

# CREATIVE BRIEF: MAKING MALARIA A GLOBAL HEALTH PRIORITY

<b>Project name</b>	Zero Malaria: Healthy futures ( <i>working title</i> )
<b>Launch date</b>	Phase 1: July-Oct (ongoing drumbeat)
<b>Other key dates</b>	<b>12 August</b> – International Youth Day <b>20 August</b> – World Mosquito Day <b>Sept 2020</b> - UNGA global focus on SDGs tbc – Malaria Must Die phase 3 – Beckham moment <b>Oct 2020</b> – Gates running global health ad campaign <b>21-22 Nov 2020</b> – G20 (with a focus on pandemic prep/resilience/ surveillance) <b>End of Nov/ early Dec</b> – world malaria report <b>March 2020</b> – Current UK malaria commitment expires
<b>Lead(s)</b>	MNM: Kate Wills/Naomi Jacobs - Creative Collective tbc

## Context:

Over the past two decades we've made great progress in the malaria fight, saving more than 7 million lives and preventing over 1 billion malaria cases. However, as long as malaria exists, it threatens the poorest and most vulnerable, and has the potential to resurge in times of public health crises – like the threat of COVID-19 the one facing us now.

As the world grapples with COVID-19, global health organisations, particularly those across AIDS, TB and malaria, are working to highlight the importance of maintaining robust health systems to prevent existing diseases like malaria, alongside emerging ones and the powerful intersectionalities. Whilst COVID-19 is straining national health systems and challenging families, communities and countries – there are some wins for leaders such as maintaining investment in health systems ie frontline healthworkers who not only deliver critical malaria interventions but will also lead the way tackling C-19. By supporting leaders and communities, enabling them to deliver on their commitments to fight and end malaria, we will continue strengthening resilient health and surveillance systems to help us respond to emerging diseases while also protecting and advancing hard-fought progress against malaria, a long-standing deadly and dangerous foe.

There are major threats ahead that need to be navigated. Severe disruptions in health care services such as delivery of insecticide treated mosquito nets and in access to antimalarials due to COVID-19 could lead to a surge in malaria cases and a doubling of malaria deaths this year, increasing the burden on challenged health systems, according to WHO modelling analysis, in close collaboration with partners including PATH, the Malaria Atlas Project, and the Bill & Melinda Gates Foundation.

We have an opportunity to harness public awareness on global health to show how investing in ending malaria will strengthen health systems worldwide. Sustaining investments in the malaria fight could save

hundreds of thousands of lives – especially children under 5 and pregnant women who are most at risk – and protect health systems, which are our primary line of defence against existing diseases like malaria and emerging health threats like COVID-19.

## Objectives:

### MNM objectives

1. Ensure that malaria programming and resources in key Africa endemic countries is sustained and improved in an ever more challenging health landscape.
2. Build public support for continued action on malaria as a necessary for future health security in both donor markets and key African countries (stated in Audience section below)

### Project objectives:

1. Keep malaria visible in the public and political spotlight in order to protect and increase malaria investments and resources in this challenging health and economic global landscape.
2. Build a compelling new narrative which strengthens and cements the intersectionalities between malaria and wider health systems. Showing the power of investment in ending malaria to strengthen the wider system.
3. Develop new mainstream, inspiring creative campaign which will, engage and mobilise new increasingly populist audiences including laying the seeds for African youth in endemic countries to become more engaged - promoting domestic ownership of the malaria fight and encourage African leadership. (in line with AU + President Kenyatta of Kenya's call for a malaria youth army)
4. Maintain and nurture relationships with key talent and keep them engaged in the malaria fight ahead of a delayed Draw The Line launch.
5. Continue to build and seed the new Zero Malaria brand look and feel, creating content for the community and enabling an increasingly recognised, unified campaign within the global malaria community.

## Audience:

- Target Markets

### Primary:

Global: mainstream content with high level messaging which can be powerful in donor and endemic countries.

### Secondary:

1. African high burden & catalytic countries especially:
  - Rwanda (as hosts of the next Commonwealth Heads of Government Meeting and malaria summit) – Commonwealth being a key region due to the 90% of citizens at risk of malaria
  - Nigeria (the worst-affected country carrying a quarter of the world's entire malaria burden and as a key media and creative hub for west Africa) and with strong links to UK.
  - South Africa (on track to eliminate malaria, and a key media hub for southern Africa)
  - Kenya (as a key media hub for east Africa)
  - Ghana as leader in Pan African health and with strong links to UK.

2. UK as second largest donor to Malaria campaign (with opportunity to flex to other donor countries e.g. USA where possible)

### Who?

Priority: Mainstream digital engaged public – with a slant to youth (aged 18-35) and families :

Mainstream wider public audience – recognising the need for malaria messaging to leave what can sometimes be an echo chamber and enter a more central public conversation.

### Youth –

- The generation that will see the end of malaria in their lifetime if we act now – and who can derail progress if they are not engaged.
- The most digitally active audience (mobile first – Facebook, Whatsapp – and growth in Instagram and TikTok) – with digital being the fastest way to spread a global message
- The generation of highest interest to the end donors we're influencing:
- Political leaders who want them on-side for forthcoming elections
- Private sector leaders who want them on-side for commercial purposes
- To reap the demographic youth dividend and thrive it is increasingly critical for governments and youth to come together, and to tap the energy and dynamism of the burgeoning youth population.
- 65% of Africa's population is under 25, 75% under 35.
- A bold, inspiring, youthful, disruptive campaign will help take malaria into mainstream conversation, updating the narrative, finding white space and broadening our appeal to a wider range of partners.
- By providing youth with tools to advocate for change in their communities and local governments, we unlock the potential of a social changemaking- generation.

High level leaders, decision makers and Heads of Government – it must also inspire and engage them directly.

### **Key messages:** What we want our audiences to feel and see:

#### Primary:

#### Hope – progress & opportunity:

1. In this current health landscape, when global health is at the forefront of global discourse, we have the opportunity to tell the story of how by investing in ending malaria, we invest in (and strengthen) our health systems.
2. More than ever we need to hear stories of hope. In a time of despair and fear there is a powerful opportunity to tell the story of malaria progress showing how mankind can defeat powerful health enemies.
3. Humans around the world throughout history have a desire to be part of something bigger than themselves. To help change the world.
4. This is not just a philosophical battle but also a fight with many lessons that can be shared. We can share stories of hope – stories of how countries leading the way in the fight are also well prepared to fight covid. The story of health heroes – the frontline community health workers, the researchers, the doctors and nurses. The story of how the fight against malaria is one of the greatest investments in global health. global malaria community strives to highlight the positive impact that global commitments to end malaria are having each year.

In 2018, these investments saved almost 600,000 lives and prevented nearly 100 million malaria cases compared to 2000 levels.

We need to protect these gains and call for stepped up action to accelerate progress toward ending malaria within a generation.

**Risks:**

1. By focussing on progress we can deflect from the potential urgency of the current crisis
2. Potential 'health-story fatigue'
3. The cancelling of key events and malaria moments that review progress of the commitments and investments made – we will need to create our own 'moments'
4. Impact of Covid in Africa is still unknown – using a story based on hope and positivity would be the 'safest' comms option.

**Opportunities:**

1. To show how ending malaria will benefit health systems and the broader health agenda
2. Now more than ever people are recognising the vital work of frontline health workers everywhere. This is an opportunity to tell the malaria story with authentic voices in real time.
3. Young people also looking and opportunities to act and do something to help their communities, countries and for Africa.
4. People looking for good news stories – optimism is selling well
5. Can we tap into the insight uncovered around Draw the Line's youth research - 'Malaria we're too strong for you'. A 'fighting talk' tone.

As the world focuses more than ever on health and common threats – it is vital to ensure that malaria is part of this conversation. There are two main reasons:

**Jeopardy:**

Investment in malaria (with or without the backdrop Covid) is still critical if we're going to reach key milestones (2023, 2030, 2050s).

Modelling conducted by WHO has raised mounting concerns around the potential impact of COVID-19 on malaria. With the risk of vital prevention and treatment programs for malaria being disrupted, alongside wider burden on already stretched health systems and economic impact – especially as rise in covid in Africa coincides with the run up to the rainy / malaria seasons across the continent (when mosquitoes thrive), there is huge risk to all the gains and investments made in fighting the disease in the last 20 years. Also due to the huge economic challenges that will come with and after the Covid response.

**Risks include:**

1. Many questioning the accuracy of the WHO modelling – still unknown as to whether Covid will have a significant impact in Sub-Saharan Africa.
2. Suspend distribution campaigns of insecticide-treated mosquito nets that are estimated to have prevented more than 2/3 (68%) of malaria cases in sub-Saharan Africa since 2000
3. Limit access to essential health services and prevent community health workers from conducting testing and providing anti-malarials that lead to early diagnosis and treatment of malaria. Without access to early treatment, a mild case of malaria can rapidly progress to severe illness and death. In 2018, children under 5 accounted for 2/3 of all malaria deaths and an estimated 1 in 3 pregnant women in sub-Saharan Africa were infected with malaria
4. Confusion over malaria and Covid symptoms with people with fevers failing to seek effective and life-saving treatment • disrupt the supply chain of anti-malarials and proven malaria interventions, (RDTs, ITNs, IRS, SMC)
5. Lack of PPE to protect and enable frontline health workers to go into communities/door-to-door and do effective integrated community case management and be able to treat people safely at health clinics

Global investments in ending malaria also strengthen health systems that are critical to preventing, detecting and treating the most vulnerable populations at risk of malaria, as well as responding to new outbreaks like COVID-19.

**Challenges in communicating:**

1. Lack of clarity: We're still unclear as to the impact of Covid-19 in Africa. Some experts have suggested that the economic impact will be far more severe than the health impact – some African countries have seen very few cases of Covid thus far. This will massively impact the messaging. If the health risk isn't as extreme as first predicted then the messaging may not require the same level of urgency – particularly if this is something we need to sustain for a longer period. Economic impact is unlikely to be avoided.
2. Apathy – do people in target African countries see the risk with Covid? Need to understand attitudes – this may impact messaging, to shift from action to awareness (without scare-mongering). This may be harder due to ongoing challenges around complacency and perception of malaria as common cold.

**Opportunities:**

3. Harnessing the impact of Covid to show the need for health system strengthening and to up the ante on malaria comms which are needed now more than ever.
4. Much needed story of optimism as we can point to investments in malaria also serving covid. countries tackling malaria also being on front foot from Covid,
5. The world is focussed on global health issues more than it has been in a long time, governments will be prioritising building up their health systems in order to cope with new and existing diseases.
6. A sense in African countries of frustration that the world is focusing more on a perceived rich / western disease – as opposed to the long struggle against malaria
7. We know that many Africans in particular are angry at the threat of disease to their economic well being. The idea that malaria takes away opportunities – this will be even more heightened because of economic strains around covid.

**What we need:**

An integrated, flexible, digital-first creative concept that shows why now more than ever we need leaders to act – and for and young Africans to take ownership of the malaria fight. A unique way to tell the current malaria narrative through various platforms and mediums.

**Deliverables:**

1. Overarching Campaign creative concept (with ability to flex with this changing environment and to different audiences)
2. A new narrative (embedding Covid + Malaria - showing intersectionalities between malaria and wider health security & systems) call to action (for public, partners + influencers) - why it's so important and valuable to keep fighting and investing in malaria
3. Campaign look and feel (further thinking as to how it can fit under new Zero Malaria brand) - how we can extend it out creatively
4. Recommendations on approach and tone – that other creatives can connect to for subsequent content
5. Creative deliverables: We are looking for 3-5 pieces of content from partners that will be disseminated digitally. These could include: viral/challenge-inspired concepts (ie TikTok/IG Stories style), YouTube series', potential digital/print ads, experiences using new tech like AR to deepen experience, animations, games etc
6. A quick/easy ask for talent and influencers (potentially one they can do on their smartphone). Ideally this would be both a multi talent and also individual actions.
7. A UGC call to action in which public can get involved.
8. Support accessing media platforms

Target talent and influencers:

1. African talent including Sadio Mané, Siya Kolisi, Eliud Kipchoge, Dbanj, Omotola Jalade Ekeinde, Sherrie Silver, Osas Ighodaro, Eric Bailly, Naby Keita, Saray Khamalo, Ajak Deng, Samuel Chukwueze, Beyonce and Jay Z's talent agency Roc Nation, Vanessa Mdee, Genevieve Nnaji:
  - a. Research into which talent would be most effective activating audiences?
  - b. Explore current UGC/influencer trends due to lockdown of self-filming on a smart phone. Must be a quick and easy ask but new and innovative...
  - c. Is there a sports angle we can explore with talent seeing as they might have time currently and we have a growing number of sports personalities engaged?
2. Engaged talent and digital influencers – non-endemic countries (ie MNM ambassadors Moses Odubajo, Anyika Onuora, Luis Figo, Charlie Webster)
3. If possible – David Beckham – who requires unique, ideally 'new concept' content
4. Recommendations on how to keep Laolu engaged – what can he do that doesn't showcase his art?!

Criteria:

- Flexible and agile /quick to create– can be done at home within a two-week period at a time of their choosing
- Easy to film with minimal steps to make it work
- Surprising & stand out – We have had most success in talent recruitment through ideas that are ground-breaking (world's first voice petition); bold and engaging (fresh narratives rebuking malaria) and guided by luminary creatives whose involvement draws attention (Ridley Scott Creative Group / Meji Alabi).
- Adaptable with ability to be scaled up for top talent to entice their support. For example, offering special effects on some content to Sadio Mane, eliud Kipchoge, Siya Kolisi

Potential partners:

1. WHO
2. Global Fund
3. Goodbye Malaria/Nando's
4. DSTV/Supersport
5. FeverTree (global mixer brand)
6. GSK and other pharmaceuticals
7. BMGF
8. UN RBM Partnership to End Malaria
9. UN Foundation