

## HOW THEY CELEBRATED THE 7<sup>th</sup> WORLD MALARIA DAY

### Fundraising Effort for the 2015 LLINs mass campaign distribution in Cameroon:

A meeting bringing together GICAM (Cameroon Business Coalition), CAR-N/RBM, NMCP, Malaria No More, COTCO, CCA AIDS was held April 21 at GICAM headquarters in Douala.



The E. S of GICAM with his RBM Pin

The meeting aimed at informing GICAM on the malaria burden in Cameroon, the impact of the LLINs mass distribution of 2011 campaign and searching ways to get GICAM involvement in the upcoming 2015 campaign. CARN stressed the importance of malaria prevention for people living with HIV/AIDS as GICAM was invited by the MoH to contribute to the mobilization of CFA 58 billion for the purchase of ARVs. Also CARN urged the significant return on investment for malaria prevention for enterprises. The Executive Secretary of GICAM, Mr. Alain Blaise Batongue on behalf of his President, welcomed the noble malaria community initiative. After insisting on the critical and primary role of the government in protecting the health of its population, he committed to bring forward to the GICAM board the malaria request and at the same time tried to explore some avenues for potential enterprises who might be willing to get involved in the mass distribution. RBM Pin was offered to Mr Batongue

### CAR: TRAINING WORKSHOP FOR HEALTH WORKERS AT BANGUI

Since February 2014 humanitarian partners and NGOs are carrying out distribution of LLINs in all sites of displaced persons in CAR. To ensure effective use of these nets, the National malaria Control Programme held March 22 a training of 80 community health workers to take responsibility on the sites of Bangui for effective use of the LLINs. This training will continue in several towns (Bossangoa, Kanga-Bandoro, Bambari) with an aim of 205 CHWs trained.

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**CAMEROUN:** They used the World malaria day theme "Invest in the future. Defeat malaria" and organised several public events in regions, including healthy walking, awareness caravans etc.. The April 25 official ceremony was chaired by the Minister of health who seized the opportunity to salute partners commitment as well as Government's efforts to defeat malaria. To this end, the Minister announced the Head of State's decision making free the severe malaria case management for all under 5 children. The audience warmly welcomed the announcement. The ceremony, which was punctuated by musical interludes and the presentation of awards to the winners of the Malaria No More contest, ended with stands' visit promoting malaria control



**CHAD:** The World malaria day celebration provided an opportunity to raise awareness and to mobilize more people for an active participation around the LLINs mass campaign distribution. LLINs effective use by beneficiaries was the key message. After several events that have marked the week countrywide, the official ceremony coupled with the launch of the national LLINs mass campaign distributions took place at Kelo in the Department of Tandjilé West, under the chairmanship of the Minister of Public Health, Social Action and National Solidarity, flanked for the occasion by the Governor of the Region, representatives of WHO, Unicef, Esso/Chad, Global Fund, the Red Cross of Chad, Malaria No More, JHPIEGO and World Vision, elected regional Members of Parliament and Community Based Organisations. Again, all leaders attending the ceremony urged the population to use of LLINs on a regular basis during night time and in all seasons.

**CAR:** Before embracing the World Malaria Day, Central Africa Republic celebrated the World Health Day on the theme of "Combating vector-borne diseases", in which malaria belongs. So the opportunity was given to the Ministry of Public Health and Social Affairs, Gender Promotion and Humanitarian Action, to the usual partners and national and international NGOs to sensitize the Central African Republic population including social actors on the importance of key interventions to be undertaken for combating malaria and especially in the current particular security context of CAR.

### MALARIA NO MORE & COTCO-EXXONMOBIL UNITED IN THE FIGHT AGAINST MALARIA IN CAMEROON

In Cameroon malaria kills over 2,000 people and is the number one killer of children under five. **Cameroon Oil Transportation Company (COTCO), the local ExxonMobil affiliate,** is helping drive this number down and has paired with NGOs such as **Malaria No More (MNM)** to do so, donating 1 Million USD to their operations since 2011.



Malaria No More (MNM) Cameroon and COTCO-ExxonMobil joined forces in 2011 to help launch the Ministry of Health's **K.O. Palu** (Knock Out Malaria) campaign.

COTCO-ExxonMobil supports MNM's community sensitization activities from soccer tournaments to school workshops as well as MNM's award-winning K.O. PALU NightWatch communications program. NightWatch uses celebrities and leaders to deliver life-saving malaria messages daily via mass media (SMS, Billboards, TV and Radio).

strong and millions more thanks to 35 media outlets.

**2014 World Malaria Day Mobile Caravan:** 250 participants (Civil society organizations, students, artists, health partners, Ambassadors, taximen and more ) united to sensitize over 10,000 community members in Yaoundé and millions more through 52 media outlets.

#### Major activities have included:

**K.O. PALU Malaria Anthems:** Two successful songs raising malaria awareness via the voices of chart-topping and international hit artists in Cameroon.

**2012 Malaria Awareness Walk:** 5,000 people participated in the largest walk

**2013 World Malaria Day K.O. PALU Concert:** In Cameroon's first large-scale health-related concert, famous musicians spoke about malaria launched the new malaria anthem to an audience 7,000

COTCO-ExxonMobil is a shining example of how the private sector can catalyze progress against malaria by engaging new partners, mobilizing political leaders and unlocking untraditional funding streams. Malaria No More is proud to partner with COTCO-ExxonMobil to kick malaria out of Cameroon.

For more information visit: [www.facebook.com/kopaluu](http://www.facebook.com/kopaluu)  
[www.malarianomore.org](http://www.malarianomore.org)

*Olivia Ngou, Malaria No More*

CARN is announcing the first ever scientific workshop 10 to 12 July 2014 in Douala/Cameroon to promote true collaboration between NMCPs and research institutions.

CARN is proud to announce its annual review and planning meeting 29 ,30, 31 July in Libreville/Gabon. You are welcome.