

MALARIA NO MORE



Malaria No More's mission is simple: to end deaths caused by malaria.



It starts with one bite, but one bite is all it takes. Between 350 and 500 million times a year a mosquito will infect a person with the life-threatening malaria parasite. And more than one million times each year this simple bite will result in death.

The world has known how to beat this disease for more than a century, yet malaria continues to kill more African children than any other disease and costs Africa an estimated \$12 billion a year in lost productivity.

It doesn't have to be this way. We have powerful new tools capable of defeating malaria: long-lasting insecticide-treated bed nets (LLINs) that protect people from mosquitoes at night when they bite; effective artemisinin-based medicines; and safe insecticides to protect homes.

These proven, cost-effective prevention and treatment tools are enabling African countries to slash malaria deaths and disease burden. Ethiopia, Rwanda, Kenya, and Eritrea have all reduced deaths and infections from malaria by more than 50%.

Progress like this is inspiring new resources and renewed commitments to defeat malaria. Major institutions including the Global Fund to fight AIDS, Tuberculosis and Malaria and the World Bank have together increased donor funding by nearly 300% in recent years to approximately \$1 billion annually. In recognition of this historic momentum, the global health community, led by United Nations Secretary-General Ban Ki-moon, has committed to ending as many malaria

1 MILLION
PEOPLE DIE EACH YEAR

3,000 CHILDREN
DIE EACH DAY

350-500 MILLION
MALARIA CASES A YEAR

\$12 BILLION
IN LOST PRODUCTIVITY
IN AFRICA EVERY YEAR

deaths as possible in the next few years.

Given their proven effectiveness and ease of delivery, LLINs represent the most expedient first wave of malaria control scale-up efforts in sub-Saharan Africa. The ultimate goal of this effort is to "cover the bed net gap" by providing LLINs to everyone who needs them in sub-Saharan Africa.

Malaria No More is galvanizing the private sector to play an important role to achieve this goal. Together, we are securing critical funding to ensure that tools to fight malaria get to the people who need them. We are continuing to raise public awareness about malaria and the real chance to stop hundreds of thousands of children from dying each year. We are supporting efforts to maintain and expand political support among key institutions and donor countries, particularly the U.S. With smart leadership, strong partnerships, and sustained resources, we will bring an end to a disease that kills 3,000 children a day.

\$10

BUYS A LONG-LASTING INSECTICIDE-TREATED BED NET THAT SLEEPS TWO

\$2

SUPPLIES LIFESAVING MEDICATION TO A CHILD

\$3.50

TO PROTECT A PERSON USING SAFE INSECTICIDES

20¢

SUPPLIES PREVENTATIVE TREATMENT TO A PREGNANT WOMAN

PRIORITY COUNTRIES

Nearly 90 percent of the one million annual deaths from malaria occur in sub-Saharan Africa. Yet great strides are being made across the continent through the deployment of long-lasting insecticide-treated bed nets, indoor spraying campaigns, and access to powerful new medicines. The map below shows priority countries for malaria control scale-up and highlights Malaria No More's work in Africa thus far.



The elimination of malaria in sub-Saharan Africa is within our grasp. Equipped with powerful new tools, vital resources, and political will, together, we can make malaria no more.

Your support is needed in the following key areas:



BOLD STRATEGIC PLANS

African countries must be empowered to aggressively scale up their malaria control efforts based on strategic plans that will identify the methods and resources required. Through its work with African governments and the Roll Back Malaria Partnership, Malaria No More is helping to lead the international malaria community in its goal of universal coverage of at risk populations in sub-Saharan Africa with simple, cost-effective forms of prevention and treatment. Partner support helps to underwrite vital planning and analysis for successful strategies, as well as the tools needed to achieve these goals, such as bed nets.



ADVOCATE FOR PUBLIC SUPPORT

Expanded support from governments, particularly the U.S., as well as multilateral institutions like the Global Fund and the World Bank, is essential to controlling malaria. Recently, major commitments from the U.K. and the U.S. added momentum to this effort. The Malaria No More Policy Center works to raise awareness and galvanize support to address the global fight against malaria, with specific focus on engaging policy leaders in the United States and the other G8 nations in advancing efforts to defeat malaria worldwide. Partner support for advocacy programs helps to ensure that funding commitments are fulfilled and overall funding for malaria control is increased.



SUPPORT GRASSROOTS MOBILIZATION

Malaria No More is engaging the American public in a broad-based, grassroots movement to raise awareness of and funds for malaria. For the second consecutive year, Malaria No More was a beneficiary of *American Idol's* charity special, "Idol Gives Back," which introduced tens of millions of viewers to malaria and the simple ways individuals can help. Also, youth across the country have joined Malaria No More's flagship movement, *Stayin' Alive*, which empowers American students to join the fight against malaria through school dances and other events. Partner support builds strong campaigns that capture energy at the grassroots level to raise awareness and generate funding for the fight against malaria.



Photos: M. Hallahan/Sumitomo Chemical-Olyset® Net

OUR MISSION

Malaria No More's mission is simple: to end deaths due to malaria. The world has known how to beat this disease for more than a century, yet it remains the number one killer of children under five in Africa, claiming more than one million lives a year. Malaria No More works to raise the profile of the disease among the public, policymakers, and businesses, while engaging the private sector to provide life-saving bed nets and other critical interventions to families in Africa.

KEY PARTNERSHIPS

Support for Malaria No More has been provided by partners such as the Abbott Fund, Barclays, Charity Projects Entertainment Fund, ExxonMobil, Idol Gives Back Foundation, Sumitomo Chemical, Vestergaard-Frandsen, and tens of thousands of Americans.

GET INVOLVED

info@malarianomore.org
(212) 792-7929

SUCCESS STORIES

Ethiopia, 2007

The Ethiopian Ministry of Health distributed 20 million insecticide-treated bed nets and 10 million artemisinin-based medicines in two years as part of an aggressive effort to achieve nationwide coverage.

Result:

- Malaria deaths in children under five dropped 51%
- Incidence of malaria in children under five dropped 60%

Rwanda, 2007

Rwanda massively scaled up distribution of bed nets and anti-malarial medicines across the nation within a two-month period in late 2006. Within six months of these interventions, the effect was clear.

Result:

- Malaria deaths in children under five dropped 66%
- Incidence of malaria in children under five dropped 64%

IN THE PRESS

Malaria No More has garnered significant press coverage in national and international newspapers, magazines, on television, and online.



The New York Times

TIME



The Seattle Times

PARADE

The Economist

NATIONAL GEOGRAPHIC



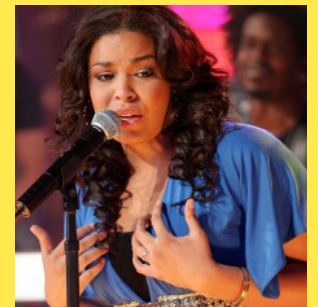
CELEBRITY SUPPORTERS



First Lady Laura Bush
White House Photo by Shealah Craighead



David Beckham



Jordin Sparks