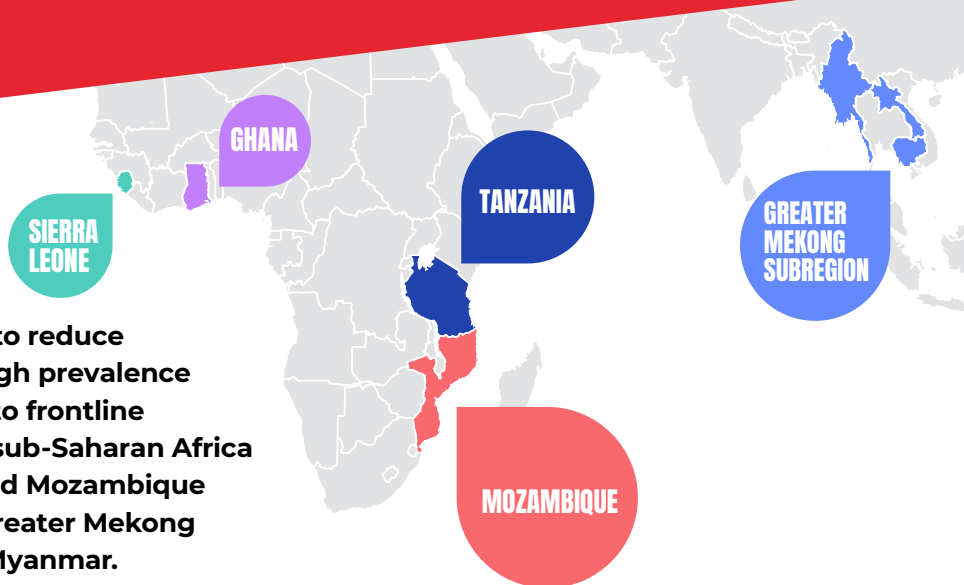




FIGHTING MALARIA, IMPROVING HEALTH



A COMIC RELIEF & GSK PARTNERSHIP



This five-year partnership set out to reduce the impact of malaria in several high prevalence countries. We awarded 27 grants to frontline organisations in four countries in sub-Saharan Africa – Sierra Leone, Ghana, Tanzania and Mozambique – and three countries across the Greater Mekong subregion – Cambodia, Laos and Myanmar.

AT A GLANCE

Committed
£19 MILLION
in grant-making

Over
5.6 MILLION
people reached to date, with
1.8 MILLION
people benefiting
from improved access to
strengthened health services

Over
1.5 MILLION
people have gained
increased knowledge
about malaria prevention,
diagnosis and/or treatment

Setting the right goals

We believe one of the best ways to fight malaria is to strengthen local and national health systems and improve their ability to combat the disease. By controlling the spread of malaria, its impact on communities and health services will be reduced and resources can be redirected to meet broader health needs. This can lead to better overall health for people living in poverty, with whole communities having a better chance to thrive.

Investing in the right places, in the right way, for greater impact

We've supported a diverse set of locally embedded organisations, delivering programmes designed to meet different community and national needs. Beyond that, we've sought to inspire global action on malaria by sharing compelling stories and empowering a generation of advocates. We've worked with those impacted to tell authentic and hopeful stories of how local communities are overcoming the challenges and fighting against malaria.



OUR THEORY OF CHANGE

We had one overarching goal: to support organisations embedded in local health systems and communities to improve health outcomes and malaria control.

Our theory of change had **four broad pillars** for intervention:

Pillar 1

Increased Supply of Good Quality Primary Health Care

This means building the resilience of health workers with capacity building resources and training. This results in improved diagnosis and treatment of malaria and other killer diseases, and ultimately better access to care, across the public, private and informal sectors.



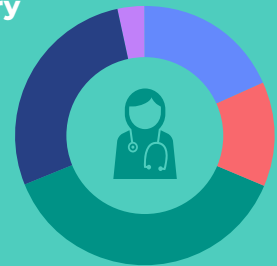
13,000+

frontline health workers whose resilience has been bolstered by support such as improved skills and resources to prevent, diagnose and treat febrile illness; resulting in hundreds of thousands of community members with access to better health care than before.



Number of frontline health workers benefitting by country

Ghana	- 494
Greater Mekong	- 2,757
Mozambique	- 1,931
Sierra Leone	- 5,593
Tanzania	- 4,165



Pillar 2

Demand for and access to Primary Health Care

This means improving access to information, and supporting widespread community health education, so that communities can better protect themselves from malaria, and better understand the importance of seeking care quickly, as well as their right to quality care.



532,000+

children under 5, that have been reached. That's over half a million children with improved chances of survival. Why? Because their parents know to seek care quickly, have them sleep under a net, and get tested fast if they get a fever.



OVER 1.4M

people with increased knowledge about malaria prevention.

More than a million families who know how to better protect themselves and their children from contracting malaria, and a huge relief of pressure on already overburdened health systems.



330,000+

pregnant women reached. Which means an equal number of lives given greater chance before they even commence.



OUR THEORY OF CHANGE

Pillar 3

Strengthening surveillance and Information Systems

This means improved data quality, and better data analysis, which enables health services to allocate resources, and to track, treat and prevent further spread of malaria and other deadly diseases.



2,200+



health service providers supported through our grants; to collect more accurate, timely and complete data. This includes malaria and other key illnesses. It helps to improve their overall data set to make sure that resources can better reach the right people at the right place, at the right time.

1,000+



health providers improving the way they use data to strengthen health systems.

Pillar 4

Improved awareness of malaria

This means amplifying the voices of communities impacted by malaria and using our platform to centre their stories. We use our unique storytelling capabilities to lift and give voice to those with lived experiences. We stand alongside communities we work with, to support them in reaching broader audiences, including governments and decision makers, with the aim to affect systemic shifts in the battle against this disease.



Supporting the Zero Malaria Starts With Me movement in Sierra Leone, Ghana and Mozambique, a grassroots, African-led movement that builds support across communities, business and governments to end malaria.



Supporting youth activists across Africa to develop skills in campaigning and advocacy. This has contributed to ambitious commitments from Africa Union Health Ministers and raised the profile of malaria with key decision makers



Amplifying the evidence generated by our funded partners through events, briefings, and engagement with policy-making audiences and debates, for example through the annual dissemination of our Universal Health Coverage progress briefing.



Raising awareness among the UK public of malaria's impact on communities through media and creative communications campaign.

BUILDING RESILIENCE IN TIMES OF CRISIS



In 2020, the rapid spread of COVID-19 posed significant obstacles across the world, including to the continuation of our work. In the short term, projects adapted to ensure that frontline community health workers were provided protection, through testing and personal protection equipment (PPE) and were trained in identifying cases to improve responsiveness.

In an unprecedented year, we've all come to understand the vital importance of health worker and health system resilience, surveillance (tracking, treating and tracing cases of infectious disease); and public information (how to protect ourselves, and how to respond). These are public health interventions this partnership has long been committed to.

Our commitment to provide capacity building support to health workers meant they were already better equipped to respond to the crisis. Measures including community education about prevention, seeking care, and tackling misinformation, meant that organisations we work with had established means to disseminate vital information exactly when it was needed. The pandemic has proved to us in many ways that we have targeted our support in the right ways.

About the partners

Comic Relief is a charity based in the UK which strives to create a just world free from poverty. Our mission is to drive positive change through the power of entertainment. Find out more at www.comicrelief.com

GSK is a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer. For further information please visit www.gsk.com/about-us

