

Goodbye Malaria



Photo courtesy of Goodbye Malaria

The challenge

Movement of malaria across international borders poses a major obstacle to achieving malaria eradication in the 34 countries that have committed to this goal.

In border areas, malaria prevalence is often higher than in other areas due to lower access to health services, difficulties in deploying prevention programs to hard-to-reach communities, often in difficult terrain, and constant movement of people across porous national boundaries.

The partnership

Goodbye Malaria is an African-run initiative to eliminate malaria, a preventable disease that kills a child every two minutes in Southern Africa. Launched in 2012, Goodbye Malaria is the brainchild of passionate and concerned African entrepreneurs who believe their generation can create innovative solutions for problems that ultimately change the way the world sees Africa. The initiative helps raise funds while supporting and catalyzing on-the-ground malaria elimination programs. The organization aims to raise further awareness and funding for malaria programs by driving cause-related marketing actions and retailing merchandise aimed at corporations and consumers.

Southern African communities are employed via social entrepreneurship groups to create an attractive range of Goodbye Malaria products. These products are marketed to corporations and individuals in Africa and around the world using the slogan “Save a life in your sleep.”

The initiative benefits Global Fund-supported programs in Mozambique, South Africa and Eswatini.

Supported by Nando's, an international restaurant group founded in South Africa, as well as other corporate partners including Vodacom, Nedbank and Airports Company South Africa, Goodbye Malaria uses a community development model that taps into Africa's creative talents to mobilize fundraising and advocacy against malaria while simultaneously creating employment opportunities.

Robert Brozin

Co-founder of Nando's and Goodbye Malaria

"We're creating a win-win-win situation. Local communities make the products, which are sold to raise funds to benefit those same local communities by assisting them to eliminate malaria in their areas. This is Africa doing it for herself."

MOSASWA program

Since 2016, Goodbye Malaria pledged US\$9.5 million to the Global Fund to scale up one of the malaria grants that aims to eliminate cross-border malaria in Mozambique, South Africa and Eswatini, known as the MOSASWA program.

The impact

The MOSASWA program has expanded significantly since the start, initially spraying one district in Maputo province (Boane) during the 2013-2014 spray season and protecting over 120,000 people. The technique used is indoor residual spraying, which involves spraying insecticides on the inside walls of housing structures where mosquitoes are found.

During the 2018-2019 season, the program mobilized over 1,150 sprayers covering all eight districts of Maputo province, protecting over 1 million lives. This has contributed to a 69% decrease in malaria cases since 2014.

During the 2019-2020 season, the program will mobilize over 2,000 sprayers to cover 12 districts in Maputo, Gaza and Inhambane provinces, protecting over 1.5 million people from malaria.

The initiative has seen the collaboration and alignments of regional malaria programs increase, thus having a positive impact on the decrease of imported cases in Eswatini and South Africa.

Q&A with Sherwin Charles, CEO and co-founder of Goodbye Malaria

1 How did Goodbye Malaria's partnership with the Global Fund come about?

Goodbye Malaria came about following the United Against Malaria campaign in 2010, which leveraged the 2010 FIFA World Cup in South Africa to raise global awareness about malaria. As a call to action, campaign partners, including Nando's, decided to support the Global Fund through the sale of Relate beaded bracelets.

Our partnership with Anglo American and Dr. Brian Brink led us to make the first commitment to the Global Fund in 2010. Goodbye Malaria grew this initiative realizing the important role the Global Fund plays in the elimination of malaria, as well as HIV and TB.

Nando's became one of the first African companies to commit to the Global Fund when we donated over US\$250,000 from the bracelet sales under the United Against Malaria campaign. This was the start of our journey, realizing that as private sector, we could have real, meaningful impact through the Global Fund in Southern Africa.

2 What has the partnership between the Global Fund and Goodbye Malaria achieved to date?

We have mobilized local private sector companies to commit and support Global Fund catalytic funding for regional malaria elimination. This partnership is of great importance, as it is evidence of how domestic resources can be leveraged in our goal of freeing the world of AIDS, TB and malaria by 2030. The impact of the catalytic funding has made the elimination of malaria in Mozambique, South Africa and Eswatini by 2030 an achievable goal.

Our support of the Global Fund is aligned to the Sustainable Development Goals. Our successful partnership with the Global Fund has facilitated further catalytic contributions from the Bill & Melinda Gates Foundation, allowing significant expansion of the program.

3 How is Goodbye Malaria helping eliminate cross-border malaria in Southern Africa?

Through our public-private partnership, we have brought private sector skills and mindset, fostering an impact-driven culture to tackle a public health challenge. This partnership has resulted in an acceleration of interventions and innovation to eliminate malaria in Southern Africa.

4 If you had to choose one "success story" which would it be?

The program staff is our greatest success. Being able to employ staff from communities where the program is active has been the cornerstone of our success. The spray operators are recognized as heroes because of the important role they play in the well-being of their communities. Unemployment in Africa is one of our greatest challenges, so being able to create employment is crucial to the success of not only the program, but to Mozambique.

About the Global Fund

The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. As an international organization, the Global Fund mobilizes and invests more than US\$4 billion a year to support programs run by local experts in more than 100 countries. In partnership with governments, civil society, technical agencies, the private sector and people affected by the diseases, we are challenging barriers and embracing innovation.