



World Malaria Day 2018

“Ready to beat malaria”

24 APRIL 2018

UPDATED SOCIAL MEDIA MESSAGES

Hashtags: #ReadyToBeatMalaria | #WorldMalariaDay
#EndMalaria | #HealthForAll

Tip: When you tweet, please tag @WHO so we can see and amplify your tweet.

WHO Director-General message

.@DrTedros: #WorldMalariaDay is important for 3 reasons:

- ✓ Celebrate our achievements: millions of lives saved
- ✓ Remind us of the challenges ahead
- ✓ Unite around a common goal: beat malaria

#ReadyToBeatMalaria <https://youtu.be/2w-8UmXuvQ8>

“Together, we must ensure that no one is left behind in accessing life-saving services to prevent, diagnose and treat malaria”—@DrTedros on #WorldMalariaDay
#ReadyToBeatMalaria <https://youtu.be/2w-8UmXuvQ8>

WHO at 70: 7 decades in the global malaria fight

This year's World Malaria Day coincides with the start of a year-long series of activities to commemorate the 70th anniversary of WHO.

The Global Malaria Programme is marking this special occasion with the publication of a series of malaria-focused interviews with leaders and advocates in the global response to malaria. The full set of interviews will be available on the WHO website as of 25 April.

Overall series

What's being done to beat malaria? On #WorldMalariaDay @WHO hears from 7 voices in the global #malaria response & gets their thoughts on what's needed to #endmalaria for good <https://bit.ly/2HKtBZI>

Animation: [seven decades gif](#)

On #WorldMalariaDay, @WHO reflects on 7 decades in the global #malaria response through 7 voices. From @BillGates to @MoetiTshidi, new interview series spotlights progress & where challenges remain in tackling the disease #ReadyToBeatMalaria <https://bit.ly/2HKtBZI>

Animation: [seven decades gif](#)

1 // United for malaria – Dr Kesete Admasu

United for #Malaria: Dr Kesete Admasu of @RollBackMalaria on the role of partnerships in the global response to end this disease @KeseteA #WorldMalariaDay #ReadyToBeatMalaria <https://bit.ly/2K0GorF>

Animation: [Partnership gif](#)

YouTube video

Dr Kesete Admasu of @RollBackMalaria shares why community engagement is important in fighting #malaria <https://youtu.be/9SgWpb1NUvg> @KeseteA #WorldMalariaDay

2 // Seven decades of malaria – Dr Pedro Alonso

2018 marks 7 decades of @WHO's global response to #malaria. What are some key moments that shaped the fight? Dr Pedro Alonso of WHO highlights important milestones for #WorldMalariaDay <https://bit.ly/2HNZz7G>

Suggested animation: [Seven decades gif](#)

YouTube video

Today is #WorldMalariaDay: where are we in the global response to the disease? Head of @WHO's malaria program Pedro Alonso shares his thoughts <https://youtu.be/X0SCZrNnAVk> #ReadyToBeatMalaria

3 // Stepping up for malaria – Bill Gates, Co-Chair of the Bill & Melinda Gates Foundation

Why is eliminating #malaria a priority for @gatesfoundation? In this #WorldMalariaDay interview, @BillGates gives a 360-take on what spurred the Foundation's work on the disease & what's needed to shrink the malaria map <https://bit.ly/2qTGwRg> #ReadyToBeatMalaria

Animation: [Tools gif](#)

“With #malaria, if you stand still, both the mosquito & the parasite itself evolve around your tools, which means we’ve got to get this pipeline of new tools deployed”—@BillGates in @WHO #WorldMalariaDay interview <https://bit.ly/2qTGwRg> #ReadyToBeatMalaria @GatesFoundation

Animation: [Tools gif](#)

4 // Beating back malaria in Africa – Dr Matshidiso Moeti, WHO Regional Director for Africa

Africa continues to bear the heaviest burden of #malaria w/ about 90% of cases & deaths globally. On #WorldMalariaDay, @WHO’s Dr Matshidiso Moeti reflects on what’s needed to beat back the disease on the continent <https://bit.ly/2K95oxh> @MoetiTshidi @WHOAFRO #ReadyToBeatMalaria

Animation: [Africa gif](#)

“I remind leaders that we have benefited from funding like @GlobalFund & @PMIgov, & we as African countries need to invest also to complement this funding so that #malaria action can be sustained”— @MoetiTshidi in @WHO #WorldMalariaDay interview <https://bit.ly/2K95oxh> @WHOAFRO

5 // A view from the frontlines – Dr Lynda Ozor, WHO focal point for malaria, Nigeria

Go beyond the headlines & hear from someone at the frontlines of efforts to fight malaria in Nigeria. To mark #WorldMalariaDay @WHO’s Dr Lynda Ozor illustrates the challenges of tackling this disease in a high burden country <https://bit.ly/2HVPnKo> #ReadyToBeatMalaria @WHOAFRO

Animation: [Frontline workers gif](#)

“Being a front-line worker in #Nigeria, I’m very optimistic that the country will eventually win the war against malaria”—Dr Lynda Ozor of @WHO on #WorldMalariaDay <https://bit.ly/2HVPnKo> #ReadyToBeatMalaria @WHOAFRO

Animation: [Frontline workers gif](#)

6 // From bites to bytes – Dr Arantxa Roca-Feltrer, Head, Monitoring and Evaluation, Malaria Consortium

From bites to bytes: How do data for a disease like #malaria get collected & analyzed? For #WorldMalariaDay, Dr Arantxa Roca-Feltrer of Malaria Consortium explains how disease surveillance systems work & why they are critical in @FightingMalaria <https://bit.ly/2Hfwcd6> #ReadyToBeatMalaria

Animation: [Surveillance gif](#)

“Surveillance is considered the eyes and ears of public health. It is important because it provides information to those who really need to know so that action can be taken”—Dr Arantxa Roca-Feltrer of @FightingMalaria in @WHO #WorldMalariaDay interview <https://bit.ly/2Hfwcd6>

Animation: [Surveillance gif](#)

7 // Behind the microscope – Dr Neena Valecha, Director, National Institute of Malaria Research, India

Interested in #malaria & public health research? Dr Neena Valecha of India’s National Institute of #Malaria goes behind the microscope to share why research is key to tackling disease @nimr_delhi <https://bit.ly/2qM1Rgh> #WorldMalariaDay #ReadyToBeatMalaria

Animation: [Research gif](#)

“In a country, we need to understand which tools will be best in terms of safety & efficacy. We have to have continuous research if we want to achieve #malaria elimination”—Dr Neena Valecha @nimr_delhi in @WHO #WorldMalariaDay interview <https://bit.ly/2qM1Rgh>

Animation: [Research gif](#)