Ghana today
since the 2010 UAM launch:

13 private sector partners
newly committed to malaria control efforts in Ghana

9,500 employees protected
through Malaria Safe initiatives

5 new ministry offices
engaged in the fight against malaria

1,055 district leaders
in support of UAM to raise awareness about malaria prevention and treatment within 19 districts

14 million viewers
reached with malaria prevention messages in UAM PSAs

Below: Ghana’s Black Stars and Ghana Football Association president Kwesi Nyantakyi cheered on UAM during the 2010 FIFA World Cup.
Ghana: A UAM Case Study

Executive Summary
With political stability and a growing economy, Ghana is often recognized as an emerging leader in Sub-Saharan Africa. But despite political and economic gains over the past two decades, nearly half of its population still lives below the poverty line, and a majority face preventable diseases.

Since 2006, however, Ghana has seen a reduction of malaria incidence, with an estimated 8.3 million malaria cases in 2006 and 3.2 million in 2008. Net ownership has increased from 4.8% of households in 2003 to 37.5% in 2008, according to DHS surveys—and it is estimated that 28,000 deaths have been prevented since 2001 through scaled-up interventions. But major gaps still exist, particularly within the poorest regions of the country. According to a 2009 UNICEF report, approximately 9,000 children under age 5 still die annually from malaria in Ghana.

It is within this context that the United Against Malaria campaign strategically used the 2010 World Cup and one of the most beloved teams in Africa—the Ghana Black Stars—to recruit Ghana’s top government and private sector decision-makers to the malaria cause. With influential public and private leaders enthusiastically engaged in the same fight, the campaign helped to fill net distribution gaps and reach millions of people with malaria education.

What did UAM bring to Ghana?
A Galvanized Public-Private Sector
The UAM campaign set a precedent in the country for mobilizing the private sector to join the malaria cause. Where private sector contributions to malaria control in Ghana were once few, 13 corporate bodies and two NGOs have since joined the UAM partnership, protecting approximately 9,500 workers and tens of thousands of community members from the disease. UAM achieved excellent return on investment with free or subsidized air time for PSAs, in-kind donations from net-makers Vestergaard Frandsen, Sumitomo Ghana and the Government of Ghana, and generous contributions from Malaria Safe corporate partners.

Mass Appeal
Ministers of women and children, youth and sports, labor, education, and tourism adopted UAM components—energetically supporting games, high-level events, message distribution, and other activities. Following discussions with TV station managers, multiple PSAs featuring the Ghana Black Stars saturated football stadiums and airwaves with malaria messages, reaching more than 14 million viewers—or 70% of the population—at no cost to the campaign. Because these PSAs featured the Black Stars, they resonated with fans across diverse demographics and social strata.

Sustainability
Governments, private sector partners and NGOs alike adopted parts of the UAM and the Malaria Safe program. For instance, 1,055 members from 19 districts pledged their commitment to the UAM campaign, resulting in greater support for malaria control programs at the community level. Some 50,000 copies of the Government of Ghana’s Malaria Action Alert carried UAM messaging to members of Parliament, Regional Health and District Health Management Teams, Regional Houses of Chiefs, and National Religious Councils. And some 400 health facilities nationwide received UAM PSAs, thanks to buy-in from the National Malaria Control Program.

Today, UAM and its public and private sector partners in Ghana are poised to help increase net coverage and usage in the country, and build momentum toward a future free of malaria.

Left: Community members received life-saving nets at a football match. Right: UAM’s popular Ghana Cheer Song PSA, seen by millions.
**UAM: Building Partnerships, Expanding Reach**

With the World Cup as an attractive recruitment tool, at least 13 private sector partners joined the UAM campaign, providing commodities and messages to hundreds of thousands of employees and millions of football fans across the country. Before the campaign, the Government of Ghana and NGOs struggled to find corporations willing to help them fight this disease.

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<thead>
<tr>
<th>Category</th>
<th>Partner</th>
<th>Contribution</th>
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<tbody>
<tr>
<td><strong>Financial</strong></td>
<td>Stanbic Bank, Atwima Mponua Rural Bank, Noble Dream Financial Services Company</td>
<td>Net distribution and education to workers and needy communities; funding and equipment to promote improved malaria services delivery. Example: During World Malaria Day, Stanbic Bank distributed 1,000 ITNs and educational materials to communities in the Accra Region.</td>
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<td><strong>Manufacturing</strong></td>
<td>Akosombo Textiles</td>
<td>Education for 1,000 employees; community support activities.</td>
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<td><strong>Sports</strong></td>
<td>Ghana Football Association (GFA), GFA president Kwesi Nyantakyi</td>
<td>Advocacy/sponsorship: UAM tournaments and PSAs, UAM at FIFA World Cup, CECAFA Tusker Cup, UAM partners’ meetings in Accra and Johannesburg, RBM board meeting. Example: The GFA and the Black Stars spoke about malaria in numerous PSAs and public events, served as advocates to top government officials, and organized malaria-themed activities. For instance, they participated in a UAM press conference during the World Cup and appeared in 20,000 UAM Goal! newspapers distributed at UAM fan parks in Ghana. After an award ceremony for GFA president Kwesi Nyantakyi, partners distributed ITNs to several hundred community members and school children nearby Accra. GFA also partnered with VOICES Ghana to present 100 LLINs to the National Under 17 male and female football teams, who joined their senior national team as malaria advocates.</td>
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<td><strong>Mining</strong></td>
<td>AngloGold Ashanti, Newmont Gold, Chirano Gold - Bibiani District</td>
<td>Community education, LLINs distribution to workers and communities. Example: AngloGold Ashanti, Newmont Gold, and Chirano Gold - Bibiani have initiated their own worker and community malaria control programs, protecting more than 6,500 workers. AngloGold Ashanti also helped distribute hundreds of ITNs to the Ashanti Region during the Kingsley Holgate expedition.</td>
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<td><strong>Agricultural</strong></td>
<td>Volta River Estates Banana Plantation</td>
<td>LLINs distribution to plantation communities and 1,000 workers.</td>
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<td><strong>Malaria Commodities</strong></td>
<td>Sumitomo Ghana, Vestergaard Frandsen Ghana, Zoomlion Ghana</td>
<td>LLINs donation and distribution; Indoor and outdoor spraying. Example: The NMCP, USAID, and Vestergaard Frandsen teamed up to erect a large net along Accra’s busiest interchanges, reminding drivers and pedestrians about prevention on World Malaria Day (pictured at right).</td>
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<td><strong>Telecommunications</strong></td>
<td>MTN</td>
<td>Disseminate net use messages through SMS messaging.</td>
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<td><strong>NGOs</strong></td>
<td>Voices for a Malaria-free Future (Johns Hopkins University), Right to Play, Ghana Coalition of NGOs in Malaria (GCNM), Volta River Authority</td>
<td>Community education and distribution of LLINs; malaria education to children through UAM games; employee education.</td>
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<td><strong>Media</strong></td>
<td>Ghana Broadcasting Cooperation (GBC)</td>
<td>Free prime-time broadcasts of UAM spots. Example: GBC provided free prime-time broadcast slots of UAM Cheer Song, airing 3 months during and after the World Cup. Two other spots with the Black Stars promoting ITNs and IPTp were also aired.</td>
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<td><strong>Governments</strong></td>
<td>NMCP; Ministers of Health; Women and Children; Youth and Sports; Labor; Education, and Tourism</td>
<td>Sponsorship of events; distribution of UAM print and DVD media. Examples: 1. The NMCP helped distribute the UAM Cheer Song to corporate partners, football clubs, supporters, unions and other malaria programs such as PMI. The NMCP adopted the PSAs, which now play in more than 400 health clinic waiting rooms in Ghana. In 2011, UAM and the NMCP co-produced a spot promoting rapid diagnostic tests and microscopy. 2. 20,000 copies of UAM-edition Malaria Action Alerts were distributed to parliamentarians, regional and district health management teams, regional houses of chiefs, and national religious councils. Some 40,000 copies of a UAM ITN-use poster were distributed to health facilities and schools. UAM mini-posters were distributed at GFA Cup games to promote usage of nets.</td>
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Returns on Investments: Impacts and Results

1. NMCP recognizes the need to strongly involve the private sector in the fight against malaria. To this end, under the patronage of the Minister of Health, a UAM gala convened CEOs of key companies in Ghana ahead of World Malaria Day 2011. CEOs and dignitaries received the UAM Malaria Safe Playbook, and in a symbolic gesture of support they signed a UAM ball (pictured at right). At the district level, District Malaria Advocacy Teams (DMATs) have begun to integrate the UAM campaign into advocacy and behavior change programs.

2. Since becoming a UAM partner, the GFA has adopted malaria as a core social issue. Players are encouraged to sleep under ITNs and to educate their families. All 16 clubs participating in the national football leagues and championships have become agents in the distribution of UAM ITN promotion posters with images of the Black Stars.

3. Private sector organizations develop and support malaria control programs. Like AngloGold Ashanti, other companies in the mining sector such as Newmont Gold and Bibiani Chirano Gold have now initiated their own community support malaria control programs. Vestergaard Frandsen and Sumitomo Chemical have increased donations of LLINs to communities, while telecom companies and banks such as MTN, Tigo and Stanbic Bank increased education efforts and LLINs distributions.

4. Two phenomena have contributed to the visibility of UAM PSAs. 1) Football in Ghana is more popular than ever because of the success of the Black Stars. 2) Television viewership is increasing. Using media accessibility statistics, UAM estimates that about 70% of the 22 million Ghanaians heard or saw malaria-safe messages. To aid retention, the campaign will continue to air PSAs and enforce messaging through cell phone technology as a way of sensitizing populations via SMS and mobile websites.

Looking Forward

UAM is poised to broker relationships among partners requiring technical support to implement malaria control programs. Among those just joining the campaign is Bibiani Chirano Gold Mines, which will launch its malaria control program for its workers and communities on World Malaria Day 2011. By adopting UAM’s “Malaria Safe” strategies and participating in public outreach activities, such companies can reduce healthcare expenses and malaria-related absences, increase productivity, and gain goodwill in the community as they protect employees and their families.

Ghana’s rise in football will continue to be an important channel for promoting malaria control. The forthcoming Gabon 2012 Africa Cup of Nations and the 2014 World Cup in Brazil provide opportunities to replicate the successes of the 2010 South African World Cup. On-the-ground partners will continue to integrate UAM activities into national, regional, district and community level malaria advocacy programs and strive to improve private sector support for malaria control activities through the Malaria Safe initiative.

“We are hugely proud of our achievements on the pitch, but defeating malaria is an even more important goal.”

Kwesi Nyantakyi, president of the Ghana Football Association and member of the CAF Executive Committee.

Join us. www.unitedagainstmalaria.org
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