through investigative journalism and helping grassroots organisations conduct more effective advocacy work. CCAM also wishes to develop a bilingual information resource centre for Central Francophone Africa.

# Mozambique

## improving communication on malaria at the national level



Coalition activities on Southern African Development Community (SADC) Malaria Day, Nov 08: HIV/AIDS monument covered with a mosquito net

*Malaria and HIV/AIDS – Voices from Mozambique* (in Portuguese *Malaria e HIV/AIDS – Vozes de Mocambique*) is an active coalition comprising over 30 national and international non-governmental organisations, many of which are networks of national civil society groups. The Mozambican coalition follows the Mobilising for Malaria model and has been funded by the Gates Foundation. This group has built partnerships with decision makers, media, civil society and the private sector. As most Coalition and other civil society members initially worked on combating HIV/AIDS and in social mobilisation, a first step was to therefore engage these existing networks and activities in the fight against malaria. This was achieved through workshops, debates, presentations as well as direct engagement with these organisations.

The first major success saw the National AIDS Council integrate malaria information and communications into its existing work. Other civil society organisations soon followed this successful integration model, supported by the Coalition. The Coalition has also bolstered links with regional and global efforts, to coordinate advocacy and resource mobilisation, and has increased awareness among policy makers and media practitioners. Work with the national media included training workshops and a

### Achievements

- Maintenance of an information resource centre to boost awareness amongst the public.
- Organisation of field trips for journalists that resulted in coverage including malaria newspaper supplements, a human interest stories booklet and photo exhibitions.
- Roundtable discussions with various stakeholders and members and advocacy training for civil society organisations.
- Successful Mozambican malaria champions identified (one of whom was the First Lady).
- Strong links forged with the private sector, for example encouraging Sumitomo Chemical to donate long-lasting insecticidal nets to cyclone-hit Inhambane Province.
- 90 journalists including specialists from TV, radio and newspapers were trained and this led to the establishment of a Mozambique Media Network.

national award for media professionals. From these activities a Mozambique Media Network evolved, supported by the Coalition and Malaria Consortium specifically.

With donor support primarily provided through direct budget support, advocacy in Mozambique is essential to ensure that malaria stays on the agenda and to harmonise effective access strategies across the donor group. There is currently a lack of funding available for advocacy with funds thinly spread across many organisations. In order to expand upon capacity-building work with members, develop its media coalition, continue to work with the private sector and build up its information resource centre, sustained support is required.



Rupia Suale and her daughter under a long-lasting insecticidal mosquito net, Mozambique

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[www.malariaconsortium.org](http://www.malariaconsortium.org)

Malaria Consortium's Mobilising for Malaria programme is supported by GlaxoSmithKline's African Malaria Partnership.



[www.cameroun-coalition-paludisme.org](http://www.cameroun-coalition-paludisme.org)



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[www.camethiopia.org](http://www.camethiopia.org)



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