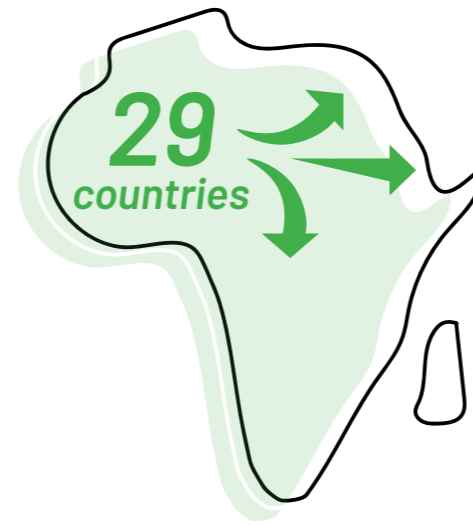


# From Grassroots to Global: Lessons from the Zero Malaria Starts with Me campaign 2014-2024

The *Zero Malaria Starts with Me* campaign was born in Senegal 10 years ago on World Malaria Day 2014. Since then, it has become a Pan-African movement, now active in **29 countries** and continuing to expand. What explains the “Zero Malaria” phenomenon, and what lessons can be drawn for effective global public health advocacy campaigns ?



## Encapsulating and Expressing the Consensus of a Historical Moment

The campaign came to life in April 2014. What was becoming clear at this historical juncture – the end of a decade and a half of massive reductions in malaria deaths and the beginning of a period of stagnating decline – was that further progress against malaria was not guaranteed: this was the emerging consensus that the campaign both encapsulated and expressed.

The central idea of the campaign thus solidified: every sector and every individual has an important and unique role to play; only through a multi-sectoral and society-wide approach will “Zero Malaria” be reached. Campaign execution would therefore constitute a collective effort to construct the enabling social, economic, and political environment required to effectively mount a malaria eradication moonshot.

## Campaign Legitimacy and Catalytic Potential: The Campaign’s Grassroots Origins

The grassroots nature of the campaign was fundamental to its legitimacy in the eyes of African states and the international malaria community. Indeed, *Zero Malaria Starts with Me* was born out of the lived experience of Senegal’s battle to contest malaria’s intractable endemicity by individuals and organizations working tirelessly to control the disease and who are all to aware of its dire impacts on all levels of society – from household stability and educational attainment through to macroeconomic conditions.

## Zero Malaria’s Branching Effect: The Vital Signs of a Movement in Motion




Some of the initiatives and results of the original campaign in Senegal (2014-2017)

<p><b>719</b> Declarations of Commitment from diverse decision makers.</p>	<p>Mobile photo exhibition displayed in <b>20 Locations</b></p>	<p><b>14</b> private sector companies pledged support.</p>	<p>Production of <b>10</b> episode «Bonaba’s Champion» TV series with <b>465,000 views</b> on YouTube alone.</p>
<p><b>08</b> community champions trained, reaching 8,310 people.</p>	<p>Collaboration of Senegalese artists on a song and music video for youth awareness.</p>	<p>The positive momentum generated during the campaign’s infancy led to its adoption by the RBM Partnership to End Malaria and the African Union Commission and endorsement by the 55 African heads of state in 2018, thereby sparking an exponential ‘branching’ of Zero Malaria initiatives.</p>	

A few highlights of initiatives launched between 2019 and 2023 :

- Zero Malaria Business Leadership Initiative launched by Ecobank and Speak Up Africa mobilized **\$6 million from 60 companies across 5 African countries.**
- March to Kigali campaign merged Zero Malaria Starts with Me and the No to NTDs campaigns ahead of CHOGM in Kigali. **More than 300 CSOs, businesses, media organizations, and individuals** sign the “March to Kigali Declaration” and **\$4 billion in new funding commitments** are announced at the conference by governments, private sector and international organizations.
- Local Elected Officials Against Malaria (ELCP) association formed to support French representatives in malaria elimination. An ELCP delegation’s visit to Benin sparks the creation of the Alliance of the Mayors of Benin Against Malaria by the National Association of the Communes of Benin (ANCB).
- Zero Malaria Campaign Coalition (ZMCC) in Kenya launches the **“The Power of Everyone”** initiative.
- Zero Malaria Football Club, co-captained by **Luis Figo and Khalilou Fadiga**, raises awareness among youth and policymakers.

## THE 3 PILLARS OF THE CAMPAIGN

-  Political Engagement
-  Private Sector Engagement
-  Community Engagement

## A NATIONAL ZERO MALARIA STARTS WITH ME STORY : BENIN CASE STUDY (2020-2023)

- **Nov. 2020**  
Launch of Zero Malaria Starts with Me and Zero Malaria Business Leadership Initiative
- **April 2021**  
Engagement of Champions (e.g Parliamentarian Hon. Aké Natondé)
- **Sept. 2021**  
Audience with the parliamentary budget oversight committee
- **Nov 2021**  
Development of a National Advocacy Plan
- **April 2022**  
Multi-sectoral advocacy event with political leaders, civil society and private sector, hosted by Vice-President of Benin
- **June 2022**  
Orientation of parliamentarians on NMCP strategies and budget gaps
- **Aug. 2022**  
Announcement of an increase in 140% of the national budget for malaria (from an average of \$1.7 million per year from 2020-2022 to \$4.1 for 2023).
- **2023**  
Further parliamentary advocacy leads to an additional increase of 20% of the national budget for 2024.

It is hard to overstate the challenges facing malaria control and elimination efforts: from insecticide, drug and diagnostic resistance, to climate change and the spread of the invasive *Anopheles Stephansi* mosquito, the goalposts of malaria elimination are forever shifting and the path towards them ever more winding and uncertain.

Now, more than ever, it is essential to rally around a common vision while seeking to understand the mechanisms behind impactful public health advocacy campaigns. This poster has sought to extract and summarize some key explanatory factors behind the rise of the “Zero Malaria” phenomenon with a view to helping to strengthen public health advocacy efforts moving forward.



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## FOR MORE DETAILED ACCOUNTS OF THE CAMPAIGN



Article marking 10 years of the Zero Malaria Starts with Me campaign



Zero Malaria Starts with Me timeline