

South Africa today since the 2009 UAM launch:



700 million estimated viewers

saw UAM messages during the 2013 Africa Cup of Nations closing ceremony via South Africa-based media networks¹

\$620,000 in UAM bracelet sales

raised for the Global Fund to Fight AIDS, Tuberculosis and Malaria

17 private sector partners

committed to malaria control efforts

In Johannesburg, UAM champion Yvonne Chaka Chaka (at center with Themba Mhinga) performs during the 2013 Orange Africa Cup of Nations closing ceremony. "I am committed to working towards ending malaria, a preventable and treatable disease," she says, "and I challenge every public and private sector leader to join me. United, we can beat malaria."



1. According to estimates by the Confederation of African Football

South Africa: A UAM Case Study

Over the past decade South Africa has made significant strides in controlling malaria. Malaria cases have been reduced by 85%, from 64,622 cases in the year 2000 to 9,866 cases in 2011.² Deaths from malaria have also been reduced by 80%, from 458 to 89 for the same comparison years.

Having achieved the Millennium Development Goal target for malaria, South Africa continues to pursue a malaria elimination agenda, targeting local malaria cases and sharpening its malaria surveillance systems to identify hotspots for local transmission and implement preventative and curative strategies. In the 15 countries of the Southern Africa Development Community (SADC), several challenges remain: the reintroduction of malaria through cross-border movement of infected persons, stock outs of essential malaria commodities, inadequate or bottlenecked funds, and poor data collection management.³

As the host of the 2010 FIFA World Cup and the 2013 Orange Africa Cup of Nations, South Africa has successfully raised the level of awareness about malaria prevention and treatment by harnessing the global popularity of football through the United Against Malaria partnership (UAM). Active public sector leaders, private sector and media partners, and football organizations have strategically worked together to expand the reach of UAM in the region and throughout the continent.

What did UAM bring to South Africa?

Visibility, Leadership and Funds for Malaria Control

To support UN targets to end malaria deaths by 2015, United Against Malaria launched ahead of the 2010 FIFA World Cup, with an aim to leverage strategic partnerships in South Africa, the continent's de facto economic capital. Recruiting multinational corporations as well as media networks, the campaign expanded its message and brand from South Africa to the malaria-endemic nations most affected.

After a highly visible World Cup campaign, UAM was selected by the Confederation of African Football (CAF) as an official cause of the 2013 Orange Africa Cup of Nations. As the continent tuned in, UAM achieved remarkable visibility—valued by CAF at \$3.8 million—through banners on the pitch, logos on player escorts, public service announcements (PSAs) in the stadiums, and 20,000 copies of UAM's GOAL! magazine distributed in Johannesburg, Nelspruit, Rustenburg and Durban. Additionally, the campaign reached an estimated one billion cumulative media views, with PSAs in 6 pan-African television and radio stations, 26 national television and radio stations in 15 countries, and more than 160 billboards in 16 countries, according to initial estimates by UAM partners.



President Jacob Zuma greets UAM ballboys during the 2013 Orange Africa Cup of Nations.

Committed Private & Public Sector Champions

None of this progress could have been achieved without powerful leadership within the private and public sector. Today, 17 private sector companies in South Africa have joined the campaign, led by many passionate individuals who have donated their time and expertise. In the earliest days of UAM, Nando's partnered with Relate Trust to create and sell UAM bracelets, through which \$620,000 has been raised for the Global Fund to Fight AIDS, Tuberculosis and Malaria. Another partner, Standard Bank, embraced UAM's workplace program, Malaria Safe, to educate and protect 45,000 employees in 17 African countries.



2. World Malaria Report, WHO 2012, p. 216.

http://www.who.int/malaria/publications/world_malaria_report_2012/wmr2012_full_report.pdf

3. 2011 SADC Malaria Report

4. Arabella Advisors, "Building the Winning Team to Beat Malaria," United Against Malaria, Washington, 2010, p. 3. <http://www.k4health.org/sites/default/files/UAM%20report%20ENG%202010.pdf>

UAM: Building Partnerships, Expanding Reach

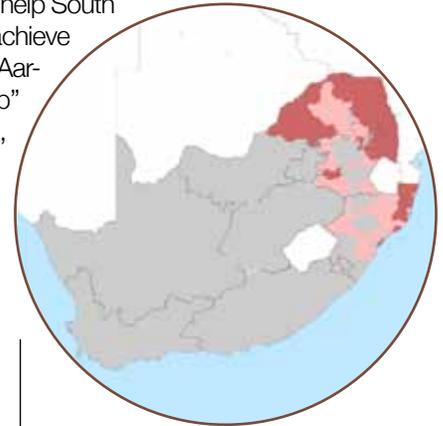
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| Mining | Anglo American | Technical assistance to develop new "community outreach" pillar for Malaria Safe |
| | AngloGold Ashanti | Consultation on Malaria Safe Playbook revision; follow-up meetings in progress |
| Food and Beverage | Coca-Cola | Advocacy to bottlers and distributors throughout Africa to education and protect employees |
| | Nando's Chickenland | Development of UAM bracelet campaign with UAM partners and Relate Trust; sales of bracelets in stores; creation of PSAs; support of Kingsley Holgate expeditions to distribute LLINs throughout Africa; LLINs to peri peri farmers in Mozambique and a nearby orphanage |
| Technology | General Electric | In negotiations to highlight existing malaria control programs for staff |
| | MTN Group | Education for 34,000 staff; education via SMS for subscribers in 16 countries LLINs for communities; \$38,000 raised for the Global Fund through World Cup 2010 fan parks; UAM activities at MTN country level |
| Agriculture | Illovo Sugar | Malaria Safe activities in 5 countries, particularly where uptake of malaria protective behaviors have stagnated |
| Consumer Goods | Afrisack | Technical assistance to develop South African UAM strategy |
| | Cape Union Mart | Marketing and sales of 50,000 UAM bracelets ahead of World Malaria Day 2012 |
| | Massmart Holdings Ltd | Sales of UAM bracelets in "Game" stores throughout South Africa; UAM activities in stores across sub-Saharan Africa |
| | Unilever | In negotiations to conduct Malaria Safe activities for 30,000 staff pan Africa and advocacy through Private Investors of Africa (PIA) |
| Football | South African Football Association (SAFA) | Adoption of UAM as official social cause; Integration of UAM in existing platforms and communication strategies. Advocacy to local organizing committee of AFCON |
| | Local Organizing Committee - 2013 Orange Africa Cup of Nations | In partnership with CAF, adoption of UAM as official social cause; visibility at matches, press conferences and special events |
| Financial | Standard Bank | Education and LLINs for staff in all 17 country offices; cross-sponsorship of UAM and CAF; visibility via billboards and social media |
| Media | SuperSport and MNET | Visibility throughout AFCON 2013 (lapel pins on journalists and guests, coverage of gala dinner and closing ceremony across Africa, moderators for gala dinner (<i>pictured</i>), broadcast of PSAs and videos); visibility via programming (free airtime in April 2012 for UAM PSAs on "Blitz," interviews with UAM reps on "Thursday Nights with Murawe" broadcast live pan-Africa and rerun at least five times); free technical assistance filming footballers for PSAs in HD |
| | Grassroots Media | Visibility for UAM via 19 billboards |
| Coalition | Malaria Africa Rotary | Visibility via purchase and promotion of UAM bracelets |
| Malaria Commodities | Sumitomo Chemical | Collateral for UAM billboard |
| | Vestergaard Frandsen | LLINs for Kingsley Holgate expedition |
| Public Sector and NGO Partners | Government of South Africa, ONE, Relate, Yvonne Chaka Chaka/Princess of Africa Foundation, Kingsley Holgate. For a full list of partners, please visit www.malariafreefuture.org/southafrica . | |



During the Africa Cup of Nations, Standard Bank put the UAM logo on the uniforms of 704 player escorts, reached out to journalists, and urged other companies to join UAM.

Powerful public sector leaders have also championed UAM as a mechanism to help South Africa and other countries in the Southern Africa Development Community achieve malaria elimination. During the Africa Cup of Nations, Minister of Health Dr. Aaron Motsoaledi demonstrated how South Africa is shrinking the “malaria map” through WHO-recommended interventions: vector control, case management, surveillance, health promotion and epidemic preparedness and response. In South Africa, these interventions have been funded almost entirely by the government. Neighboring countries like Mozambique and Swaziland are taking similar steps, bolstering the regions cross-border efforts.

To hold government leaders accountable, celebrities in South Africa have played an important role. Singer-songwriter Yvonne Chaka Chaka, a Goodwill Ambassador for the Roll Back Malaria Partnership, has used her influence and musical talents to address dignitaries and business leaders at the African Union, World Economic Forum, and 2010 FIFA World Cup. At the 2013 Africa Cup of Nations, she performed UAM's malaria anthem, “Hearts on Fire,” to a televised audience of 700 million; online sales of the song will benefit UAM. Other celebrities include former Bafana Bafana footballers Mark Fish and Steven Pienaar and explorer-humanitarian Kingsley Holgate, whose expedition teams have distributed insecticide-treated nets in remote areas of Africa.



The spatial limits of *Plasmodium falciparum* malaria transmission map in 2010 in South Africa

Data: Malaria Atlas Project, University of Oxford

Looking forward

United Against Malaria is uniquely situated to assist with upcoming malaria elimination efforts in South Africa. As part of the final push needed to finally rid the country and region from malaria, the South African Department of Health has requested UAM's assistance in provinces where malaria remains, as well as in cross-border initiatives, supporting advocacy and behavior change communication efforts. UAM will also feature in the upcoming Multilateral Initiative on Malaria (MIM) Conference taking place in Durban in October 2013.



“The malaria map is shrinking, and it’s not shrinking because malaria is becoming charitable. It’s shrinking because there is hard work being performed all over Africa. There’s no charity about it.”

Dr. Aaron Motsoaledi, Minister of Health, South Africa

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