

# Malaria Safe CASE STUDY



Zantel Tanzania

January 2014

Zantel is part of the Etisalat Group and was started in 1999 with mainland operations starting 2005. As a company Zantel is committed to provide affordable, accessible and seamless telecommunication services. Zantel is a Tanzanian company that wants to change positively the lives of its customers.

On July 11, 2013 Zantel joined other companies in Tanzania to fight against malaria through the Malaria Safe program developed by Voices for a Malaria Free Future Project of the Johns Hopkins Center for Communication Programs, under the United Against



## COMPANY PROFILE

**Company name:** ZANTEL Tanzania

**Headquarters:** Zanzibar, Tanzania

**Market:** Tanzania

**Employees:** 500

**Industry:** Telecommunications



Malaria Safe Interventions:	
<b>Education:</b>	<ul style="list-style-type: none"> <li>Since becoming a Malaria Safe Company, Zantel has appointed peer educators to educate their fellow staff on malaria. "At the headquarters in Zanzibar, we trained 35 peer educators at a general malaria awareness workshop. They received general malaria education such as preventative measures and treatment," said Francis Kiaga, Chief Human Resource Officer.</li> </ul>
<b>Protection:</b>	<ul style="list-style-type: none"> <li>Zantel distributed Long Lasting Insecticide Treated Nets to their 500 employees, "This way we have given them the armour to defend themselves from this deadly disease," explained Kiaga.</li> </ul>
<b>Visibility:</b>	<ul style="list-style-type: none"> <li>Zantel customers will be reached through distribution of malaria related leaflets, posters and articles using Epic Bongo Star Search, Epic Mic and other commercial platforms. "This is a critical moment for Tanzanians, a lot of progress has been made in the fight against malaria already and we want to be part of this success," Sajid Kahn, COO said.</li> </ul>

Malaria campaign (UAM). "As a company we decided to enter into partnership with United Against Malaria Safe Program to promote awareness on prevention and treatment of the disease in the country and by protecting our own staff from this killer disease," explained Awaichi Mawalla, Head of Marketing and Communications.

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 (2009-2013), 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.



“We are proud to be part of this important campaign to help end malaria related deaths in Tanzania by using our core capacity as a telecom company to get the message out,” said Sajid Khan, Zantel’s Chief Commercial Officer.

With technical assistance from the Johns Hopkins University Center for Communications Programs, Voices for a Malaria Free Future Project, Zantel carefully planned malaria activities focused on the four pillars of the Malaria Safe initiative: Education, Protection, Visibility and Advocacy.

“Through the education and protection pillars, Zantel has invested in ensuring that their members of staff are well educated on malaria, get the right treatment when cases occur and are protected from malaria by providing them with long lasting insecticide treated nets,” added Mr. Khan.

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