

WORLD MALARIA DAY 2018

COMMUNICATIONS TOOLKIT

“ Ready to beat malaria ”



WORLD MALARIA DAY 2018

WHO joins partner organizations in promoting this year's World Malaria Day theme, "**Ready to beat malaria**". This theme underscores the collective energy and commitment of the global malaria community in uniting around the common goal of a world free of malaria.

The RBM Partnership to End Malaria has developed a [campaign toolkit](#) with materials and resources to support outreach and communications efforts around the Day.

Included in this toolkit

- Key messages
- Social media messages
- Social media images
- Resources

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.

KEY MESSAGES

Ready to beat malaria

- Urgent action is required to get the global fight against malaria back on track.
- On World Malaria Day 2018, WHO is calling for:
 - ✓ Expanded coverage of proven tools that we know work – tools that have already dramatically lowered the global burden of malaria.
 - ✓ Parallel investments in the research and development of new tools to accelerate the pace of progress.

A full set of **World Malaria Day 2018** messages are available [online](#).

Global progress has stalled

- The global response to malaria is at a crossroads. After an unprecedented period of success in malaria control, progress has stalled.
- According to the latest data from WHO, there were an estimated 216 million cases of malaria worldwide in 2016, marking a return to 2012 levels.
- The current rate of progress is insufficient to achieve critical 2020 targets of the WHO Global Technical Strategy for Malaria.

Progress uneven

- Countries with ongoing malaria transmission are increasingly falling into one of two categories:
 - On the one hand, a greater number of countries are advancing towards elimination. In 2016, 44 countries reported less than 10 000 cases of malaria, compared to 37 countries in 2010.
 - However, a second group of countries with a high burden of malaria, mainly in Africa, reported significant increases in malaria cases in 2016.

Renewed focus in Africa needed

- The African Region continues to bear 90% of malaria cases and 91% of malaria deaths worldwide.
- Supporting the most heavily-affected African countries will be critical to get the global malaria response back on track. Over the coming months, WHO will provide intensified support for countries that carry the highest burden of malaria.

Funding: critical to beating back malaria

- Insufficient funding at both domestic and international levels has resulted in major gaps in coverage of insecticide-treated nets, medicines and other critical life-saving tools.
- These gaps must urgently be closed. This is especially true for groups at a higher risk of contracting malaria, like mobile populations and people living in remote and hard-to-reach communities.

Prospects for new interventions

- Boosting investments in the development and deployment of a new generation of malaria tools is key to achieving the 2030 global malaria targets.
- For vector control, new interventions that target outdoor-biting mosquitoes are being explored. New chemical formulations to mitigate the threat of insecticide resistance are under development, as are new strategies to improve the delivery of treated nets and indoor spraying.
- Later this year, the RTS,S malaria vaccine will be introduced in selected areas of Ghana, Kenya and Malawi through a pilot programme. RTS,S is the only vaccine, to date, to show partial protection against malaria among young children in large-scale clinical testing.

SOCIAL MEDIA MESSAGES

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

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

Images: Feel free to use the photos provided under **Social Media Images** to accompany the suggested tweets.

Suggested tweets

1. On #WorldMalariaDay, @WHO calls for urgent action to get the global fight against #malaria back on track. Expanding access to core malaria-fighting tools is needed to meet the 2030 global health targets #HealthForAll
2. Globally, 216 million people were infected with #malaria in 2016, 5 million more than the previous year. This brings us back to 2012 levels. Increased funding for malaria is needed to beat the disease #WorldMalariaDay #HealthForAll
3. Global response to #malaria is at a crossroads. After years of success in tackling the disease, progress has stalled. On #WorldMalariaDay, 3 things needed to get the world back on track:
 - ✓ Political commitment
 - ✓ Financial resources
 - ✓ New & improved tools
4. This #WorldMalariaDay remind leaders of the need for greater investments in & expanded coverage of malaria services for all at risk of the disease #HealthForAll #EndMalaria
5. Africa continues to bear about 90% of all malaria cases & deaths globally. Supporting African countries is necessary to get the malaria response back on track #WorldMalariaDay
6. #Malaria still kills a child every two minutes. No child should die because they cannot access life-saving services to prevent, detect & treat the disease #HealthForAll #WorldMalariaDay

SOCIAL MEDIA IMAGES

7. Malaria is preventable & treatable yet the disease continues to claim nearly half a million people a year. Most deaths occur in Africa & among children under 5 #WorldMalariaDay
8. New #malaria fighting tools are needed to #EndMalaria, & stepped-up financing is required to spur investments in malaria research & innovation #WorldMalariaDay
9. Universal coverage of proven #malaria prevention tools will improve health & save lives #WorldMalariaDay
10. #WorldMalariaDay is an opportunity to take stock of progress & call for renewed commitment to fight this centuries-old disease #ReadyToBeatMalaria



#Malaria is preventable and treatable yet the disease continues to claim nearly half a million lives a year. Sleeping under an insecticide-treated net is one of the most effective ways to prevent malaria. For this family in Battambang Province, Cambodia, a properly-used bed net can help them stay healthy by keeping mosquitoes at bay. On #WorldMalariaDay, WHO is urgently calling for expanded access to core malaria-fighting tools. WHO/V.Sokhin



Did you know since 2000, millions of #malaria deaths, especially among young children, have been averted? However, fast forward to 2018, and millions of people at risk of malaria still do not have access to the services and tools that prevent, detect and treat malaria. This #WorldMalariaDay, let's remind leaders of the need for greater investments and expanded coverage of malaria services for all people at risk of the disease. #HealthForAll WHO/A. Loke

These images are available at:

<https://app.box.com/v/wmd2018-social-media-squares>

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In Tanganyika Province, Democratic Republic of the Congo, Barwani Mombo uses a rapid diagnostic test to determine whether a young girl with fever has malaria. If the test is positive, he will administer the first dose of artemisinin-based combination therapy (ACT) tablets and will advise the girl's mother about timing for additional doses, as well as on the correct use of a long-lasting insecticidal mosquito net. #WorldMalariaDay pays tribute to community health workers like Barwani and the support they provide in delivering life-saving services to communities. #HealthForAll WHO/G. Tapper

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Getting #malaria fighting tools out to communities requires different techniques adapted to local needs, and that includes modes of transportation. In a rural community in India's Assam State, a group of insecticide spray operators use bicycles to reach remote dwellings with this effective way of preventing malaria and reducing transmission. The operators spray insecticides on indoor walls and ceilings where malaria-carrying mosquitos are likely to rest after biting household occupants. #WorldMalariaDay is marked on 25 April to highlight the successes that have been achieved in fighting this disease and also to call out the challenges that remain. WHO/A. Loke

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Time is of the essence in treating malaria. Early diagnosis and treatment of malaria among children under five can significantly reduce the risk of death. That's why it is important for parents, guardians, caregivers and community members to be able to recognize the signs and symptoms of the disease in malaria-endemic areas. #WorldMalariaDay is an opportunity to take stock of progress and call for renewed commitment to fight this centuries-old disease #HealthForAll. Credit: PAHO/WHO

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#Malaria is preventable and treatable yet the disease continues to claim nearly half a million lives a year. Most deaths occur in Africa and among children under 5. Sleeping under an insecticide-treated net is one the most effective ways to prevent malaria. Even though more people at risk of malaria have access to this prevention tool than ever before, big gaps in coverage remain, including in Africa. On #WorldMalariaDay, WHO is urgently calling for expanded access to core malaria-fighting tools. WHO/S. Torfinn



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At this disease research centre in Kisumu, Kenya, a lab technician conducts insecticide resistance tests on female *Anopheles* mosquitoes. Resistance threatens to undermine malaria prevention efforts that rely on insecticidal bed nets and indoor sprays. Boosting investments in research to develop a new generation of anti-mosquito tools is crucial to achieving the 2030 global malaria targets. #WorldMalariaDay. WHO/S. Torfinn

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In the last few years, #Myanmar has dramatically reduced its #malaria cases. The country has expanded access to malaria diagnosis and treatment through a network of 17 000 village health volunteers. They have played a critical role in delivering services to test, diagnose and treat malaria among at-risk populations and hard-to-reach communities. Here, Nwe Ni Mar and her daughter Ei Hmu Khin hold anti-malaria pills in Kwai Camp, Mon State. On this #WorldMalariaDay @WHO calls on countries and the global health community to ensure no one is left behind in accessing life-saving malaria services #HealthFor All. WHO/V. Sokhin

RESOURCES

WHO World Malaria Day 2018

<http://www.who.int/campaigns/malaria-day/2018/en/>

World malaria report 2017

<http://www.who.int/malaria/publications/world-malaria-report-2017/en/>

World Malaria Day 2018 key messages

<http://www.who.int/malaria/media/world-malaria-day-2018/en/>

WHO fact sheet on malaria

<http://www.who.int/mediacentre/factsheets/fs094/en/>

RBM Partnership to End Malaria World Malaria Day 2018 toolkit

<https://www.worldmaliaday2018.org/toolkit/>

WHO Global Malaria Programme website

<http://www.who.int/malaria/en/>

Global Technical Strategy for Malaria 2016–2030

<http://www.who.int/malaria/publications/atoz/9789241564991/en/>

WHO malaria document centre

<http://www.who.int/malaria/publications/en/>