



# OVERVIEW



## WHAT IS UNITED AGAINST MALARIA?

Founded in the lead-up to 2010 World Cup South Africa, United Against Malaria (UAM) is an alliance of football (soccer) teams and heroes, celebrities, health and advocacy organizations, governments and corporations who have united together against malaria.

As part of the Roll Back Malaria (RBM) Partnership, UAM is made up of over 200 partners from diverse sectors and continents who invest their experience, time, funds, skills and enthusiasm because they share a common goal.

By championing African leadership across sectors and harnessing the collective capabilities of a range of corporate partners—using football, the world's most popular sport, as the foundation—UAM aims to raise global awareness and galvanize worldwide commitment to end malaria deaths by 2015.

## WHY UNITE AGAINST MALARIA?

Malaria disproportionately affects the poor and vulnerable, primarily young children and pregnant women in Africa who are more likely to be exposed to infection due to lower immunity levels and have the most limited access to malaria prevention, treatment, and control measures.

## CAN WE REDUCE MALARIA DEATHS?

YES, malaria is a treatable and preventable disease. Simple tools like treated mosquito nets, effective medicines and safe indoor spraying can save lives. According to a 2011 RBM Partnership report, in the last decade global malaria deaths have been reduced by 38 percent. In addition, 11 African countries have reduced malaria cases and deaths by more than 50 percent, due in large part to intervention scale-up.

Thanks to global commitments, malaria control efforts have had an impact in all endemic regions, but these gains are fragile, and sustained momentum is crucial. The fight is not yet won.

## WHAT WE DO

UAM has two overarching goals:

1. Support the RBM Partnership's vision of achieving a malaria-free future
2. Increase the number of UAM supporters within the global RBM Partnership



In order to achieve these goals, UAM has developed the following strategies, tools and programs:

- **Delivering grassroots messaging and advocacy through football** – including public service announcements (PSAs) that feature local football stars, and football clinics for young players in rural towns across Africa.
  - After watching or hearing a UAM PSA during the 2010 World Cup, 6.6 million Tanzanians reported taking action to ensure that their families sleep under a treated mosquito net every night.
  - Multiple PSAs featuring the Ghana Black Stars saturated football stadiums and airwaves with malaria control messages, reaching more than 14 million viewers – or 70% of the population.
- **Generating political will through football leadership** – including partnerships of football federations and other organizations to engage heads of state in African and donor countries.
  - UAM counts among its supporters over 13 national teams and 15 football federations as well as governing bodies such as Federation Internationale de Football Association (FIFA) and Confederation of African Football (CAF).
  - Similarly, global leaders including President Jakaya Kikwete of Tanzania, United Nations Deputy Secretary-General Dr. Asha-Rose Migiro and UK Prime Minister David Cameron have each demonstrated their support and commitment to UAM.
- **Empowering African corporate partners to commit and take action** – including UAM's Malaria Safe initiative, which provides corporations with the education and advocacy tools to protect their employees and local communities from malaria.
  - To-date, more than 10 million employees have been reached through Malaria Safe.
- **Expanding UAM merchandising, fundraising and marketing** – including the UAM bracelet initiative started by the Relate Trust and African corporate partners; the colorful string of beads has become a symbol of winning the fight against malaria.
  - Each bracelet provides funds for mosquito nets in sub-Saharan Africa, as well as much-needed income and hope for the HIV-affected men and women in South Africa who produce them.
  - Over 350,000 bracelets have been sold to-date, raising funds for the Global Fund to Fight AIDS, Tuberculosis and Malaria, the world's largest distributor of mosquito nets.

**JOIN OUR TEAM. WE HAVE THE TOOLS AND THE MOMENTUM.  
UNITED, WE CAN BEAT MALARIA.**

To find out more or to purchase a bracelet visit us at: [www.UnitedAgainstMalaria.org](http://www.UnitedAgainstMalaria.org)