

# **WORLD MALARIA DAY 2021**

**ZERO MALARIA / DRAW THE LINE AGAINST MALARIA**

# DRAW THE LINE ON WORLD MALARIA DAY 2021



World Malaria Day 2021 will unify and build on the '**Zero Malaria Starts with Me**' movement and the '**Draw the Line Against Malaria**' youth focused campaign.

This year's theme will explore and connect **malaria elimination** and malaria in **high-burden** settings.

## Objectives:

- Highlight the successes in the malaria fight since 2000;
- Inspire the new E2025 countries identified by WHO that have the potential to eliminate the disease by 2025;
- Demonstrate that zero malaria is within reach for all countries.



# VIRTUAL FORUM ON MALARIA ELIMINATION

**21 April 2021**

On 21 April, representatives from countries that have achieved or are close to elimination, will come together for a **virtual event to discuss their malaria elimination journeys** and inspire others to reach the target of zero malaria. The event will be open to a global audience, using a mixture of pre-recorded and live interventions, moderated panel discussions, videos, and interactive elements.

Register here: **[bit.ly/3d6HW2F](https://bit.ly/3d6HW2F)**



# COUNTDOWN TO ZERO MALARIA

We will invite people around the world to join us in **'Counting down to #ZeroMalaria'** on social media.

A virtual countdown will commence on 1 April, with all partners invited to publish a daily visual asset on their social media channels highlighting the countries and territories that have reached zero malaria since 2000 – starting with the first and ending with El Salvador, which is the latest to be certified malaria free by WHO.

The countdown will culminate on 25<sup>th</sup> April, timed to World Malaria Day and marking the publication of the new E2025 report, which will invite the next cohort of countries to start their countdowns to elimination.

*Will you join us in counting down to #ZeroMalaria?*



# VIRTUAL RELAY FOR WORLD MALARIA DAY

**25 April 2021**

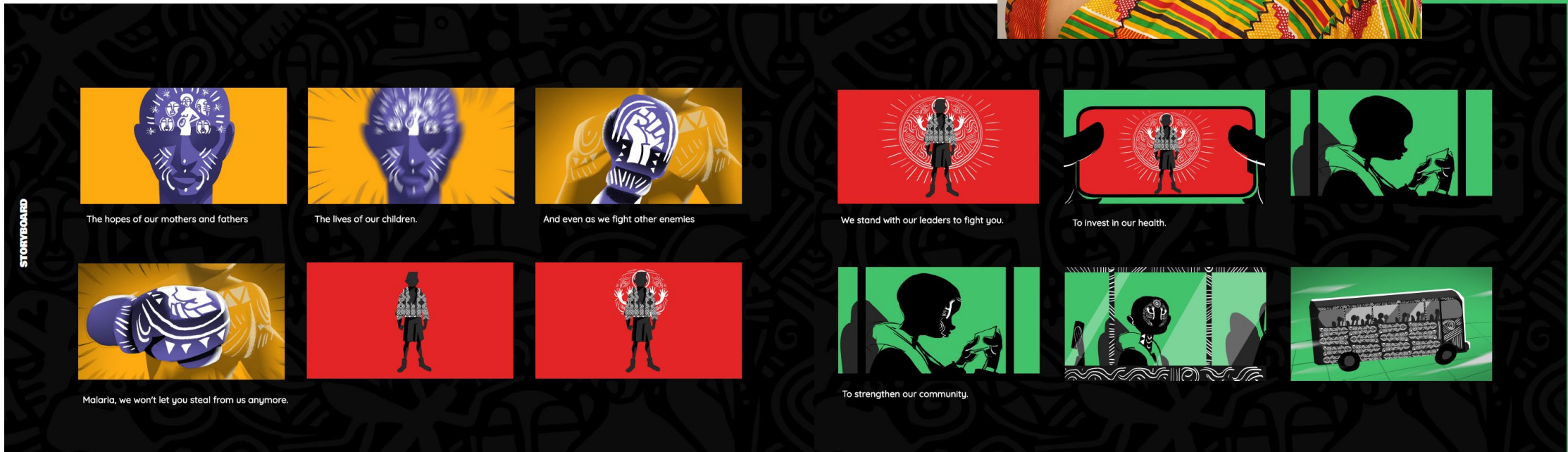
At 21:00 hours on the 25<sup>th</sup> April, countries around the world will be invited to **light up their landmarks**, or project giant Zero Malaria logos onto iconic buildings, to celebrate World Malaria Day.

By lighting up across multiple time zones, we will create a relay-style projection, with countries following one another. Images of the buildings will be shared on social media channels using the relevant World Malaria Day hashtags.



# ANIMATION

A new piece of content in development for the Draw The Line Against Malaria campaign featuring voiceover by Nigerian star Yemi Alade. The animation will support the campaign by exploring the story behind the Muundo pattern and will be featured on Nickelodeon global platforms (on-air and digital).



# HOW TO GET INVOLVED THIS WORLD MALARIA DAY



FIND OUT MORE ON [ENDMALARIA.ORG/WORLDMALIADAY2021](https://endmalaria.org/worldmaliaday2021)

- **Join the countdown:** A virtual countdown to World Malaria Day with all partners invited to publish a daily asset on social media highlighting the countries and territories that have reached zero malaria since 2000.
- **Attend the forum:** Register for the event here → [bit.ly/3d6HW2F](https://bit.ly/3d6HW2F)
- **Draw the line against malaria:** Through the Muundo language created by Láolú Senbanjo we ask people everywhere to visit [zeromalaria.org](https://zeromalaria.org) on World Malaria Day and add a line of Muundo art which represents a call to action to world leaders.
- **Light up:** Countries around the world will observe World Malaria Day with their own events, some illuminating important landmarks at 21:00 local time on 25th April.
- **Spread the word on social media:** Visit our social media toolkit here to find suggested social media posts and assets to promote World Malaria Day: [spark.adobe.com/page/upCrp31Xs3YSS/](https://spark.adobe.com/page/upCrp31Xs3YSS/)