

DROGBA VS MALARIA

A call to end malaria deaths and boost development

World Cup 2014: a month of action to #DefeatMalaria

As millions of people across the globe tune in to watch the 2014 FIFA World Cup, the United Nations Development Programme (UNDP) and the Roll Back Malaria Partnership launch an animated video featuring internationally renowned footballer Didier Drogba. It aims to raise awareness about the importance of stepping up malaria control to save lives and ensure sustainable development in malaria-endemic countries.

In the coming weeks, the post-2015 development goals are being shaped and finalized, so keeping malaria visible during this period is important to sustaining life-saving interventions for affected countries, communities and individuals.

From June 10th to July 13th UNDP, RBM and other partners will be using *Drogba vs. Malaria* to raise awareness of the disease and its adverse effects on health and development, and promote the goal of ending malaria deaths.

How you can participate

A. To support the launch of the film:

- Ask your followers to watch and share the *Drogba vs. Malaria* video bit.ly/SJTopU
- Share our 'snackable' social media content bit.ly/SJTopU

Hashtags:
[#DefeatMalaria](#)
[#WorldCup](#)

Twitter handles:
[@UNDP](#)
[@rollbackmalaria](#)
[@didierdrogba](#)

Websites:
www.rollbackmalaria.org
www.undp.org

Related campaign:
www.unitedagainstmalaria.org

Suggested snackable tweets (EMBARGOED UNTIL JUNE 10, 3 P.M. CET):

Which football legend is a malaria victim and champion? Find out & share
bit.ly/SJTopU@didierdrogba @UNDP @rollbackmalaria #DefeatMalaria

Survived #malaria to become football legend @didierdrogba @UNDP @RollBackMalaria
#DefeatMalaria @unitedagainstmalaria

@didierdrogba gives red card to #malaria ahead of the #World Cup bit.ly/SJTopU @UNDP
@RollBackMalaria #DefeatMalaria

- **Additional tweets**

If we #DefeatMalaria it boosts education, tourism, agriculture and economies @HelenClarkUNDP
#WorldCup

#Malaria fight helps people live healthier lives & build future for their children @RollBackMalaria
#DefeatMalaria #WorldCup bit.ly/SJTopU

“I have been a victim of malaria. We have effective and affordable tools to stop it” bit.ly/SJTopU
@didierdrogba #DefeatMalaria #WorldCup

Suggested Facebook posts

- Are you following the World Cup? Watch Didier Drogba as he shows the red card to malaria in a great new video animation. It tells his personal story of surviving malaria and going on to become a footballing legend and malaria champion bit.ly/SJTopU
- This child survived malaria and made his dream come true. He became the world-famous footballer Didier Drogba. Malaria doesn't have to steal children's lives and dreams. It can be prevented, diagnosed and treated... If the means of protection, diagnosis and treatment are available to people and communities at risk. We can all be part of the solution bit.ly/SJTopU

B. To help raise awareness about malaria during the World Cup:

- Share your #malaria content: Submit links to your published stories, videos, infographics, photos and other material related to the theme at: bit.ly/1jZ7ZE0

Between June 10– July 13 we will be highlighting the following themes, along with the video:

June 10–June 15

The problem: Malaria still has profound negative impacts on people, communities and economies.

Key messages

- Malaria still kills a child every minute. Roughly half of the world is vulnerable to the disease.
- Malaria slows down economic and social progress in many countries, and makes sustainable development impossible.

June 16–June 22

Progress so far: working in a global partnership has had a major impact on a complex disease.

Key messages

- Child deaths from malaria have been cut in half since 2000.
- Malaria deaths fell by more than 40% globally since the 2000, and close to 50% in Africa.

June 23–July 6

The solution: Although malaria control interventions are highly effective, new tools and ways of working are needed to face emerging challenges

Key messages

- All people at risk must have access to today's anti-malaria tools – insecticide-treated bed nets, effective medicines and diagnostic tests.
- Malaria is not simply a health issue. Various sectors must work together to defeat malaria.

June 7–July 13

The promise: Defeating malaria has broad economic and social benefits

Key messages

- In malaria-endemic countries, tackling the disease boosts all sectors, including education, tourism, agriculture and industry.