



**END
MALARIA
COUNCIL**



END MALARIA COUNCIL ZAMBIA STRATEGY

2024 - 2030



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Acronyms

ALMA	African Leaders Malaria Alliance
CSR	Corporate Social Responsibility
EMC	End Malaria Council
EME	End Malaria Enterprise
EMF	End Malaria Fund
FLAME	Faith Leaders Advocacy for Malaria Elimination
GRZ	Government of the Republic of Zambia
NGO	Non-Governmental Organisation
NMEC	National Malaria Elimination Centre
NMESP	National Malaria Elimination Strategic Plan
SWOT	Strength Weakness Opportunities Threats

Statement by Honourable Minister of Health



His Excellency The President appreciates the efforts by various sectors towards malaria elimination. Malaria remains the number 1 killer disease in Zambia and seriously affects economic productivity and GDP of the country. It is for this reason that the Government of the Republic of Zambia has prioritised the disease for elimination.

As we remain focused towards malaria elimination, we do acknowledge the challenges we are faced with, such as climate change, insecticide and drug resistance, resulting in need for more expensive tools.

Overcoming these challenges and ending malaria require a well coordinated multisectoral approach, involving the public and private sector, faith leaders, traditional leaders, youth movements and individuals through the End Malaria Council.

This strategy guides the EMC, on how the key focus areas in advocacy, resource mobilisation, action and accountability will be implemented. It also serves as a reference document to all other sectors as they contribute towards malaria elimination in Zambia.

As I commit my office to the work of the EMC and to malaria elimination, I call upon everyone to come on board and join the fight.

Malaria Ends With Me. Malaria Ends With You. Malaria Ends With all of Us.

**Hon. Dr. Elijah J. Muchima, MP
Minister of Health**

Statement by the End Malaria Council Chairman



The End Malaria Council (EMC) Strategy aims to bring together the EMC members and partners to provide scaled and sustainable support towards achieving a malaria free Zambia by 2030 through Advocacy, Resource Mobilisation, Action and Accountability. At the heart of this Strategy is a rigorous focus on measuring performance and achieving results.

This Strategy will create a platform from which the EMC will endeavor to draw maximum benefit from the constituency of its partners in the areas of advocacy and resource mobilization. The need to deliver results in the fight against malaria disease cannot be overemphasized. The EMC will continue to work closely with the Ministry of Health in supporting His Excellency, The President of the Republic of Zambia, who is the Patron of the EMC of Zambia.

This is the first ever strategy document of the EMC and I therefore call upon all stakeholders to join hands with us in pursuing Zambia's mission and goal of eliminating malaria in Zambia by 2030. It is an ambitious target, but then, it is ambitious targets which drive performance.

I look forward to the success of the work of the EMC.
Thank you.

**Malaria Ends With Me. Malaria Ends With You.
Malaria Ends With all of Us.**

**Dr Godwin Mooba Beene
Chair End Malaria Council
Country Manager – First Quantum Minerals**

Executive Summary

The Government of the Republic of Zambia has prioritized malaria elimination on its public and development agenda. The EMC also considers elimination of this preventable disease a priority.

With support from the African leaders Malaria Alliance (ALMA), the End Malaria Council was established in 2019, as a country owned and led mechanism that convenes senior-level, multi-sectoral stakeholders to complement Zambia's National Malaria Elimination Programme.

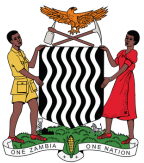
The Mission and Goal of the EMC is to support the implementation of the national malaria elimination plans and ultimately achieve a malaria free Zambia. The mandate of the EMC is to support efforts being made by the Government through the Ministry of Health to eliminate malaria. It is the Council's considered view that this can be achieved by 2030 as reflected in this strategy document.

Under its three strategic pillars, which are Advocacy, Resource Mobilisation and Action and Accountability, this document outlines the steps and actions necessary for the EMC to attain its mission and goal.

Acknowledgement

The End Malaria Council (EMC), whose membership is shown in Appendix 1 wishes to express gratitude to its Patron, H.E The President of the Republic of Zambia.

Further, the Council acknowledges and appreciates the support and guidance from the Ministry of Health, African Leaders Malaria Alliance (ALMA), USAID-PMI, and PATH. The EMC further acknowledges the support from all its partners including WHO and the warm relations it has enjoyed with them since inception.



Malaria Goodwill Ambassador

Introduction



This End Malaria Council (EMC) Strategy puts together a plan of action to enable the Council to achieve its Mission and Goal. This is the first ever “EMC Strategic Plan” put together from the SWOT Analysis conducted by the EMC at its planning meeting held on 30th January 2024 at Ciela Resort, Chongwe.

The Strategy will be reviewed annually to ensure that performance of the EMC is on track.

The EMC Strategy

What is EMC?

The EMC is a multi-sectoral body convened by His Excellency, The President of the Republic of Zambia, to support the National Malaria Elimination Program (NMEP) achieve its goals.

The membership of the EMC comprises senior leaders drawn from government, the private sector, community, and the civil society. Members of Council do not draw any form of emoluments.

The current membership is shown in Appendix 1.

The EMC mission and goal

To support the implementation of the National Malaria Elimination plans to ultimately achieve a malaria free Zambia by 2030.

The EMC core values

- Leadership
- Action
- Accountability
- Transparency
- Partnerships

The EMC mandate

To support Government effort to eliminate malaria disease in Zambia

How the EMC carries out its mandate to achieve its mission

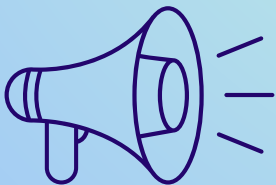
The EMC uses its three strategic pillars, which are:

Advocacy: The EMC publicly champions the fight against malaria.

Resource Mobilisation: The EMC mobilises resources required to fight malaria and pursues traditional and innovative mechanisms to mobilise these resources.

Action and Accountability: The EMC ensures that its plans are implemented and hold each other accountable.

Strategies to achieve EMC mission and goal



Advocacy



**Resource
mobilisation**



**Action &
Accountability**



Strategic Priority 1: Advocacy

The EMC is motivated by the Government's political will, as it has prioritised malaria elimination on its development agenda. The Council pursues advocacy at all levels and ensures that malaria elimination remains a priority. The Council identifies and partners with influential leaders in all sectors to champion the prioritization of malaria elimination. The focus areas of engagement under this priority include the following:

1.1 Enhance visibility of H.E the President (ALMA member and Malaria Patron). The EMC shall put up billboards across the country depicting the call to action by the Republican President. The Patron shall also grace key EMC events and utilise his social media platforms to champion the malaria elimination agenda.

1.2 Strengthen outreach to key stakeholders – Line Ministries, House of Chiefs, faith leaders, parliamentarians, civic leaders, youth, learning institutions, and communities.

1.3 Create networks/alliances among civic leaders to support in Malaria Elimination agenda.

1.4 Engage the Malaria Goodwill Ambassador to further strengthen high-level engagement with philanthropy and the private sector in pursuing advocacy.

1.5 Partner with private sector organizations, professional associations, and institutions through memoranda of understanding (MoUs).

1.6 Engage all media owners, journalists/reporters, bloggers, freelancers, and advertisers to become malaria elimination champions.

1.7 Identify and utilize public influencers.

1.8 Promote malaria prevention messages and measures to keep people safe from mosquito bites.



To mobilise the resources needed to close the budget gap identified by the NMEP towards the implementation of the National Malaria Elimination Strategic Plan. The needed resources are both cash and in-kind in nature. The malaria elimination business plan remains a guide developed for the identification, prioritisation, sequencing, and implementation of various resource mobilisation initiatives. The following are the focus areas under resource mobilisation:

2.1 Create the End Malaria Enterprise (EME) to fall under the EMF. The EME will create projects to generate funds.

2.2 Enhance conventional fundraising activities.

2.3 Sign MoUs for medium to long term resource mobilisation and cost saving partnerships.

2.4 Promote goodwill campaigns to encourage influencers to mobilise resources.

2.5 Reach out to EMC/EMF members for fundraising/goodwill campaigns.



Strategic Priority 3 : Action and Accountability



To pursue action and accountability towards achieving the EMC Mission and Goal, the EMC shall focus on the following areas:

3.1 Strengthen EMC Leadership and governance.

- Hold quarterly meetings and sustain commitment from all members
- Build capacity in all members
- Strengthen subcommittees

3.2 Subnational EMCs support and funding

- Orient members on malaria scorecard and other EMC tools
- Offer technical support and mentorship
- Promote sustainability and continuity
- Set up of a Trust Fund
- Monitor financial status and facilitate audits.

3.3 Track progress on malaria elimination implementation.

- Enhance malaria scorecard review and action
- Track member commitments, workplan implementation
- Utilise tools such as HubSpot, for partner relationship management
- Track commitments from across sectors.
- Implement EMC Scorecard.
- Implement performance based motivation
- Recognise and honour all contributors to the malaria fight.
- Honour and recognise success from members and partners

Conclusion

This EMC Strategy is a road map which is critical to the successful achievement of its Mission and Goal. This calls for active member buy-in and ownership with full participation, i.e commitment and accountability from all Council Members.



Annex 1: EMC SWOT Analysis conducted on 30th January 2024, at the planning meeting

STRENGTHS

- EMC has established national networks to enhance malaria elimination efforts.
- There is inclusivity, multi sectoral representation with different experts.
- Hard working and dedicated members
- Strong utilization of the malaria scorecard for action.
- Efficient secretariat: members are kept up to date of the group's activities and groups meetings well in advance, reports are always shared on time.
- Strong leadership, good communication and well organised structure (corporate governance)
- Experienced leadership - EMC has well experienced public health and fundraising team members.
- High-level, influential leadership
- Good Coordination with NMEC
- Rich collaborative Network- the council has established partners with government, NGOs, etc. this can enhance EMC ability to influence policies and initiatives.
- Strong youth involvement
- Highly qualified subject matter experts from partners

WEAKNESSES

- Insufficient media coverage
- Some EMC members do not understand their roles.
- Insufficient collaborations between partners /operators
- In some cases, people who attend the EMC are not decisions makers
- Not much experience in fundraising
- Some members taking EMC casually.
- Limited visibility to key stakeholders
- Dependence on donors - over reliance on external resources poses a vulnerability to shifts in donor priorities or economic downturns.
- Lack of active grass root/subnational structures
- Lean admin personnel to meet work plans targets.
- Inadequate support from the captains of industries

OPPORTUNITIES

- Political will by the Government in owning the EMC.
- Good collaborations with different Malaria partners
- Strong admin support from ALMA.
- Available platform to interact and meet professional bodies.
- Existing structures at subnational level
- Traditional leaders are part in the fight against malaria, *"My Chieftdom will be a Malaria Free Chieftdom."*
- MPs to join the fight to end malaria, *"My Constituency will be Malaria Free."*
- Technology Integration - utilizing modern technology for awareness campaigns and accountability measures.
- International support - leveraging global initiatives and partnerships can provide more funding to enhance EMC impact.
- Embracing emerging technologies for fundraising and accountability

THREATS

- Traditional beliefs
- Rising costs may affect budgets due to inflation.
- Myths and conspiracy theories in communities, such as "mosquito nets bring infertility".
- Indoor Residual Spraying (IRS) is also looked on with suspicion.
- Failure to implement 100% of the work plan will result in more cases and more deaths ultimately being unable to achieve zero malaria.
- Poor commitment to the fight against malaria.
- Perception that EMC is a parallel structure to Ministry of Health structures
- Competing health priorities - other health issues diverting attention and resources from malaria prevention efforts
- Citizens seem not to be concerned about malaria.

Annex 2: 2024 EMC Board Members

#	Member	Role	Sector
1	Dr Godwin M Beene – Country Manager, FQML (and President of Chamber of Mines)	EMC Board Chair	Private
2	Fr Charley Thomas – Dean of the, Cathedral of the Holy Cross, Anglican Church, Lusaka	Board Vice Chair	Faith Leaders
3	The Most Revd. Archbishop Dr. Albert Chama - Anglican Province of Central Africa, and Bishop of Lusaka.	Board member	Faith Leaders
4	His Royal Highness Chief (Dr) Mumena	Board member	Traditional Leaders
5	Mr Peter Cottan – Agribusiness Consultant	Board member (EMF Chair)	Private sector
6	Mr Patrick Chisanga – Regional Director, Rotary international	Board member	Private sector & CSO
7	Mr Dingani Banda – Commissioner General, Zambia Revenue Authority	Board member	Parastatal
8	Dr Denny Kalyalya – Governor, Bank of Zambia	Board member	Parastatal
9	Mr Emmanuel Chilufya – Board member , ZACCI	Board member	Private sector
10	Mr Leonard Mwanza – CEO, Bankers Association of Zambia	Board member	Private sector
11	Mr Oswald Magwenzi – Country Managing Director, Zambia Sugar PLC	Board member	Private sector
12	Mr Neville Isdell – Businessman/Philanthropist	Board member	Private sector
13	Mr Ashu Sagar – President, ZAM	Board member	Private sector
14	Mr Malcom Chabala	Board member	Private sector
15	Dr Sheikh Shaban Phiri, Muslim community representative	Board member	Faith Leaders
16	Director - Ministry of Education	Board member	Public sector
17	Ms Miyoba Musale, Senior Prevention and Mitigation Officer - DMMU	Proxy to the Board member	Public sector
18	Ms Chibesa Namwinga – Director Planning, Ministry of Local Government and Rural Development	Board member	Public sector
19	Director Public Health - Ministry of Health	Board member	Public sector

Annex 3: 2024 EMF Members

#	Member	Role	Sector
1	Mr Peter Cottan	EMF Board Chair	Private
2	The Most Revd. Archbishop Dr. Albert Chama - Anglican Province of Central Africa, and Bishop of Lusaka.	Board member	Faith Leaders
3	Mr Sadik Seedat	Chair for Resource Mobilisation	Private sector
4	Mr Emmanuel Chilufya – Board member , ZACCI	Board member	Private sector
5	Mr Leonard Mwanza – CEO, Bankers Association of Zambia	Board member	Private sector
6	Mr Patrick Chisanga – Regional Director, Rotary international	Board member	Private sector & CSO
7	Mr Malcom Chabala	Board member	Private sector
8	Mr Pravin Parmar	Board member	Private sector
9	Mr Brian Moonga	Board member	NGO
10	Dr Elizabeth Chizema	EMC Coordinator	EMC Secretariat



Malaria kills!

Protect yourself and your family...

- ***Sleep under a treated mosquito net every night.***
- ***Allow your house to be sprayed.***
- ***At first sign of illness, go for a malaria test.***
- ***Pregnant women to seek early antenatal care at the health facility.***



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