

Ghana today

since the 2010 UAM launch:



14 private sector partners
committed to malaria control efforts in Ghana

15,500 employees protected
through Malaria Safe initiatives

5 ministry offices
engaged in the fight against malaria

600 district leaders
in support of UAM to raise awareness about malaria
prevention and treatment within 24 districts

16 million viewers
reached with malaria prevention messages in UAM PSAs

Ghana's Black Stars and Ghana Football Association president Kwesi Nyantakyi cheered on UAM during the 2010 FIFA World Cup.





Ghana: A UAM Case Study

With increasing political stability and a growing economy, Ghana is gaining recognition as an emerging leader in sub-Saharan Africa. In the past decade, the country has pursued an aggressive poverty reduction and growth program to improve macroeconomic stability, private sector competitiveness, human resource development, good governance and civil responsibility. Higher prices for oil, gold and cocoa have also bolstered growth. Despite progress, preventable diseases—especially malaria—remain a major challenge to the country's development.

Since 2006, Ghana's NMCP and other malaria stakeholders have made steady progress in reducing malaria incidence from 8.3 million cases in 2006 to 3.2 million cases in 2008. Net ownership has increased from 5% of households in 2003 to 51% in 2011, according to the Ghana Multiple Cluster Indicator Survey. The NMCP reports that in a nation of 24.6 million people, 12.4 million LLINs have been distributed in a mass distribution and hang-up campaign that began in 2010. Through AMFm, effective treatment is more affordable and accessible—at health facilities, coverage of ACTs jumped from 12% in 2006 to 80% in 2012, and among community health workers and nurses, it jumped to 65%. For pregnant women, IPT coverage has increased from 44% in 2008 to 67% in 2011. New national guidelines for diagnostics have increased microscopy use to 50% from 2010 and RDT use to 40%. To sustain this progress, the replenishment and use of nets and other commodities is essential.

It is within this context that UAM has harnessed the popularity of football and a beloved national team, the Black Stars, to rally government, private sector decision-makers and the media to the fight against malaria. As a common course has emerged, campaign partners have taken ownership of malaria control activities throughout the country and bolstered support for crucial interventions led by the NMCP.

What did UAM bring to Ghana?

A Galvanized Public-Private Partnership

The UAM campaign set a precedent in the country for mobilizing the private sector to join the malaria cause. Where contributions to malaria control in Ghana were once few, 14 corporate bodies, the Coalition of NGOs in Malaria and the Ghana Media Malaria Advocacy Network have since joined the UAM partnership, protecting approximately 15,500 workers and over 2 million community members from the disease. UAM achieved excellent return on investment with free or subsidized air time for PSAs on national television (GTV), in-kind donations from net-makers Vestergaard Frandsen and the Government of Ghana, and generous contributions from Malaria Safe corporate partners.

Mass Appeal

Ministers of women and children, youth and sports, local government, education, and tourism adopted UAM, energetically supporting games, high-level events, and other activities. PSAs saturated football stadiums and airwaves with malaria messages, reaching more than 16 million viewers, or 68% of the population, at no cost to the campaign. Because these PSAs featured the Black Stars, they resonated with fans across diverse demographics and social strata. A combined 90,000 copies of *GOAL*, UAM's football-themed mini-magazine, were distributed in all ten regions of the country during the Africa Cup of Nations 2012 and 2013 tournaments, encouraging the regular use of LLINs and other commodities. Two major media events in 2012 and 2013 have led to better coverage for malaria issues in the press, more accurate reporting, and a more engaged press corps.

Sustainability

Some 600 members from 24 district health advocacy teams pledged their commitment to UAM, resulting in greater support for malaria control programs at the community level. Some 50,000 copies of the Ghana Malaria Action Alert carried UAM messaging to members of Parliament, Regional Health and District Health Management Teams, Regional Houses of Chiefs, and National Religious Councils. Some 400 health facilities nationwide also received copies of UAM PSAs, thanks to buy-in from the Ghana Health Service and the National Malaria Control Program. Collectively, thousands of UAM's "Thirteen Winning Moves" posters and "Eight Steps" mini-posters have been distributed throughout Ghana.



Pictured (left): a community net distribution and football match in Accra; (right) a scene from the Ghana Cheer Song PSA

UAM: Building Partnerships, Expanding Reach

Financial	Stanbic Bank	Annual LLIN distribution and education to workers and communities
	Ghana Revenue Authority	Malaria Safe plan; malaria agents; education for workers and communities
Manufacturing	Akosombo Textiles	Education for 1,000 workers; community support activities
	Atlas Copco	Education for workers; malaria agents
Sports	Ghana Football Association	Sponsorship of UAM tournaments and PSAs; advocacy at FIFA World Cup, CECAFA Cup, UAM partner meetings, RBM board meeting
	National Sports Council	Visibility and advocacy at National Unity Games and National Sports Authority symposium
Food and Beverage	Accra Brewery	Worker education; Malaria Safe plan
Mining	AngloGold Ashanti	Community education; LLINs distribution to workers and communities; IRS
	Chirano Gold - Bibiani District	Malaria control program for workers and communities
	Persues Mining Ghana	Education for workers and communities
Agriculture	Ghana Cocoa Farmers Association - Abrabopa	LLIN distribution to plantation communities and 1,000 workers
	Volta River Estates Ltd.	Malaria Safe plan, LLINs to workers and families, malaria agents trained
Energy	Volta River Authority	Malaria Safe plan; LLINs to staff and families; malaria agents; education
Technology	MTN	Customer education via SMS
	Margins Security Printers	Employee education with NMCP
Media	Ghana Broadcasting Cooperation (GBC)	Free prime-time broadcasts of UAM spots
	Ghana Television (GTV)	Discounted broadcasts of UAM spots
Health	Pharmaceutical Manufacturers Association of Ghana – The AMFm companies / Chemical Sellers	Advocacy for affordable ACTs, Action Alerts
	Momentum Health Partnership	Advocacy to member companies to procure LLINs
Hospitality	Novotel Hotels	LLINs to pregnant women and mothers in community; worker education via internet
Malaria Commodities	Vestergaard Frandsen Ghana	LLIN donation and distribution; visibility via giant net display on World Malaria Day
Other Partners—Public Sector, Coalitions, NGOs	Ministers of Health; Women and Children; Youth and Sports; Labor; Education, and Tourism NMCP Ghana Health Service Ghana Coalition of NGOs in Malaria (GCNM) Ghana Business Coalition Ghana Media Malaria Advocacy Network Right to Play For more information about UAM partners in Ghana, please visit Voices for a Malaria-Free Future (an advocacy project of Johns Hopkins University Center for Communication Programs) at www.malariafreefuture.org/ghana	



A giant net display in Accra on World Malaria Day

Return on Investments: Impacts and Results

1. The NMCP recognizes the need to strongly involve the private sector in the fight against malaria. Under the patronage of the Minister of Health, the NMCP gave Malaria Safe Playbooks to dignitaries and key CEOs, who signed a UAM ball to pledge their support in 2011. In 2012 the NMCP distributed “Thirteen Winning Moves” posters and revised Playbooks.
2. Since becoming a UAM partner, the GFA has adopted malaria as a core social issue. Players are encouraged to sleep under ITNs and to educate their families. All 16 clubs participating in the national football leagues and championships have distributed UAM educational posters.
3. Private sector organizations develop and support malaria control programs. AngloGold Ashanti, Newmont Gold, Bibiani Chirano Gold, Persues Mining Ghana and others have initiated their own community support malaria control programs. Vestergaard Frandsen has increased donations of LLINs to communities. Other companies—MTN, Tigo, Stanbic Bank and NOVOTEL Hotel—have protected targeted communities through LLIN distributions.
4. Two phenomena have contributed to the visibility of UAM PSAs. 1) Football in Ghana is more popular than ever because of the success of the Black Stars. 2) Television viewership is increasing. Using media accessibility statistics, UAM estimates that about 65% of the 24.6 million Ghanaians heard or saw Malaria Safe messages. To aid retention, the campaign will continue to air PSAs and enforce messaging through collaboration with the NMCP, the media, NGOs, and partner projects such as Ghana Behavior Change Support, which is funded by USAID. Often, these PSAs are discounted or free.

Ghanaians with high exposure to UAM spots during the 2013 Africa Cup of Nations were far more likely to take action than those with little or no exposure.

More than 3 times as likely to make sure their ITNs had no holes

More than twice as likely to make sure they and their family finish their dose of ACTs when they test positive for malaria

Nearly 4 times as likely to discuss with friends the importance of sleeping under a net every night

More than 6 times as likely to advise pregnant women they know to seek preventive malaria care

Omnibus Survey, Ghana 2012

Looking Forward

UAM is poised to broker relationships among partners requiring technical support to implement malaria control programs. Newcomers to the campaign include the Ghana Business Coalition of 42 private sector companies and the Ghana Cocoa Abrabopa Farmers Association of 630 farmer groups. By adopting UAM’s Malaria Safe strategies and participating in public outreach activities, such companies can reduce healthcare expenses and malaria-related absences, increase productivity, and gain goodwill in the community as they protect employees and their families.

Ghana’s rise in football will continue to be an important channel for promoting malaria control. The World Cup in 2010 and the Africa Cup of Nations in 2012 and 2013 provided unprecedented visibility for UAM, as will the 2014 World Cup in Brazil. On-the-ground partners will continue to integrate UAM activities into national, regional, district and community level malaria advocacy programs and strive to improve private sector support for malaria control activities through the Malaria Safe program.

“We are hugely proud of our achievements on the pitch, but defeating malaria is an even more important goal.”

Kwesi Nyantakyi, Ghana Football Association President, CAF Executive Committee Member

Join us. www.UnitedAgainstMalaria.org

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