

**Imagine No Malaria** is a \$75 million effort of The United Methodist Church to eliminate malaria deaths in Africa by 2015. Achieving this goal will require a comprehensive approach to fighting this disease, on a larger scale than all previous efforts.

To truly overcome malaria we must continue to support the most effective **prevention** methods, but also improve **education** about the disease, help establish community-based malaria control programs, conduct **communications** outreach through radio and revitalize hospitals and clinics to improve **treatment** across the African continent.

## PREVENTION

We will continue to support Nothing But Nets, as insecticide-treated mosquito netting remain the best way to prevent the disease. We must engage additional tactics to keep mosquitoes away from humans by doing things that break the mosquito life-cycle, like draining standing water where these threatening insects breed, trimming foliage and emptying containers with stagnant water.



## EDUCATION

In many rural villages, myths about malaria abound and it's up to us to help community-based health workers share the facts so they have accurate information about what malaria is, where it comes from and how it can be prevented. It is imperative that a trusted, local source deliver this message to people to ensure it is received. Information is power, and information for prevention and healing is empowering.

## COMMUNICATION

Having news and information at your fingertips 24/7 is something many people take for granted. On a continent that doesn't rely on newspapers, creating communications capacity is a critical part of health education. By helping communities utilize existing radio stations and building new ones where they are needed, we can broadcast life-saving information to inform communities about preventing malaria.



## TREATMENT

Malaria is entirely treatable, if you have timely access to malaria drugs and health care. But that's a big if. Most people in Africa don't get the treatment they need . . . that's where we come in. For 160 years, The United Methodist Church has been operating hospitals and clinics across the African continent. But those hospitals need rapid diagnosis kits and life-saving medicines to treat people infected with malaria, including pregnant women and very young children.

## PARTNERSHIP

Our efforts are more effective and sustainable working collaboratively with the international community, rather than fighting malaria alone. Imagine No Malaria is working closely with the United Nations Foundation and The Global Fund To Fight AIDS, Tuberculosis and Malaria to leverage and maximize available resources toward a sustainable solution.

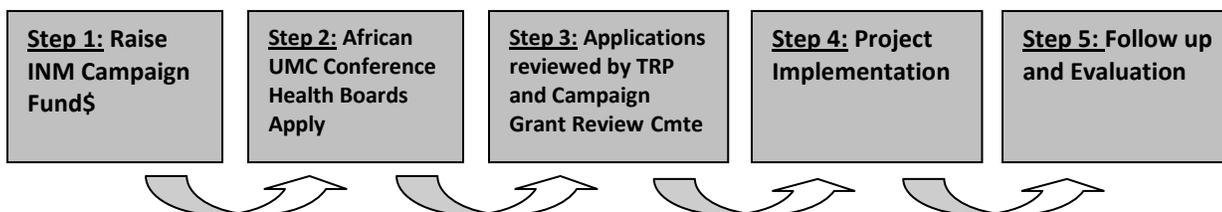


When UMC health systems are made stronger in Africa, those systems will be better positioned to leverage and partner with key partners in the international health community, such as The Global Fund To Fight AIDS, Tuberculosis and Malaria, The International Federation of the Red Cross and Red Crescent Societies, the United Nations World Health Organization, among many others. That is to say, instead of being dependant on donations from the US and European Church, UMC hospitals and clinics in Africa will develop the capacity to access and leverage other funding sources.

## ACCOUNTABILITY

We all want to see an end to malaria deaths in Africa. We also have a responsibility to ensure the stewardship of all gift to Imagine No Malaria. To accomplish this task, we are requiring each country to create, train and implement a special "health board" prior to requesting and receiving funds to fight malaria. The request for resources will be reviewed by a Technical Review Panel (TRP), comprised of UMCOR staff before a grant is awarded. Follow-up reporting will be conducted to monitor progress and success. Regular evaluation is provided by UMCOR staff, to ensure that INM funds are being appropriately used and that the projects meet the outlined objectives.

## IMPLEMENTATION LIFE-CYCLE



## DELIVERING HOPE

**Sierra Leone** (November 2010) – Planned distribution of 2.5-3 million bed nets to vulnerable population.

**Zimbabwe** (May 2010) – Trained in-country health board.

**Democratic Republic of Congo** (April 2010) – Participated in multi-faith event to distribute 30,000 bed nets. Included program to educate community members on how effective use of nets to prevent malaria.

**Cote d'Ivoire** (December 2009) – Funded, built and opened a public radio station in December 2009.

As a partner in Nothing But Nets, we have raised more than \$8 million to support additional net distribution efforts in: **Gabon, Kenya, Uganda, Congo-Brazzaville, Nigeria, Chad, Ivory Coast and Mali**

**With your help, we can do so much more – this is a fight we can win!**