Tanzania today since the 2010 UAM launch:

13.5 million Tanzanians saw or heard UAM messages during the World Cup

6 private sector partners committed to malaria control efforts

10,000 employees protected through Malaria Safe initiatives

64% of viewers recalled UAM television or radio spots aired during the World Cup

6.6 million Tanzanians took action after watching or hearing UAM PSAs to ensure that their families sleep under a LLIN every night
Tanzania: A UAM Case Study

Executive Summary
Malaria is one of Tanzania’s deadliest diseases, accounting for 36 percent of deaths among children under age five. According to the National Malaria Control Program, approximately 17 to 20 million malaria cases occur in Tanzania per year—some 40% of all outpatient visits. Of those cases, more than 80,000 people die from the disease. The RBM Partnership Road Map for Tanzania in 2010 called for more insecticide-treated nets to protect vulnerable populations from infected mosquitoes.

The United Against Malaria campaign in Tanzania is leveraging the popularity of football to rally the public and private sector to the fight against malaria.

What did UAM bring to Tanzania?
Massive Exposure to Malaria Messages
Above all, UAM in Tanzania has built an incredibly visible platform for malaria education and protection through the Tanzania Football Federation, Counsel of Central and Eastern Africa Football Association, and FIFA—representing thousands of players and millions of fans. Its 128 public service announcements during the World Cup introduced UAM to much of central and eastern Africa. Of the estimated 22 million exposed to at least one World Cup match, 64% recalled seeing a UAM spot, according to an Omnibus survey. Of those, 48% reported taking steps to ensure that their family members sleep under a life-saving mosquito net every night. (See findings at right.)

Commited Private and Public Champions
Since the beginning, Tanzania’s public leaders have lent their support to the football-centric campaign, from President Jakaya Kikwete to the NMCP. In the private sector, eight corporations have pledged to protect a combined 10,000 employees. And UAM’s corporate partners who commit to becoming Malaria Safe are seeing remarkable results: Said Salam Bakhresa has cut malaria-related expenses by one-third and reduced its malaria-related absenteeism by 80% since 2008. And among football federations, 12 national federations have joined UAM. With their support, UAM’s smart investment of $50,000 at the CECAFA Challenge Cup yielded an estimated $250,000 in advertising value, compared to the title sponsor’s $475,000 for similar exposure. It’s just one example of how UAM is doing more with less. This diversity of stakeholders has served to strengthen and grow the partnership.

Sustainability
TFF and CECAFA have pledged that every match will be dedicated to UAM, until malaria is eradicated—and FIFA is being primed to follow suit. Many corporate partners including Stanbic Bank and the Tanzania Tourism Board are actively engaged in becoming Malaria Safe, while potential new partners like Precision Airways wait in the wings. This means new customers, employees, communities, and opportunities.

Omnibus survey findings
Of those who listened to or watched at least one match (49% of respondents), 64% of respondents later recalled hearing or viewing the UAM spots.

Of the 64%, 77% remembered the collective actions suggested by the PSAs: getting tested at first signs of fever, taking the correct medicines, getting ANC, or sleeping under ITNs.

Of the 64%, 84% remembered the specific message about sleeping under a mosquito net and 25% remembered about treatment.

Of the 64%, 29% talked about UAM spots, and 48% confirmed that they had taken steps to ensure that their families sleep under ITNs. Some 6.6 million people took action.

Left: UAM PSAs reached 13.5 million viewers during the World Cup. Right: A full stadium at the CECAFA Cup.
## UAM: Building Partnerships, Expanding Reach

At the time of the UAM launch, only one company had committed to engage in the fight against malaria. Since then, six private sector partners have joined the campaign, providing malaria prevention education and commodities to 10,000 employees and to 21 million football fans across the country. At least six other companies have expressed an interest in joining the campaign, but additional time and staff is needed to accommodate them.

### Financial
- National Microfinance Bank (NMB); Stanbic Bank
  - Protection and education for 2,700 employees, community awareness, UAM branding, distribution of “Goal!”; Net distributions, staff education, football sponsorships

  **Example:** Stanbic Bank donated $6,600 to UAM and pledged to become a Malaria Safe company.

### Malaria Commodities
- A - Z Textiles
  - Net distributions, UAM branding

### Food and Beverage
- Coca Cola; Said Salam Bakhresa (SSB); SSB president Said Muhammad Said Abeid; Tusker Breweries
  - Fan education at Copa Cup and FIFA World Cup; Net distributions, staff education and treatment, tournament sponsorships, UAM branding; UAM champion at partners meeting in Accra, World Malaria Day

  **Example:** SSB made treated nets, educational materials, medicine, and rapid diagnostic tests available to 6,000 employees and family members; as a result, malaria-related absences dropped by 80%. Likewise, CECAFA Cup sponsor Tusker Breweries pledged to become Malaria Safe. (Right: A nurse at SSB employs an RDT to diagnose malaria.)

### Retail
- SHOPRIGHT Tanzania
  - UAM branding, customer education, net distributions

### Agricultural
- Tanzania Coffee Growers Association
  - Malaria education via SMS to 400,000 farmers

### Sports
- Tanzania Football Federation (TFF); TFF president Leodegar Tenga; Tanzania national women’s team
  - UAM tournaments and PSAs; UAM champion at World Economic Forum, FIFA World Cup, CECAFA Tusker Cup, UAM partners’ meeting in Accra; Child education, UAM tournaments.

  **Examples:**
  1. 128 TV spots featuring national players, coaches, and officials aired during the World Cup. Local newscasts and sports broadcasts incorporated UAM messages. Radio Five gifted free air-time to discuss malaria during Tanzania’s First Division League matches.
  2. A friendly match between Brazil and Tanzania brought UAM messages to 30,000 fans. President Jakaya Kikwete signed a UAM ball to pledge his support for the campaign.
  3. At a double-header, malaria educational brochures were distributed to 40,000 fans while players from Tanzania, Cote d’Ivoire, and Rwanda showed their support for UAM by posing for publicity photos.
  4. The CECAFA tournament in 2009 introduced UAM to President Kagame of Rwanda at the two-week football tournament in 2009. In 2010, the tournament brought UAM messages to up to 60,000 fans per game, for 24 matches. UAM trained 60 sports journalists, distributed its “Goal!” program inserts to fans, and organized a cocktail where CECAFA, FIFA, and 12 football federations pledged support.
  5. The 2009 and 2010 U-20 Uhai Cup convened 12 of the premier league’s U-20 youth club teams with sponsor SSB and its CEO, ministry officials, media members, the TFF president, and net-maker A-Z Nets for a two-week tournament that focused on eliminating malaria in Tanzania.

### Tourism
- Tanzania Tourism Board
  - Client education and nets for 14,000 hotel beds

### NGOs
- Right to Play
  - Child education, UAM tournaments

### Media
- Number 10 magazine
  - Free media coverage and production assistance

  **Example:** NUMBER 10 magazine assisted with pro bono production in Tanzania and Kenya and distribution of English and Kiswahili versions of UAM’s “Goal!” newspaper with malaria messages.

### Governments
- Government of the Republic of Tanzania; Ministry offices; President Jakaya Mrisho Kikwete
  - Sponsorship of events; distribution of UAM print and DVD media

  **Examples:**
  1. A UAM panel at the World Economic Forum on Africa 2010 included the presidents of Tanzania and Rwanda, executives of Standard Bank Africa and MTN, and the chairman of CECAFA.
  2. A UAM press event with the African Leaders Malaria Alliance convened the UN Secretary-General’s Special Envoy for Malaria, the head of the U.S. President’s Malaria Initiative, and international media.
Returns on Investments: Impacts and Results

1. Perhaps more than any other participating country, Tanzania has proven the power of the media. An Omnibus survey conducted in September 2010 found that UAM messages broadcast during the World Cup significantly influenced behavior change, with some 6.6 million people taking action to protect their families with lifesaving nets. (See survey findings on page 2. Right: A net display at the CECAFA Cup.)

2. UAM in Tanzania is successfully leveraging partnerships, bringing together football federations, the public and private sectors, and the community in its World Malaria Day activities. In 2011, UAM will partner with the Tanzania Coffee Board, the Tanzania Tourism Board, NMB Bank and Stanbic Bank to support education efforts in schools in 85% of Tanzania’s districts. FIFA and TFF will participate with Tanzania coach Jan Paulson, helping to stage a tournament that will educate more than 500 children from 8 schools in the Arusha district.

3. A successful partnership with TFF has opened doors for opportunities with larger, international governing bodies of football—CECAFA and FIFA. This will help UAM reach even greater numbers of fans who attend, watch, or listen to matches and learn of malaria and UAM in the process.

4. The private sector in Tanzania is contributing resources, protecting employees, and raising awareness among communities under the banner of UAM. Companies are discovering that UAM’s Malaria Safe initiative has helped them reduce malaria treatment expenses and increase productivity. Flour mill SSB, for example, made treated nets, educational materials, medicine, and rapid diagnostic tests available to employees and their family members; as a result, malaria-related absences dropped by 80%. Now the company is rallying others to the fight against malaria.

Looking forward

Tanzania boasts several rich opportunities for sustainable growth and partnership. One such opportunity comes as the Tanzania Tourism Board joins UAM, supported by the ministries of natural resources and tourism, as well as various embassies in the nation’s capital. The partnership could potentially raise the standards of LLIN usage in the hospitality industry, protecting more than 14,000 beds. Hotels that become Malaria Safe will receive an online Tourism Board endorsement that will steer tourists toward the websites of these protected hotels.

As cell phone technology advances at breakneck speeds across Tanzania, UAM and StarFish Mobile East Africa are designing a mobile site that would bring UAM messaging to 400,000 coffee farmers and their families—members of the Tanzania Coffee Board—through SMS communication. Starfish is also designing a malaria-themed trivia competition accessible to 40,000 cell phone users. Such mobile technology would introduce a new way to engage the public, with more sophisticated means of measuring this engagement and adapting messaging appropriately.

Finally, unprecedented opportunities for visibility await the campaign through the growing support of football federations at the national and international level. At the CECAFA Cup in November 2010, CECAFA chairman Leodegar Tenga publicly asserted his ongoing commitment. FIFA World Cup organizing committee president Danny Jordan added, “I just want to say that all of us pledge here today that you have netted our spirit and our contribution.” The FIFA World Cup 2014 would introduce UAM to billions of people—and provide the final push necessary to beat malaria in Africa and around the world.

“I just want to assure you that we shall be partners forever, until we eradicate malaria.”

Leodegar Tenga, president of the Tanzania Football Federation, chairman of CECAFA, and executive committee member of CAF

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