

The Coalitions' Bulletin – Issue 1 (May 2007)

WELCOME to the first issue of The Coalitions' Bulletin!

First, we would like to thank you all for contributing to the first edition of this bulletin.

Over the past few months, all the Coalitions have been working hard, devising action plans, carrying out training, setting up initiatives, conducting research, organizing media and community events, producing materials and developing websites. Everyone has put a tremendous effort into making the project a reality on the ground and achieving results.

The next few months are exciting with more activities planned across all countries and the formation of new Coalitions in Belgium and Benin.

We hope this bulletin will enable "Coalitions' actors" to learn and share experiences, work, lessons and ideas, and strengthen dialogue between all the Coalitions.

The bulletin will be produced each month and will include summaries of recent activities, forthcoming events, news, announcements and stories.

Thank you!

Who's Who?

In **Ethiopia**, the Coalition Against Malaria (CAME) is led by **Dr Agonafer Tekalegne** with support from **Eskinder Goshu** for the website and **Sosenna Assefa**. CAME is based in Addis Abba and hosted by MC Ethiopia.

In **Cameroon**, the Coalition Against Malaria (CCAM) is managed by **Dr Esther Tallah** with the support of **Prof. Wilfred Mbacham** and **Rose Leke** from the University of Yaoundé. CCAM is based in Yaoundé.

In **France**, the Coalition Française contre le Paludisme is hosted by Friends of the Global Fund Europe. **Michèle Barzach** presides the Coalition which is managed by **Sylvie Chantereau** with the help of **Adeline Lautissier**.

Finally, in the UK, the Coalition Against Malaria (UK CAM) is managed by **Delphine Valette** and **Hannah Gibbs**. UK CAM is based in London and the Secretariat provided by MC.

Want to know more? Visit the Coalitions' websites at www.coalitionagainstmalaria.org

What have we been up to? Activities Updates

1. HIV-malaria Advocacy Workshop (20th-23rd May 2007, Zambia, Lusaka)

The MC-supported Coalitions from UK, Cameroon and Ethiopia, and M4M Mozambique, met with partners from Kenya, Tanzania, Zambia, Uganda, Mali, Zimbabwe and Ghana at the workshop which was organised jointly by Malaria Consortium, Johns Hopkins University Center for Communication Programs and WHO.



The three-day meeting gathered advocates from nine African countries and international organisations as well as representatives from WHO and Zambian National Malaria Control Programme.

The main objective of the workshop was to build new links between malaria and HIV/AIDS networks across the continent and to explore the importance of advocacy for common implementation platforms between the two diseases through joint malaria and HIV interventions such as clinical settings, supply chain management systems and community-based care networks.

Participants looked into the linkages between the two diseases, the common blockages and successful joint programmes.

The meeting included presentations and discussions as well as field visits to programs implementing HIV and malaria activities.



The workshop concluded with a common commitment to take messages back to each of the participating countries and to work more closely together and with other networks.

The conclusion of the workshop was the formation of a new Africa-wide network- Mobilising Against Malaria Across Africa (MAMA Africa) movement - and the release of a Statement which was the basis of a message to the G8 in June 2007.

2. Innovation Grants for Malaria Advocacy

On the 9th of May, Malaria Consortium announced the launch of Grants to promote and encourage new and innovative advocacy initiatives by African organisations in Africa. The Innovation Grants are part of GSK's M4M and will be awarded for one year maximum. More information available at www.camethiopia.org and www.cameroun-coalition-paludisme.org/ (French)

3. Ethiopia

Africa Malaria Day 2007

AMD was celebrated in the Oromia region and involved a variety of activities including dance and dramas, competitions, an exhibition, a football match, and Key Note addresses by representatives from AU, WHO-Ethiopia, UNICEF, USAID and the Chairperson of CAME.

Town cleaning campaign took place on the eve of AMD, road shows were displayed and films screened in many towns en route to Meki before the 25th of April. The Road shows entertained and informed the public about malaria in all major towns in East Shoa Zone and further down on the main way to Hawasa after AMD. Senior Government Officials, Local Government officials, donor agencies, partners and communities attended the gathering held in Meki Stadium.

Media Workshop

CAME has been doing a tremendous work with the media. It set up a Media Coalition Against Malaria (CMAME) and has been running workshops. In April, CAME organised a workshop on the *"Role of Media in Fighting Against Malaria in Ethiopia"* which followed up from a first workshop on *"Reporting on malaria research, control and prevention"* which had taken place in September 2006.

The main aim of the workshop was to strengthen CMAME for future appropriate action and whose expected outputs included increase the capacity of CMAME members to get proactively involved in AMD related initiatives, Millennium Against Malaria Campaign (MAMC) and Africa Malaria Elimination Campaign (AMEC). The workshop was attended by 22 media representatives from the press, TV and radio from both government and private institutions. The main language of the workshop was Amharic and additional presentations and discussions in English were also used. More info available at www.camethiopia.org

4. Cameroon

Africa Malaria Day 2007

The official AMD ceremony was chaired by the Honourable Secretary of State for the Ministry of Health, representing the Minister of Health. Attendees included the Ambassador of the Republic of China, the country representative of WHO and many other dignitaries. The 2007 AMD speech was delivered by the Regional Director of WHO/AFRO. Esther Tallah presented a speech in which she called on all stakeholders to join hands in defeating this scourge and announced the launching of the Media Against Malaria Association

Following weeks long negotiations initiated by the CCAM, the first ever Cameroon Malaria Ambassadors were consecrated by the MOH in the persons of Grace Decca and Ottou Marcelin.

The week long AMD celebration in Cameroon included a musical competition by youths from 7 schools in Yaoundé.

Key media activities around AMD included:

- Tam Tam weekend, on the national TV station, slot with Pr Mbacham, informed the public on the activities lined up on the AMD week long celebration in Cameroon.
- Radio spots on basic information on malaria and various radio programmes (e.g. radio quiz; a 50-mn radio program -in French and English- with interview questions on malaria prevention, diagnosis and treatment, as well as preventive treatment of pregnant women; and other radio shows such as Let's talk health, Dimanche Midi, SOS Doctor, and Morning Safari)

Media Against Malaria

CCAM, through her communications committee, has been mobilizing media interested in the fight against malaria, to put in place the first association of Media Against Malaria. CCAM will support the formation of the association over the next few months.

Baseline Report

Preliminary results show on the written press that only Cameroon Tribune, the National Daily wrote on malaria up to 17 times last year. This is followed by The Herald, Mutation, and Nouvelle Expression which each reported on malaria twice and Post Newspaper, Guardian Post, Messenger which reported once. L'Effort Camerounais, Eden News paper, The Chronicle and Horizon did not report on malaria last year. The tendency is for the private news paper to report on politics.

5. France

Africa Malaria Day

AMD took place between the two rounds of the Presidential election but the French Coalition successfully mobilised NGOs, media and the private sector. Through communication campaigns, displays, concerts, stands, conferences,

exhibitions, and workshops organised in Paris and 13 cities across France, the Coalition raised awareness of malaria amongst media and public and private decision makers. An article on the Coalition's events was published in Le Quotidien (French newspaper).

More details about the events can be found at www.coalitionpaludisme.org/events/00022.html

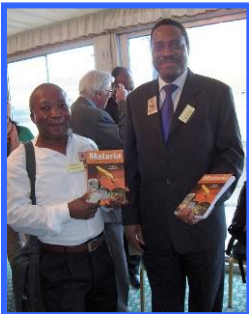
Preparation for trip to Benin

The French Coalition has been actively preparing a trip to Benin to meet with officials and NGOs with a view to set up the future Coalition Against Malaria in Benin later this year.

6. UK

Africa Malaria Day

The UK All Party Parliamentary Malaria Group (APPMG) and UK CAM held a reception in the House of Commons on the theme of '*Partnerships for a Malaria-Free World*'. The event was well attended by a cross section of organisations and individuals.



Numerous Ambassadors and High Commissioners representing countries across Africa joined the reception and met with UK parliamentarians, advocates and academics to mark the last *Africa Malaria Day*.

The event's theme was highlighted through the contribution of four speakers representing parliamentarians, media, scientists and endemic countries.

The Chair of the APPMG, Stephen O'Brien MP commended the progress being made in science, by Governments, NGOs and their partners in the fight against malaria.



Fergus Walsh, of the BBC, spoke of the suffering that he witnessed whilst filming a documentary on malaria in Ghana, but he also emphasized the hope brought by new interventions and the importance of

increased media attention for this previously neglected issue. He also presented a short film.

Professor Geoff Targett of the London School of Hygiene and Tropical Medicine introduced the Gates Malaria Partnership which has been a successful example of public-private partnership supporting research and capacity development and leading to innovative approaches to controlling malaria in endemic countries.



The final speaker, H.E. Ato Berhanu Kabede, the Ethiopian Ambassador representing Southern partners, spoke of recent successes of malaria control in Ethiopia and of the achievements of advocacy efforts in the country through the Coalition Against Malaria - Ethiopia (CAME).

What's next? Forthcoming events/activities

Cameroon

- Workshop to produce technical guide for advocacy materials on malaria (June)
- Meetings of CCAM committees to develop action plan for next semester (June)
- Develop a resource centre for malaria information (June-Dec)
- Start Malaria Press Club (June)

France

- In June, Sylvie and Adeline as well as Louis da Gama and Patrick Bertrand (both from Global Health Advocates) will be going to Benin to establish contacts with organisations and plan the formation of the Coalition Against Malaria in Benin later this year.

UK

- Election of the new Chair and Vice Chair of UK CAM (June)
- Development of advocacy tool and preparation of workshop (June-July)
- Preparation for party conferences and e-campaign (June-August)

What else happened? News

World Malaria Day

World Malaria Day was adopted during the 60th World Health Assembly (WHA) which took place from 14 to 23 May 2007 at the Palais des Nations, Geneva, Switzerland. Member states agreed that greater awareness was needed and that the establishment of World Malaria Day would mobilize communities to get involved in the fight. World Malaria Day shall be commemorated annually on 25 April or on such other day or days as individual member States may decide, in order to provide education and understanding of malaria as a global scourge that is preventable and curable.

Websites

As you all know, each Coalition now has a dedicated website which can be accessed by visiting www.coalitionagainstmalaria.org

If you have any questions regarding the website, please email us and we will try to help. We hope that this bulletin will help in ensuring that the websites remain up to date and that relevant resources (e.g. workshop's report, presentations) are available.

Call for Stories

We are looking to gather stories from each country which can be featured in this bulletin, on websites, publications and disseminated to partners and other advocates. If you have any stories you would like to share about your work, please email us at info@malariaconsortium.org.uk

Suggestions

This is YOUR bulletin. If you have any suggestions about its content (e.g. what's useful/not useful, what's missing, design ideas etc...), do let us know! Email us at: info@coalitionagainstmalaria.org.uk

Reminder: The deadline for the next bulletin is Friday 6 July.