



Cote d'Ivoire today since the 2009 UAM launch:

6 million Ivorians

remembered a UAM message from the 2012 Africa Cup of Nations to sleep under a treated net every night¹

7 private sector partners

committed to malaria control efforts

1 Head of State and 3 ministries

engaged in UAM activities



**“We rely on you
to mobilize the
private sector for
the fight against
malaria.”**

Ivorian Minister of Health
Mme. GOUDOU Coffie (right) as
she visits with UAM partners on
World Malaria Day 2013

Cote d'Ivoire: A UAM Case Study



Malaria threatens virtually all of Cote d'Ivoire's 20 million people², making it one of the most endemic countries in Africa. The World Health Organization in Cote d'Ivoire estimated as many as 9.6 million cases in 2010 and as many as 28,400 deaths.³ Since 2008, when the organization began counting confirmed malaria cases, admissions and deaths⁴, the number rose dramatically until 2010 and then fell, possibly because civil war disrupted health systems, preventing families from accessing treatment and health workers from collecting reliable data. During this crisis, media reports showed that many malaria commodities were scarce or unavailable in the most affected regions.

Today, malaria control is again a national priority under the leadership of Ivorian President Alassane Ouattara, who came to power in April 2011. Three Global Fund grants worth more than \$150 million are aiding reconstruction efforts, benefitting pregnant women and children under 5 years of age.⁵ Without such aid, children in Cote d'Ivoire may suffer 1 to 6 malaria episodes per year.⁶ Ivorians are currently undertaking a major challenge to reduce the impact of malaria following the distribution of over 7 million long lasting nets.

It is within this context that the United Against Malaria partnership launched in Cote d'Ivoire, uniting public and private sector leaders, footballers, and malaria stakeholders to leverage the popularity of football to raise awareness and funds for the fight against malaria.



What did UAM bring to Cote d'Ivoire?

Massive Exposure to Malaria Messages

Simple and consistent messaging, a uniform brand and strategy, and an engaging football-centric platform have given United Against Malaria a visible stronghold in Cote d'Ivoire, with a wide-ranging media presence. During the 2013 Orange Africa Cup of Nations, there were 34 broadcasts of 30-second UAM public service announcements (PSAs) made by Didier Drogba and President Ouattara, 80 billboards, 3 electronic billboards (6,000 broadcasts of 10-second PSAs by Drogba and Gervinho, donated by LDF), and 12,000 copies of GOAL, UAM's football-themed mini-magazine.

Committed Private and Public Champions

Launched ahead of the 2010 FIFA World Cup in South Africa, UAM captured the support of many partners in the earliest days of the campaign. Those representing the private sector included CECI, CNSE, CNPS, MTN-CI, LDF, SITAB, SOTRA, SIFCA, and SAPH. Those representing the public sector included the President's Office, the Ministry of Health, the Ministry of Sports, the Ministry of Communication, the Ministry of Labor and Social Affairs and the NMCP. Other UAM partners include la Rentrée du Coeur, la Fondation Petro-CI, CARE, PSI, and CHCI.

Today, seven companies remain committed UAM partners. Among the most committed are the Librairie de France Groupe (LDF) and MTN-CI. From the beginning, LDF has been instrumental in recruiting public and private sector partners to the UAM campaign and to malaria control. The bookseller has implemented educational activities for employees and customers during its "UAM Days," and supplied malaria educational materials and LLINS for displaced students. Together with its Foundation La Rentrée du Coeur, the LDF Groupe has provided school kits to more than 60,000 displaced children, which include malaria education and impregnated mosquito nets. For his efforts, LDF CEO Rene Yedieti was awarded a UAM Golden Boot in November 2011.

1. An Omnibus Survey conducted in April 2012 found 90% of Ivorians in urban areas watched the AFCON games, and 60% of them remembered the UAM net use message. 6 million was derived from an extrapolation based upon a sampling of 8 urban centers and does not include rural populations, about 50% of the country. Omnibus Survey, IPSOS Côte d'Ivoire, 2012.
2. World Bank 2011 population figures: <http://data.worldbank.org/country/cote-divoire>
3. World Malaria Report, WHO 2012, p. 216. http://www.who.int/malaria/publications/world_malaria_report_2012/wmr2012_full_report.pdf
<http://www.guardian.co.uk/global-development/datablog/2011/apr/25/world-malaria-day-data>
4. <http://portfolio.theglobalfund.org/en/Search/PortfolioSearch#>
5. <http://www.aidspace.org/country/125>

Wim Van Helleputte, country director for MTN-Cote d'Ivoire, also accepted an award for his company's efforts. Since 2009, MTN has conducted community outreach through its Y'ello Card Days, assisting pregnant women during an LLIN hang-up campaign. It has also produced educational materials for school kits, recorded an original song about malaria control, including the voices of staff members, and distributed free CDs. In 2012 and 2013 it launched a mini-campaign starring popular television personality Adrienne Koutouan, with support from Unicef.

The CECI business coalition against AIDS and malaria has supported the development of UAM in Cote d'Ivoire. CECI includes 20 of the country's largest businesses and has organized activities in 2011 and 2012, including the Golden Boot ceremony with ministry representatives and the Chamber of Commerce.

Likewise, the public sector remains committed in 2013, championed by President Alassane Ouattara in the "Year of Health for Cote d'Ivoire," a symbolic time of healing after much post-electoral violence. During the 2013 Orange Africa Cup of Nations, the President appeared on 40 billboards and in 17 PSA broadcasts, as well as full-page newspaper inserts in *Fraternite Matin* for 20 consecutive days. His office paid for the billboards and PSAs, with matching contributions from Unicef for twice the exposure. This reinforced the messages of a 2011 distribution of 7 million Global Fund nets. When a UAM launch event took place in January 2013, the President's Office and three ministries participated.

UAM: Building Partnerships, Expanding Reach

Coalition	Coalition des Entreprises de Cote d'Ivoire (CECI)	Visibility and advocacy via for malaria control via UAM campaign launch; management of campaign
Transportation	SOTRA	Peer educator training for staff
Agriculture	SITAB	Education for staff; LLINs for staff in Bouake, with support from local NGO CHCI
Health	Caisse Nationale de Prévoyance Sociale (CNPS)	LLINs and educational for members
Publishing	Librarie de France	Regular education for staff and customers; leaflets and kits; LLINs for orphans and vulnerable children displaced by civil war; visibility via sponsorship of electronic billboards featuring Gervinho and Drogba in Abidjan in 2012 and 2013, with over 6000 broadcasts; advocacy by CEO at AFCON and RBM ministerial dinner
Technology	MTN-CI	Education for employees; funded media outreach for the 2013 UAM campaign launch; production of UAM song; partnership with NMCP and LDF to produce educational leaflets, PSAs and poster
Public Sector	The President's Office	Education and visibility in Abidjan and surrounding areas via 40 UAM billboards with Head of State; full-page newspaper inserts for 20 days
	Ministry of Health Ministry of Communications Ministry of Labor and Social Affairs NMCP	Participation in UAM campaign 2013 CAN launch
Multilateral	Unicef	Funding for 40 billboards, 17 PSAs, 12,000 copies of GOAL, and participation in UAM launch
NGO	JHU•CCP CARE	Campaign leadership, technical assistance and communication expertise
Sport	Dider Drogba Gervais Yao "Gervinho" Kolo Toure	Ambassadorship role, lending recognition and celebrity to campaign in PSAs, billboards, and community activations; LLINs for orphans from Gervinho

For a full list of UAM partners in Cote d'Ivoire, please visit www.malariafreefuture.org/cotedivoire

Visibility through Football

As captain of the national football team of Cote d'Ivoire, Didier Drogba led his team to the quarterfinals of the Africa Cup of Nations. The world-class footballer has brought star-power to the fight against malaria by appearing in PSAs, on billboards, and in GOAL. He also published an editorial in the *Huffington Post*, where he wrote, "We have the proven, cost-effective tools to prevent, diagnose and treat malaria. But we have to work together to make sure everyone has access to them and uses them regularly."

Fellow Ivorian footballers Yao Gervais "Gervinho," Salomon Kalou, and the Toure brothers have also appeared in PSAs. In September 2012, during qualifying matches of the Africa Cup of Nations, Gervinho sponsored a net distribution in Abobo benefitting the SOS Children's Village, a local orphanage. While Gervinho donated 150 nets, Rene Yedieti of LDF challenged Gervinho to match his offer to give school supplies to the Abobo orphans. The mayor of Abobo and other business and community leaders participated alongside representatives of international NGOs. Community members and national media attended the event, which has helped to build momentum, strengthen partnerships, and raise awareness needed to combat malaria on an even greater scale.

Returns on Investments: Impacts and Results

1. With a modest investment of \$90,060, UAM partners in Cote d'Ivoire reached an estimated 6 million people or more with malaria messages during the 2013 Africa Cup of Nations--about 2 million via billboard and about 4 million via television, according to programmatic staff. The effort complemented an international push to reach hundreds of millions of people via 6 top-tier pan-African TV and radio stations such as Africa 24, Trace TV, Africa No. 1.
2. Omnibus survey data was collected in April 2012, after the 2012 Orange Africa Cup of Nations, to measure the reach of UAM PSAs in 2012. The data shows that more than 90% of urban populations watched at least one match, and at least 60% of survey respondents (or of those who saw the matches) recalled seeing or hearing UAM PSAs about sleeping under insecticide-treated nets every night. Therefore, of the total population of 20 million, half of which is urban (48.5%), it may be extrapolated that roughly 6 million urban dwellers recalled UAM messages about sleeping under insecticide-treated nets every night. Considering the reach of the TV into peri-urban and rural zones, it can be comfortably estimated that the reach of the campaign was in fact much higher than 6 million.
3. In the workplace, malaria control investments are paying off in Cote d'Ivoire. In 2010, Librairie de France (LDF) gave two nets per family to its 300 employees and has since sponsored malaria education sessions every year. In 2012, the company reported that its malaria consultations had dropped by 45%, and that malaria-related absences have dropped by 33% for that year, resulting in an estimated 7 million FCFA, or \$13,927 savings for the same time period.

Looking forward

One of Africa's best football teams, the national team of Cote d'Ivoire is poised to carry the UAM message forward during the 2014 FIFA World Cup. The private sector partnership is also growing, thanks to inspired leaders who have committed to ending needless deaths from malaria in the country. Finally, high-level support within the government will help ensure that Cote d'Ivoire's malaria control program has the resources it has to sustain these gains.



"The UAM campaign comes at a time in Cote d'Ivoire when the private sector needs to take responsibility for making the country strong again. I am happy to be a partner and to contribute to the malaria control targets in my country."

Rene Yedieti, the CEO of the Librairie de France Group

Join us. www.unitedagainstmalaria.org

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