

A Beaded Bracelet that Saves Lives

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More than half of the top 100 companies in Africa are based in South Africa, home to the FIFA 2010 World Cup and, now, a United Against Malaria campaign that's raising funds for malaria through a powerful beaded bracelet project. With the games fast approaching, the country is playing a major role in combatting a disease that claims an African child's life every 30 seconds.



The UAM partnership of South African communities and businesses has set an ambitious goal of raising US\$1 million to contribute to the Global Fund to Fight AIDS, Tuberculosis and Malaria—an international financing institution that has provided 88 million insecticide-treated nets to malaria-endemic regions since 2002. All of the malaria funds raised through the sale of these bracelets go toward saving lives in Africa. Ten bracelets buy one net and provide protection for two children for several years.



A simple string of beads makes up the UAM bracelet. Priced at R25 each, one-third of the total revenue (about US\$1, depending on exchange rates) goes to the Global Fund, one-third covers costs, and one-third provides an income for the low-skilled workers who make them. These are South Africans, many of whom come from families that have suffered physically and economically from AIDS/HIV.

UAM corporate partners cover additional costs, such as marketing expenses. Though not anonymous, they promote the bracelet under a single, powerful brand, using football as the catalyst. "We have unashamedly tapped into the global passion for the beautiful game to score against malaria," says Chris Thorpe, a UAM spokesperson. "We believe that there is no more valuable goal than preventing the needless deaths of children."

Through the sale of the beaded bracelets and other efforts, UAM will help save millions of African lives between 2010 and the next World Cup in 2014. With continued support and a growing partnership, the South African initiative may help rid the continent of malaria once and for all.

<http://store.unitedagainstmalaria.org>

To place an order, email relate@tiscali.co.za AND penarts.tompkins@gmail.com with the following information:

1. customer name
2. contact person
3. e-mail contact
4. phone contact
5. fax # (for signed authorization)
6. address
7. quantity needed
8. requested delivery date
9. shipping address



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An Oasis of Good Health

Azalaï Hotel Group is a network of six hotels across West Africa. With three of those hotels located in the capital city of Bamako, Mali, Azalaï has a major presence in one of the most malaria-endemic countries in Africa, and also one of the poorest. A mosquito net costing 5,000 CFA, or about US\$10, is a prohibitively costly prevention tool here in a country where the average person earns less than US\$2 per day. But even costlier, say managers, was the recruiting and training of new employees hired to replace malaria-stricken workers.



Finally, with the arrival of a new partner in 2008, managers at Azalaï decided to intervene on behalf of the 250 workers in Mali. Each employee received two long-lasting insecticide treated nets.

While no hard numbers exist to document the burden of malaria before the intervention, managers say worker infection rates have dropped dramatically—to near-zero levels since the intervention began two years ago. The success of the net giveaway has prompted company leaders to look at expanding the program to its hotels in Burkina Faso, Guinea Bissau and Benin. When the insecticide in the treated nets wears off, Azalaï wants to retreat or replace them.

From a management perspective, perhaps no one was closer to the malaria problem and its effects on workers than Boumedienne Abderrahamane, the human resources director based in Bamako. He says the simple net distribution stemmed from a decision by Azalaï leadership hoped to motivate and encourage staff members to live healthier, more productive lives.

“All Africans are victims of malaria,” says Boumedienne, noting that society as a whole is affected when one person suffers from infection. He counsels his employees to use the bednets and, when symptoms occur, to seek treatment at a hospital or clinic rather than from a traditional healer.

www.azalaihotels.com



Azalaï Hotel Group

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One Courageous Chicken

Nando's is a Portuguese-style chicken restaurant with nearly 900 outlets in 27 countries. The South-African based company is using its vast footprint—and its geographic proximity to the 2010 World Cup—to advocate malaria prevention and control across the continent. For starters, the company wants to



help give US\$1 million to the Global Fund against AIDS, Tuberculosis and Malaria, in 2010, the year of the first World Cup in Africa. And thanks to its partnership-building, the company is well on its way.

Nando's created a United Against Malaria bracelet to sell as an outward sign of one's commitment to end malaria. A source of income for the 500 women who make them and a fundraising vehicle for the Global Fund, the beaded bracelets have already raised US\$35,000 for mosquito nets. Nando's is selling the colored bracelets in its restaurants throughout the world, and the company is reaching out to partners to increase the visibility of the campaign.

One of Nando's partners is famed adventurer Kingsley Holgate, who launched a humanitarian mission on April 25, 2010—World Malaria Day. The 64-year-old explorer and philanthropist is carrying mosquito nets, soccer balls, and UAM-themed coloring books to remote regions of 12 African countries to educate children and communities about malaria. Nando's is offering financial support for the expedition as well as advertising and other support.

"As a company born and bred in Africa, Nando's believes strongly in supporting programmes that make a real difference to the people of the continent that we call home," says Robert Brozin, CEO and founder of Nando's. "The time to act is now, and it's incumbent on Africans to be part of eradicating malaria from our magnificent continent."



www.nandos.com

Nando's



Bread and Bednets for All

Said Salim Bakhresa & Co. is an East African mill that processes wheat, maize and rice. With 6,000 workers in Tanzania, it's one of the biggest producers of food in that country. That's why management grew concerned when a study on absenteeism at the company listed malaria as a cause. According to research conducted by the company in 2008, nearly 20 percent of SSB's workers were suffering from malaria every month.



In the last two years, SSB has worked diligently to reduce the presence of malaria among its workers. The company launched a malaria treatment and prevention program to educate workers and make rapid diagnostic tests and medicine more readily available. At first, managers said, employees were reluctant to use proper testing or treated mosquito nets, but effective company messaging helped change attitudes and behaviors.

The results have been encouraging: Data for a recent three-month period show that worker infection rates at the company have dropped from 20 percent to 4 percent, and productivity is up. The company has also trained doctors in its workers' union and distributed long-lasting insecticide-treated nets. It is now looking at ways to implement the program at other mill locations.



Finding the right message with the right treatment is the key, says Said Muhammad Said Abeid, general manager of the mill. That's why SSB joined forces with United Against Malaria. "There is strength is unity," Mr. Said says. "The best way to fight malaria is to join forces with people working toward the same goals."

www.bakhresa.com

Said Salim Bakhresa & Co.



Black Stars and Golden Boots

The Ghana Football Association and its star-filled team, the Black Stars, are taking the accolades off the pitch for their work in the fight against malaria. In recognition of their efforts, the President of the GFA was presented with the United Against Malaria Golden Boot for his exemplary leadership in guiding the Black Stars to become champions in the fight against malaria.



Ghana has had a successful few months on the football field, winning the FIFA U-20 World Cup in October, qualifying for this year's FIFA World Cup and then reaching the finals of the Africa Cup of Nations in January. In addition to their success on the football field, the national team has been busy raising awareness about the prevention and treatment of malaria, in partnership with Voices for a Malaria-Free Future and Ghana's National Malaria Control Program.

"The Black Stars have wholeheartedly thrown themselves into the fight against malaria and this award is a small token of our collective appreciation of their efforts," said Awa Coll Seck, executive director for the Roll Back Malaria Partnership. "These players are heroes across Africa and if they say sleep under a net, people listen. Mr. Nyantakyi in particular has put a huge amount of personal time and effort into raising awareness on this disease and we hope he continues to do so until we have beaten malaria."

There were 3.2 million cases of malaria in Ghana in 2008, down from 8.3 million in 2006, thanks to a concerted effort from the Ghanaian government and its international partners. To reach the goal of universal coverage of malaria prevention and treatment and end preventable deaths from the disease by 2015, an additional 6.3 million insecticide treated bed nets need to be purchased and distributed across the country by the end of 2010. If this is achieved, Ghana will be on its way to ending preventable deaths from the disease by 2015.



"Malaria has held back our country and our continent for far too long," said Mr. Nyantakyi. "The first FIFA World Cup on African soil is a historic occasion and we are going to do all we can to make a difference in the fight against malaria."

Everybody should play their part in fighting this disease."

The current Black Stars line-up appear in public service announcements on behalf of the UAM campaign.

www.ghanafa.org

Gifts of Learning and Life

The Librairie de France Groupe (LDF) is a chain of bookstores in Cote d'Ivoire formerly known as the Barnoin network. There are six bookstores in Abidjan—the nation's largest city—and two in other cities. With an estimated 3 million customers preparing for the school year, LDF took steps to educate those most susceptible to malaria—children in school.



For a bookstore, educating children and selling school books go hand in hand. The more children who finish school, the more customers come in to the store and the more potential leaders can be trained. So it came very naturally that LDF saw the importance of the UAM campaign, an opportunity to provide the same customers of the LDF bookstores with the messages and protection to keep them in school, and train the leaders of tomorrow.



As Mr. Rene Yedieti, CEO of the LDF Groupe, has often reminded partners, "We are stronger as a group, all working together to protect our children from malaria. The National Malaria Control Programs need our help, and we will mobilize as many new partners as we can to build a better future for Cote d'Ivoire."

Mr. Yedieti brought his foundation, La Rentrée du Coeur, to the campaign as well, and has challenged his foundation partners to purchase 60,000 Long Lasting Insecticide-treated Nets (LLINs) to add to the school supply kits that they give out each year to orphans and other vulnerable children, or victims of recent civil unrest. A mosquito net costing 5,000 CFA, or about US\$10, is a prohibitively costly prevention tool here in a country where fewer than 11 percent of the population own or use LLINs.

To complement the actions of the Fondation Rentrée du Coeur, the LDF groupe is mobilizing leaders from the public and private sectors, offering malaria educational messages to LDF clients, and distributing LLINs to employees in three cities with the aim of encouraging others to procure nets for their employees and encourage net use. "The UAM campaign comes at a time in Cote d'Ivoire when the private sector needs to take responsibility for making the country strong again," said Mr. Yedieti. "I am happy to be a partner and to contribute to the



malaria control targets in my country."

www.ldfgroupe.ci