

Voices III: Malaria Powerbrokers

Ghana

2011-2013



As the success of Malaria Safe shows, local private sector partnerships could be the missing link in development outreach.

- The Guardian, report on UAM and Malaria Safe, February 2013

PROJECT OVERVIEW

Voices III is a two-year project designed to expand national movements of private and public sector leaders in four African countries (Ghana, Uganda, Tanzania and South Africa) who motivate governments to use available financial resources more efficiently to scale up effective malaria control, laying the foundation for elimination. Our objectives: 1) expand the network of private sector leaders that implement malaria control; and 2), increase the level of advocacy among private sector partners toward decision makers, particularly for efficient use of government and donor resources.

APPROACH

Our key approach involves building a "New Business Norm" among private sector companies to invest in malaria control in the countries where they operate. Building on a network of business leaders recruited to a United Against Malaria (UAM) campaign, Voices III uses popular UAM-branded football activities to build a sense of community among influential leaders. These leaders interest other business leaders in becoming a "Malaria Safe" company. In many African countries, political, social and business leaders consider malaria an issue relegated to the MOH, an issue managed at the clinic or HH level. Voices III is changing this perspective to make sustained action against malaria socially and professionally desirable - a new social norm among leaders. The theory of Bounded Normative Influence (Kincaid, 2004) laid the foundation for this approach.

INNOVATION

Voices raises awareness and galvanizes commitment to end malaria deaths through a football-themed United Against Malaria campaign.

We developed a private sector strategy called Malaria Safe through the UAM platform, in which companies are encouraged to increase their investment in malaria control to include education, protection, visibility and advocacy.

A couple of country innovations: Voices Uganda engaged companies to support a Health Common Fund by holding a charity golf tournament, which raised more than \$18k. Following this, we presented UAM and the Fund to MPs, who then used our messages to increase the health budget.

In Ghana, to get key decision-makers to prioritize malaria control, Voices produces the Action Alert—quick reads, and brightly colored so they stand out.

ACCOMPLISHMENTS

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Voices III recruited 95+ companies to the Malaria Safe program and measured progress in 4 pillars—each country showed increases in all four.

We developed an innovative tool to measure the status of national malaria control programs in four key domains: (Strategic Partnership, Visibility, Policy, Data Utilization). Respondents reported improvements in all four components during Voices.

By country:

Tanzania: Recruited the Prime Minister and prompted him to enlist private sector to invest in malaria control.

Uganda: Speaker of Parliament and a malaria committee motivated MPs to increase the health budget.

Ghana: Led huge parastatal institutions to create and implement their own Malaria Safe strategies.

SA: Increased commitments to malaria from SA based companies; held a high-level AFCON event celebrating UAM public and private sector leaders

