WHAT IS UNITED AGAINST MALARIA?

Founded in the lead-up to the 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.

UAM, a campaign of the Roll Back Malaria (RBM) Partnership, is made up of more than 200 partners from diverse sectors and continents that invest their experience, time, funds, skills and enthusiasm because they share a common goal: to defeat malaria.

Following the campaign’s success around the 2010 World Cup, the Confederation of African Football (CAF) named UAM an official social cause of the 2013, 2015 and 2017 Orange™ Africa Cup of Nations (AFCON). AFCON, the continent’s premier football championship, provides an unprecedented platform to deliver life-saving messages to football fans.

With the world’s most popular sport as its foundation, UAM aims to raise global awareness and galvanize worldwide commitment to end malaria deaths.

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 preventable and treatable disease. Simple tools like insecticide-treated mosquito nets, effective medicines and safe indoor spraying can save lives. In fact, due to these tools, the World Health Organization (WHO) estimates that since 2000, malaria deaths in Africa have been reduced by nearly 50 percent. 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

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.

- 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.
- During the 2013 AFCON tournament, more than 20,000 UAM PSAs featuring famous footballers -- including Didier Drogba and Samuel Eto'o -- were broadcast throughout Africa on 34 pan-African TV and radio stations, reaching more than 1 billion people with life-saving malaria messages.

Generating political will through football leadership – including partnerships between football federations and other organizations to engage heads of state in African and donor countries.

- Under the banner of UAM, more than 20 football federations across Africa have signed onto the malaria fight and five governing bodies have endorsed the campaign including CAF, the Federation Internationale de Football Association (FIFA), the African Leaders Malaria Alliance (ALMA) and the African Union (AU).
- Similarly, global leaders including President Jakaya Kikwete of Tanzania, President Ellen Johnson Sirleaf of Liberia, and United Nations Secretary-General Mr. Ban Ki-moon have each demonstrated their support 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.
- More than 696,928 bracelets have been sold to-date, raising $600,000.00 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