



The Librairie de France Groupe (LDF) is a chain of bookstores in Cote d’Ivoire formerly known as the Barnoin network. There are 6 bookstores in Abidjan, the largest city with approximately five million inhabitants, and two other stores in the capital city Yamoussoukro, and the second largest city San Pedro. With an estimated 3 million clients preparing for the school year, LDF felt they could offer an important message for a population that needed to be protected from malaria the most – children in school. As a bookstore, education of children and the availability of books and school supplies are complementary – supply and demand for the books and supplies that the LDF bookstores sell. The more children who finish school, the more customers there are and more importantly, the more potential leaders for tomorrow are trained. So it came very naturally that LDF saw the importance of the UAM campaign, an opportunity to provide the same customers of the LDF bookstores with the messages and protection to keep them in school, and train the leaders of tomorrow.

As Mr. Rene Yedieti, CEO of the LDF Groupe has often reminded partners, “We are stronger as a group, all working together to protect our children from malaria. The NMCP needs our help, and we will mobilize as many new partners as we can to play their part to build a better future for Cote d’Ivoire.”

Mr. Yedieti brought his foundation, La Rentrée du Coeur to the campaign as well, and has challenged his foundation partners to purchase 60,000 LLINs to add to the school supply kits that they give out each year to orphans and other vulnerable children, or victims of the recent civil war/civil unrest. A mosquito net costing 5,000 CFA, or about 10 USD, is a prohibitively costly prevention tool here in a country where fewer than 11% of the population own or use LLINs. (Source DHS, 2008??)

To complement the actions of the Fondation Rentrée du Coeur, the LDF groupe has mobilized leaders from the public and private sectors, offers malaria educational messages to LDF clients, and will be distributing LLINs to his employees across three cities in CI, with and aim to encourage others to procure nets for their employees and to encourage net use. “The UAM campaign comes at a time in CI 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.” declared Mr. Yedieti.

