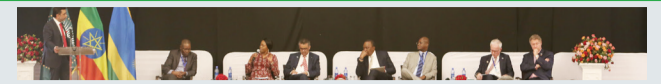


## AFRICAN LEADERS MALARIA ALLIANCE CAMPAIGN: 'ZERO MALARIA STARTS WITH ME' #ZMSWM

Digitalisation, youth, end malaria councils and funds, and regional coordination to end malaria in Africa



# A Youth Army to fight malaria in Africa

African youth are the generation that can *draw the line* against one of our oldest enemies—malaria

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In a renewed focus on the fight against malaria in the continent, the African Leaders Malaria Alliance (ALMA) has developed a strategy to mobilise youth to form a new generation of malaria champions and leaders. An initial mapping of the existing youth leadership initiatives in the AU, UN agencies, Commonwealth and civil society has identified entry points for mainstreaming malaria through existing structures of youth engagement and participation.

On February 8th, 2021, a 10-year ALMA Youth Strategy and the ALMA Youth Advisory Council were officially launched by HE President Uhuru Kenyatta of Kenya, the Chair of ALMA.

The ALMA Youth Army Strategy has received input from the African Union Commission and AU Youth Division. To ensure effectiveness of the strategy, a digital crowdsourcing of ideas from young people was organised. The ALMA Youth Advisory Council are leading the implementation of the ALMA Youth Strategy.

## Objectives of the ALMA Youth Strategy

**Objective 1:** At continental and regional levels, and through the engagement of young Africans in the diaspora, youth in existing structures are mobilized to form an 'ALMA youth army' to contribute to ending malaria and expanding universal



The Block Malaria Project Medical youth team providing free medical services to a low resource community in Jos, Plateau State Nigeria

health coverage (UHC) in Africa.

**Objective 2:** At country level, a cadre of youth ('youth armies') in existing leadership positions across sectors are advocating for malaria elimination and the expansion of UHC and are mobilising collective youth-driven solutions, towards ending malaria.

**Objective 3:** Young people access advocacy tools, digital toolkits and best practice documents on the ALMA scorecard knowledge hub to facilitate informed action against malaria.

## ALMA Youth Advisory Council

The ALMA Youth Advisory Council is comprised of 11 members, young leaders from Africa and the diaspora, with a recognised background in malaria advo-

**Almost two-thirds of African youth believe malaria can be eliminated in their lifetime.**

cacy. The role of the council is to advise ALMA on how to ensure youth participation in advocacy for malaria at continental, regional and country levels.

The Council also serves as malaria and UHC ambassadors including through participation in key meetings, events and launches, support Country Youth Armies' activities in promoting existing youth initiatives and in mainstreaming malaria and UHC in their existing agenda and engaging in national malaria forums.

The ALMA Youth Council also provides guidance on implementation plans for country youth armies, participates in continental, regional and national youth coordination forums, and other meetings on malaria and UHC. The Council produces a biennial assessment report on the effectiveness of the ALMA youth strategy implementation and makes recommendations on improvements.

## Why engage youth to end malaria

African youth are the generation that can *draw the line* against one of our oldest enemies—malaria. Almost two-thirds of African youth believe malaria can be eliminated in their lifetime.

Young people across Africa are motivated to take action, and understand malaria's impact on their lives and future. A new campaign – Zero Malaria: 'Draw the Line Against Malaria' – is inspiring African youth to drive unstoppable action in the countries hardest hit until they reach zero malaria. The youth-focused, Africa-first global campaign invites the next generation to join the 'Zero Malaria Starts with Me' movement. It is for these reasons that ALMA has developed the ALMA Youth Strategy.



World Malaria Day Event at Jenta Mongoro Community in Jos, Nigeria.



ALMA Youth Advisory Council chairperson Aloyce Urassa participating in a community students training on malaria prevention and distributing mosquito nets through Rotaract Club of Kilimanjaro Christian Medical College in Moshi, Tanzania



Africa Leadership Meeting: Investing in Health