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POSTER COMMUNICATION · INFECTIOUS DISEASES

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

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KEY MESSAGES

1. The Zero Malaria Starts with Me campaign successfully expanded from Senegal to 29 African countries over 10 years.
2. Multi-sectoral engagement including political, private sector, and community involvement is crucial for malaria eradication.
3. Sustained advocacy efforts can lead to increased political commitment and funding for malaria control, as shown in the Benin case study.

ABSTRACT

Introduction. The Zero Malaria Starts with Me campaign was born in Senegal 10 years ago on World Malaria Day 2014. It has since become a Pan-African movement active in 29 countries, aiming to draw lessons for effective global public health advocacy campaigns.

Materials and methods. The campaign was initiated in April 2014, consolidating a multi-sectoral and society-wide approach to malaria eradication. It leveraged grassroots legitimacy from Senegal's experience and expanded through various initiatives and partnerships across Africa.

Results. Key results include 719 declarations of commitment, mobile photo exhibitions in 20 locations, support from 14 private sector companies, production of a TV series episode with 465,000 views, and training of 8 community champions reaching 8,310 people. The campaign also mobilized $6 million from 60 companies across 5 African countries and sparked significant parliamentary advocacy and budget increases in Benin.

Conclusion. The campaign highlights the importance of multi-sectoral engagement and grassroots origins in sustaining malaria control efforts. It demonstrates the potential for advocacy campaigns to influence political commitment and funding, contributing to malaria elimination goals.

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