



Tanzania today

since the 2010 UAM launch:

13.5 million Tanzanians
saw or heard UAM messages during the World Cup

53 private sector partners
committed to malaria control efforts

64% of viewers
recalled UAM television or radio spots aired during the World Cup

6.6 million Tanzanians
took action after watching or hearing UAM PSAs
to ensure that their families sleep under a LLIN every night

Private sector partners participate in a national launch of Malaria Safe, UAM's workplace malaria control program, in Dar es Salaam in 2012. Prime Minister Hon. Mizengo Pinda, center, officiated and has actively recruited new partners from diverse sectors.





Tanzania: A UAM Case Study

Malaria is one of Tanzania's deadliest diseases, accounting for 36% of deaths among children under age five and some 40% of all outpatient visits. Nearly all 46 million Tanzanians are at risk, according to the World Health Organization's 2012 World Malaria Report. The National Malaria Control Program reports that approximately 14 to 18 million malaria cases occur in Tanzania per year. Of those, 60,000 end in death.

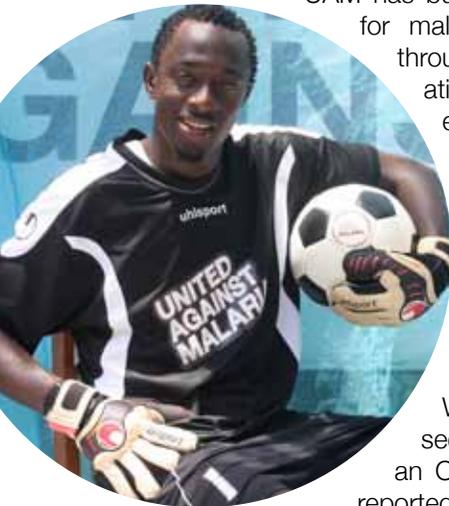
To combat rampant malaria, Tanzania has distributed 26.4 million nets since 2010. In 2011, a universal coverage campaign set out to cover every sleeping space with a long-lasting insecticide-treated net, and a keep-up campaign is now underway. Pregnant women and infants receive free nets through a national voucher scheme. Other malaria commodities such as rapid diagnostic tests and subsidized ACTs are being scaled up, but additional resources and continued behavior change communication is needed to sustain these gains.

To help meet these needs, the United Against Malaria campaign in Tanzania is leveraging the popularity of football to rally the public and private sector to the fight against malaria, raising awareness on and off the pitch.

What did UAM bring to Tanzania?

Massive Exposure to Malaria Messages

UAM has built an incredibly visible platform for malaria education and protection through the Tanzania Football Federation, Counsel of Central and Eastern Africa Football Association, and FIFA—representing thousands of players and millions of fans. Its 128 public service announcements during the World Cup introduced UAM to much of central and eastern Africa. Of the estimated 22 million exposed to at least one World Cup match, 64% recalled seeing a UAM spot, according to an Omnibus survey. Of those, 48% reported taking steps to ensure that their family members sleep under a life-saving mosquito net every night. (See findings at right.)



Omnibus survey findings

Of those who listened to or watched at least one World Cup match (49% of respondents), 64% of respondents later recalled hearing or viewing the UAM spots.

Of the 64%, 77% remembered the collective actions suggested by the PSAs: getting tested at first signs of fever, taking the correct medicines, getting ANC, or sleeping under ITNs.

Of the 64%, 84% remembered the specific message about sleeping under a mosquito net and 25% remembered about treatment.

Of the 64%, 29% talked about UAM spots, and 48% confirmed that they had taken steps to ensure that their families sleep under ITNs. **Some 6.6 million people took action.**

Committed Private and Public Champions

Since the beginning, Tanzania's public leaders have lent their support to the football-centric campaign, from President Jakaya Kikwete to the NMCP. In the private sector, 24 corporations are already protecting their employees. Another 29 pledged to follow suit as Prime Minister Hon. Mizengo Pinda launched Malaria Safe nationally in 2012. Those who commit to becoming Malaria Safe are seeing remarkable results: Said Salam Bakhresa has cut malaria-related expenses by one-third and reduced its malaria-related absenteeism by 80% since 2008. Among football federations, 12 national federations have joined UAM. With their support, UAM's smart investment of \$50,000 at the CECAFA Challenge Cup yielded an estimated \$250,000 in advertising value, compared to the title sponsor's \$475,000 for similar exposure. Best of all, TFF and CECAFA have pledged that every match will be dedicated to UAM, until malaria is eradicated—and FIFA is being primed to follow suit.



Left: UAM PSAs reached 13.5 million viewers during the World Cup. Right: A full stadium at the CECAFA Cup.

UAM: Building Partnerships, Expanding Reach

Financial	Stanbic Bank	Malaria Safe: LLINs and education for employees at risk; UAM branding; IPTp
	National Microfinance Bank (NMB)	Community awareness; UAM branding; production and distribution of GOAL! and UAM footballs; sponsorship of UAM football events
	National Social Security Fund (NSSF)	Education and protection for staff
	Parastatal Pension Fund (PPF)	Education and protection for staff
Manufacturing	Achelis Tanganyika Ltd	Education and protection for staff
	Twiga Cement	Education and protection for staff
Sports	Tanzania Football Federation	Education for players, teams, fans; sponsorship of UAM clinics and PSAs; visibility at CECAFA events; advocacy at FIFA World Cup, Africa Cup of Nations, UAM partner meetings, WEF Africa
	Council of East and Central Africa Football Federations (CECAFA)	Visibility and advocacy at CECAFA Cup, CECAFA Kagame Cup; UAM branding; education of fans, players and teams
Food and Beverage	Said Salim Bakhresa (SSB)	LLINs, SP, RDTs (<i>pictured</i>), ACTs and education for staff and families; UAM branding; sponsorship of UAM football events; advocacy at UAM meetings
	Saafi Meat Company	Malaria control program for staff; malaria agents
	Serengeti Breweries Ltd (SBL)	Education and protection for staff
	Tanzania Breweries Ltd (TBL)	Malaria Safe plan; education for 344 staff; half-price mosquito nets; repellent for nightshift staff
Mining	Barrick Gold Corporation	IRS and LLINs for staff
Agriculture	Kagera Sugar and Mtwiba Sugar Estates	Malaria control program for staff and communities; LLINs, IRS, RDTs and education
	Tanzania Coffee Board	Education via text messages to more than 400,000 coffee growers
Energy	Songas	Malaria control program for staff; 60 malaria agents; partnership with community change agents to educate communities and give LLINs
	Total	Education and visibility via UAM flyers, posters, bumper stickers; educational kits for children
	British Gas (BG)	Testing, education, LLINs for staff; repellent for night staff; medical oxygen regulators for hospital
Technology	Vodacom	Education and protection for staff
Media	Number 10 Magazine	Visibility via UAM branding, malaria messages; ree design work and translation for GOAL
Hospitality	Tanzania Tourist Board	Customer education; mandate for LLINs on 14,000 hotel beds
	Tourism Confederation of Tanzania (TCT) and Hotels Association of Tanzania (HAT)	Education for members via website, newsletter and training meeting; advocacy for malaria-free tourism; visibility via billboards in select hotels
Real Estate	National Housing Corporation (NHC)	Education and protection for staff
Malaria Commodities	A - Z Textile Mills	LLIN distributions to schools, TFF, UAM partners; UAM branding
Public Sector and NGO Partners	Government of Tanzania, Tanzania Parliamentarians Against Malaria (TAPAMA), Tanzania Private Sector Foundation (TPSF), For a full list of UAM partners, please visit www.malariafreefuture.org/tanzania .	



Returns on Investments: Impacts and Results

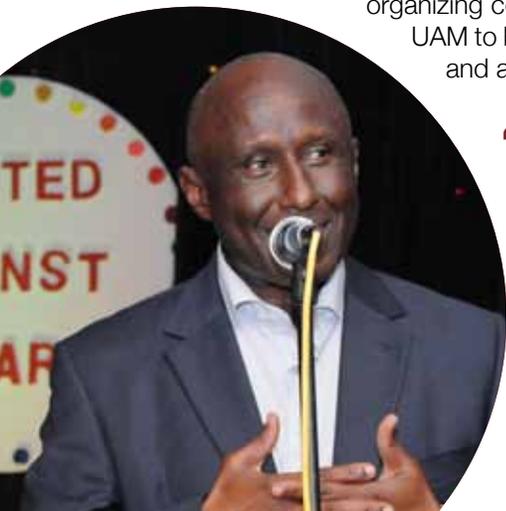
1. With minimal investment, UAM messages are reaching vulnerable audiences across the country. An Omnibus survey conducted in September 2010 found that UAM messages broadcast during the World Cup significantly influenced behavior change, with some 6.6 million people taking action to protect their families with life-saving nets. (See survey findings on page 2.)
2. A successful partnership with TFF has opened doors for opportunities with larger, international governing bodies of football—CECAFA and the Confederation of Africa Football. During the 2013 Orange Africa Cup of Nations, where UAM was recognized as an official social cause, the campaign reached an estimated 1 billion people through various media platforms.
3. The UAM partnership is uniting football federations, the public and private sectors, and the community. During World Malaria Day activities in 2011, the Tanzania Coffee Board, the Tanzania Tourism Board, NMB and Stanbic Bank joined efforts to educate schoolchildren in 85% of Tanzania's districts. TFF organized a UAM clinic for more than 500 children from 8 schools in the Arusha district.
4. Under the leadership of Prime Minister Hon. Mizengo Pinda (pictured above, at left, with SSB General Manager Said Muhammad Said Abeid), Malaria Safe launched nationally in 2012. Together, 53 private sector partners are contributing resources, protecting employees, and raising awareness among communities under the banner of UAM. These companies are discovering that UAM's Malaria Safe initiative has helped them reduce malaria treatment expenses and increase productivity. Flour mill SSB, for example, made treated nets, educational materials, medicine, and rapid diagnostic tests available to 6,000 employees and their family members; as a result, malaria-related absences dropped by 80%. Now the company is rallying others to the fight against malaria.



Looking forward

Tanzania boasts several rich opportunities for sustainable growth and partnership. After the national Malaria Safe launch in 2012, UAM partners have come together to form a Malaria Safe steering committee, led by Minister of Health Dr. Hussein A. Mwinyi. This committee will meet regularly to identify public and private funds for malaria control. Since the launch, the prime minister has written letters to 32 Tanzanian companies to encourage them to become Malaria Safe and requested additional public funding for malaria control from various government entities. TAPAMA, a parliamentary caucus on malaria, has helped the NMCP unlock resources at the district level. As the partnership strengthens and grows, Tanzania will benefit from healthier workers and communities, greater productivity and more robust economic growth.

Also, unprecedented opportunities for visibility await the campaign through the growing support of football federations at the national and international level. At the CECAFA Cup in November 2010, CECAFA chairman Leodegar Tenga publicly asserted his ongoing commitment, followed by FIFA World Cup organizing committee president Danny Jordan. The FIFA World Cup 2014 would introduce UAM to billions of people—and provide the final push necessary to beat malaria in Africa and around the world.



“I just want to assure you that we shall be partners forever, until we eradicate malaria.”

Leodegar Tenga, president of the Tanzania Football Federation, chairman of CECAFA, and executive committee member of CAF

Join us. www.unitedagainstmalaria.org

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