End Malaria Councils & Funds
Zero Malaria Starts with Me

“Zero Malaria Starts with Me” is a continent-wide campaign to strengthen individual responsibility across all sectors to end malaria in Africa

Launched jointly by the African Union and the RBM Partnership to End Malaria in 2018

Based on the “Zero Palu! Je M’engage” campaign in Senegal and builds on best practices from similar efforts across the region (e.g. Mass Action Against Malaria in Uganda)

Countries across the region are launching their national initiatives focused on the three pillars of the campaign

13 countries have launched national campaigns by the end of 2019; many more expected to roll out in 2020

A toolkit is available online at http://zeromalaria.africa/

Advocate for malaria to remain high on the national development agenda

Mobilise resources from new sources, especially the private sector

Promote action and responsibility at the community-level
What is an End Malaria Council & Fund

End Malaria Councils and Funds are an effective tool to champion Zero Malaria Starts with Me

- Convene senior leaders to mainstream malaria control and elimination across all sectors
- Promote malaria elimination as a national development priority
- Provide a venue where the NMCP can engage other sectors to mobilise in-kind action, goods, and services
- Advocate for sustained funding from existing sources and mobilise resources from new partners (e.g., the private sector)
What they are and are not

What they are:

- Country-led and country-owned
- Strong, evidence-based accountability mechanisms to
  - Drive action to support / advocate on behalf of national malaria programmes; and
  - Create an enabling environment for implementation of national strategic plan (e.g., policy, resource mobilisation)

What they are not:

- Development partner-led
- Large institutions with large operating budgets and secretariats
- Operational replacements for the national malaria programme
What is the difference between an End Malaria Council and Fund

While End Malaria Councils and Funds both convene senior leaders from across sectors to support the national malaria strategic plan, the structure and scope of activities may differ.

An End Malaria Council (EMC) is a country-owned forum that convenes senior leadership from Government, the private sector, traditional, and community leaders to support the National Malaria Control Programme (NMCP) and the implementation of the national malaria strategic plan (NSP).

These leaders are responsible for mobilising commitments for action, advocacy, and resources from their respective constituencies (e.g., sector, customers, employees, communities).

They work collaboratively across sectors to benefit from their respective strengths, and hold each other mutually accountable for fulfilling their commitments.

An End Malaria Fund (EMF) is a country-owned fund organised to mobilise financial contributions and in-kind goods and services to close the national resource gap under the NSP.

The fund is managed by a multi-sectoral board of directors. These directors are collectively responsible for mobilising, managing, and distributing resources to the NMP and its partners, and reporting on their use and impact.

EMFs supplement existing sources of funding (e.g., the Global Fund) and provide as a mechanism to access co-financing and matching funds.
Countries may establish both an EMC and EMF

Countries may establish both a council and a fund for a variety of reasons, including:

- Engage different / smaller set of stakeholders to manage resources
- Tax incentives for charitable organisations

**EXAMPLE:** Zambia set up its EMF as a sub-committee of the EMC focused on resource mobilisation
Eswatini launched the first national End Malaria Fund in May 2019

- Announced as a strategic priority by His Majesty for the Kingdom of Eswatini
- Multisectoral taskforce was established to design and implement the End Malaria Fund
- The End Malaria Fund is an independent public-private partnership between the government, private sector, traditional leaders, and global champions
- Fund launched on 31 May 2019 under the banner of “Zero Malaria Starts with Me”
- Received pledges worth US$600,000 during the launch event
Zambia End Malaria Council

• Zambia committed to eliminating domestic transmission of malaria

• H.E. President Lungu announced a plan for an End Malaria Council and launched “Malaria Ends with Me” in 2018

• Multisectoral End Malaria Council launched in March 2019

• Council recently established a public-private fund to mobilise resources

More information available at https://endmalaria.org.zm
The Zambia EMC is composed of senior representatives of multiple sectors

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<th>Senior Government / Parastatal Representatives</th>
<th>Private Sector Leaders</th>
<th>Traditional and Religious Leaders</th>
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<td>• Minister of Health (Chairperson)</td>
<td>• Zambia Chamber of Commerce &amp; Industry</td>
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<td>• Minister in the Office of the Vice President</td>
<td>• First Quantum Mining(Zambia Chamber of Mines)</td>
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<td>• Minister of Finance</td>
<td>• Zambia Sugar Co.(Agriculture)</td>
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<td>• Minister of Tourism</td>
<td>• Kansai Plascon Paints (Manufacturing)</td>
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<td>• Governor, Bank of Zambia</td>
<td>• Isdell Flowers (Philanthropy)</td>
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<td>• Commissioner-General, Zambia Revenue Authority</td>
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<td>• Chief Mumena (Traditional Leader)</td>
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<td>• Rt. Rev. Bishop David Ndhlovu (Anglican Diocese)</td>
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<td>• Shaban Phiri (Islamic Supreme Council)</td>
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Collective ownership of malaria control and elimination
The Zambia EMC uses the National Malaria Scorecard to identify bottlenecks & areas of progress

The actions and priorities of End Malaria Councils and Funds are evidence-based

- The National Malaria Elimination Centre presents the national malaria scorecard in its update to the EMC
- Using the scorecard enables council members to quickly identify operational bottlenecks and areas to prioritize for action and accountability
- Actions are documented and tracked in a centralised work plan
Case Study: Zambia Revenue Authority

The Zambia Revenue Authority (ZRA), as a member of the End Malaria Council, recognised that malaria undermines the economic development and tax base of the country.

Donated television and radio advertising to promote Social Behavioural Change Communication messaging.

Donated trucks and cars confiscated to the End Malaria Council. Trucks were transferred to the National Malaria Elimination Centre to be used by the programme. The cars may be sold to generate income for the Fund, converting a social ill into a social good.
Best practices

• Strong top-down mandate from the Head of State & Government for “Zero Malaria Starts with Me” and the EMC / EMF is critical

• Multisectoral ownership and collaboration begins the design and implementation of the EMC / EMF

• Council and Fund members convene their sectors to sensitise them to the national malaria strategic plan and generate commitments for action, advocacy, and resource mobilisation
What is the process?

**Design**
- Head of State and Government and the Minister of Health commit to establishing and EMC and/or EMF
- A multisectoral working team is established to develop the structure and specifications of the EMC / EMF
- Council / Fund members are identified
- A concept proposal is prepared and adopted by senior leaders

**Implementation**
- The multisectoral working team draft and file the necessary documentation (e.g., TORs for EMC, articles of incorporation for the EMF)
- EMC / EMF members are convened for on-boarding on roles and responsibilities
- Administrative secretariat staff is hired

**Execution**
- EMC / EMF members engage their sectors to develop commitments for advocacy, action and accountability
- Commitments are documented in a centralised workplan by the Secretariat
- EMC / EMF meet regularly to review progress against commitments and determine whether additional action, advocacy, or resources are necessary based on malaria scorecard and programme presentations
Contact ALMA, working with the RBM partnership to End Malaria, for technical assistance to help set up an EMC / EMF

1. Best practices & materials to accelerate the design and implementation

2. Facilitation of working team to design and implement the EMC / EMF

3. Assistance with documentation and launching of EMC / EMF

4. On-going support for resource mobilisation, communications, and action