



*Waiting for the show to begin:
social mobilisation in rural areas*

PROJECT BRIEF

United Against Malaria

Malaria Consortium Ethiopia's support for the United Against Malaria project aimed to deliver targeted messages using various means of communication to encourage awareness and social mobilisation for malaria prevention and control

COUNTRY

Ethiopia

DONOR

The Malaria Control and Evaluation Partnership in Africa (MACEPA) at PATH

LENGTH OF PROJECT

Six months (completed)

PARTNERS

Federal Ministry of Health (FMOH), Regional Health Bureaux, Coalition Against Malaria in Ethiopia (CAME) and Coalition of Media Against Malaria (CMAME), and civil society organisations

PROJECT OUTLINE

Although there has been an increased commitment from both the Ethiopian government and donors to provide funding for anti-malaria commodities, little is being mobilised for information, education and communication (IEC) activities or behaviour change (BCC) and targeted campaigns.

For this reason a campaign entitled United Against Malaria (UAM), which aims to galvanise global action to help reduce malaria deaths to zero by 2015, kicked off across Africa in 2009.

The first of the international campaign launches was held in the Ethiopian capital, Addis Ababa, in 2009. The launch was attended by high-profile figures from the worlds of sport and politics, non-governmental organisations, and global health and business groups, all of whom came together to show their

support for the campaign.

Ethiopia was also hosting the Board Meeting of the Global Fund to Fight AIDS, Tuberculosis and Malaria at that time, so the two were combined for added impact. The UAM launch in Addis was then followed by a series of regional launches that culminated at the 2010 FIFA World Cup draw in Cape Town in December 2009

To support the UAM Campaign, the Malaria Control and Evaluation Partnership in Africa (MACEPA) at PATH and Malaria Consortium Ethiopia created a partnership to find new ways of mobilising the Ethiopian people about malaria.

Project activities, therefore, focus on social mobilisation through the use of media for advocacy work using different strategies, and the production of IEC/BCC materials to help strengthen the key messages.



A crowd gathers around the mobile health education van

PURPOSE

The general purpose of the project was to strengthen political commitment through the raising of public awareness and social mobilisation, and to support malaria funding and programming as a critical element in the achievement of the 2015 Millennium Development Goals

PROJECT AIMS

- To build long-term relationships with partners to increase utilisation of malaria treatment and prevention tools
- To strengthen coordination and capacity of the malaria advocacy community
- To transmit standard key anti-malaria messages using both national and local media (television and radio)
- To host panel discussions, distribute press releases and initiate debate on the strategic direction of the Ethiopia's malaria control programme
- To post brief messages during prime time television (immediately after the news)
- To produce and disseminate health education materials with key anti-malaria messages
- To present testimonials from beneficiaries and invite them to tell their stories to key audiences
- To engage in social mobilisation using mobile health education van

This project has a direct impact upon initiatives to:

- ✓ Behaviour change and communication
- ✓ Combat malaria through:
 - ✓ Strengthening community response to malaria
 - ✓ Strengthening the capacity of civil society to advocate for malaria funding and programming