

# Malaria Safe CASE STUDY

TOTAL Tanzania Ltd.



January 2014

TOTAL Tanzania has a sustainable development project that covers health, safety and education. Their health activities include three areas: HIV/AIDS, road safety and malaria. In the past several years, Total has distributed Long Lasting Insecticide Treated Nets to local orphanages, to their employees and to the communities in rural Tanzania.

Total Company has been working as a United Against Malaria partner in West Africa since 2010. After the African Cup United Against Malaria (UAM) Campaign in Jan 2013, Total Headquarters decided to encourage all African country platforms to conduct UAM branded malaria activities. In March 2013 Total Tanzania approached the VOICES for a Malaria-Free Future project office to join the campaign in Tanzania as a Malaria Safe company. The aim of the partnership was to bring about a wider understanding



## COMPANY PROFILE

**Company name:** TOTAL Tanzania Limited

**Headquarters:** Paris, France

**Market:** Tanzania, part of TOTAL Company.

**Employees:** 120

**Industry:** Oil distribution



of malaria, its severity, and the fatal impact the disease can have, among their employees and the general public in Tanzania.

A workplace malaria prevention strategy developed by the Voices for a Malaria Free Future Project of the Johns Hopkins Center for Communication Programs, the Malaria Safe Program grew out of the UAM campaign, which brought together partners from many sectors to build political and popular will to fight malaria. Malaria Safe was developed as a means to invite the private sector to join the fight against malaria. The four pillars of the Malaria Safe Program include education, protection, visibility and advocacy. Companies are encouraged to educate and protect employees, their families, and the communities where companies operate, provide visibility for the fight against malaria and the UAM partnership, and advocate with other companies and government counterparts to increase investments made to control and subsequently eliminate malaria.

Since joining the Malaria Safe program in Tanzania, Total made a major push and conducted activities with the following objectives: to educate and to protection

Malaria Safe Interventions:	
<b>Education:</b>	<ul style="list-style-type: none"><li>Educated 6,482 primary school students on malaria in six primary schools in Dar-es-salaam by distributing school kits with school supplies containing malaria messages on educational facts, knowledge, and preventive measures.</li><li>General malaria awareness training of 82 employees in Dar es salaam</li></ul>
<b>Protection:</b>	<ul style="list-style-type: none"><li>Provided four mosquito nets per employee, to cater for employees and the family</li></ul>
<b>Visibility:</b>	<ul style="list-style-type: none"><li>UAM logo with a Malaria message was added to all the fliers that were distributed to the primary school children and to the car stickers distributed at all the TOTAL filling stations during World Malaria Day</li></ul>
<b>Advocacy</b>	<ul style="list-style-type: none"><li>Malaria presentations to distributors and sharing their malaria activities in the company magazine which is distributed worldwide</li></ul>



staff and customers and to provide visibility to the fight against malaria, all in the space of a week building up to World Malaria Day in April 2013.

As a Malaria Safe partner, Total Tanzania has educated 6,482 primary school students on malaria in six primary schools in Dar-es-salaam by distributing school kits with school supplies containing malaria messages on educational facts, knowledge and preventive measures.

"We opted to work with primary school children, and felt that this was an effective means of getting the message to families, as they would take what they learnt back home to their parents, siblings and neighbors," Marsha Msuya, Legal and Corporate Affairs Manager explained. She went on further, "when dealing with children you explain things in the simplest form and when they are able to grasp that concept then you know that you are successful, there is so much power in word of mouth."

Total, together with the VOICES for a Malaria Free Future team, also took on the initiative of general malaria awareness training, where they trained 82 members of their staff on malaria, "There is so much I personally did not know about malaria," exclaimed one member of the Total staff. The company also educated the community through the distribution of fliers and stickers at their petrol stations with malaria prevention messages during the week of World Malaria Day 2013.

Total Tanzania has been distributing Long Lasting Insecticide Treated Nets to their employees for several years: four treated nets per employee every three years. The last distribution was done in 2011 and the next distribution is scheduled for 2014. "The distribution of these Long Lasting Insecticide Treated Nets have been able to cater for an employee and members of the family, so we have geared our efforts towards protecting both the worker and their family," said Human Resource and Administration Manager, Amelye Nyembe-Kairuki.

"Following the malaria training by the VOICES for a Malaria Free Future team and Total Tanzania, members of staff, have come to request more mosquito nets, stating that [the nets are] misplaced

or that they did not adequately utilize them. There seems to be a better understanding of malaria. Many people take the disease for granted and seem quite shocked with the fact that it is a killer disease. [They] now appear ready to fight against it," explained Ms. Msuya.

"The UAM logo with a malaria message was added to all the fliers that were distributed to the primary school children and to the car stickers distributed at all the TOTAL filling stations during World Malaria Day," Ms. Msuya said. "This showed the link between Total activities and the other partners' actions of the United Against Malaria campaign."

With support from Voices for a Malaria Free Future, TOTAL Tanzania Company is currently putting strategies in place towards becoming a strong advocate for private sector involvement in the fight against malaria in Tanzania. The company has shared their work as a Malaria Safe Company in their company magazine which has worldwide reach. "Dealers in other regions in the country have been able to see our malaria efforts through our magazine and have been in communication with us, requesting guidance on how they too can become Malaria Safe," said Ms. Msuya.

Amelye Nyembe-Kairuki added, "It is important to get whoever you can involved in the fight against malaria, every individual or entity no matter how big or small can make all the difference."

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