



MALARIA
ERADICATION
WITHIN A GENERATION

The Lancet Commission on malaria eradication

The report and all findings of
The Lancet Commission on
malaria eradication are
STRICTLY EMBARGOED
until 11.30pm UK time/
6.30pm New York time on
Sunday 8 September 2019

Advocacy and Communications Toolkit

SEPTEMBER 2019

UCSF Institute for
Global Health
Sciences
Global Health Group

THE LANCET

About the Commission

***The Lancet* Commission on malaria eradication addresses a bold proposition: malaria, one of the most ancient and deadly diseases of humankind, can and should be eradicated before the middle of the 21st century.**

The Lancet Commission on malaria eradication was convened in October 2017 to consider the feasibility, affordability, and merit of malaria eradication, to inform global opinion, and to identify priority actions to achieve eradication. Countries and regions face many pressing health and development challenges, of which malaria is just one. Thus, a 21st century commitment to malaria eradication must be justified based on solid evidence that malaria eradication is achievable within a defined time period; that it is worthwhile in relation to societal benefits and the return on investment; and that the alternative to eradication is untenable.

The Commission's report, publishing in September 2019, synthesizes existing evidence with new epidemiological and financial analyses to demonstrate that malaria eradication by 2050 is a bold but attainable and necessary goal. In the report—the first academic document of its kind—the Commission examines the major operational, biological, and financial challenges on the path to eradication and identifies key solutions that will enable the global malaria community

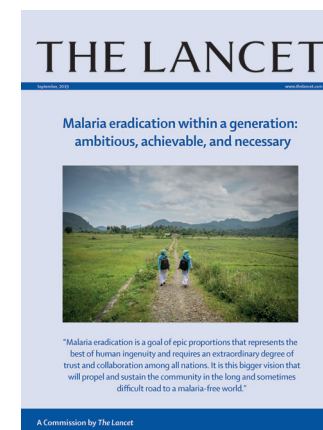
to bend the curve and achieve a world free of malaria within a generation. The Commission also emphasizes the substantial social and economic benefits of malaria eradication, together with its mutually reinforcing relationship with universal health coverage and global health security.

The Commissioners

The Lancet Commission on malaria eradication is an international group of 26 leading experts with expertise in geospatial mapping, global health financing, disease eradication, drug development, antimalarial drug resistance management, gene drive, medical entomology, disease ecology, health systems, implementation science, global policy and advocacy, and program management. The Commission is a joint endeavor between *The Lancet* and the Global Health Group at the University of California San Francisco (UCSF).

The report and all findings of *The Lancet* Commission on malaria eradication are strictly embargoed until 11.30pm UK time/ 6.30pm New York time on Sunday 8 September 2019

The Lancet Commission report on malaria eradication



DOWNLOAD

*The full report, "Malaria eradication within a generation: ambitious, achievable, and necessary," will be published by *The Lancet* on 8 September 2019 at 11:30pm UK time, and will be available for download at www.thelancet.com/commissions/malaria-eradication.*

Once the embargo is lifted, more information about the Commission and the report will be available at www.malariaeradicationcommission.com.

Toolkit Overview

About the Toolkit

This toolkit includes key messages, resources, and multimedia materials to promote global discussion on malaria eradication, and amplify the findings of *The Lancet* Commission on malaria eradication in the lead-up to, during, and following the publication and global roll-out of the Commission's full report.

This toolkit is intended for all members of the global malaria community, including communicators, advocates, researchers, implementers, decision-makers, funders, partners, and anyone affected by the disease.

Social media assets can be [downloaded on Dropbox](#).

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Core Messages

MESSAGE 1

Introducing *The Lancet* Commission on malaria eradication

Suggested tweets:



The new report by @TheLancet Commission on #malariaeradication addresses a bold proposition: that #malaria can be eradicated within a generation
#endmalaria #LancetMalaria @MEIatUCSF https://hubs.ly/H0kyS_n0



.@WHO Director-General @DrTedros discusses the bold challenge of #malariaeradication in his Comment on the new @TheLancet Commission report <https://hubs.ly/H0kypzm0> #endmalaria



Eswatini's King Mswati envisions an Africa free from #malaria in his Comment on the new report by @TheLancet Commission on #malariaeradication <https://hubs.ly/H0kytXn0> #endmalaria

#endmalaria
#LancetMalaria
#malariaeradication

Supporting visuals



"The Lancet Commission makes a **bold call** for eradicating malaria by 2050. I would be thrilled to see this global scourge eradicated even earlier. But we will not achieve eradication within this time frame with the currently available tools and approaches... The good news is that we, the global malaria community, know what we need to do."

– Dr. Tedros Adhanom Ghebreyesus
Director-General, World Health Organization



"We must all band together to ensure malaria is eliminated community by community, district by district, country by country, region by region, and continent by continent."

– His Majesty and Ingwenyama King Mswati III



The Lancet Podcast
Listen to an exclusive interview with
Sir Richard Feachem on the bold new report by
The Lancet Commission on malaria eradication

thelancet.com/podcasts/malaria-eradication



Core Messages

MESSAGE 2

Malaria eradication is ambitious

Suggested tweets:



#Malariaeradication is an ambitious and historic goal, and represents the best of human ingenuity #endmalaria #LancetMalaria @TheLancet @MEIatUCSF https://hubs.ly/H0kyS_n0



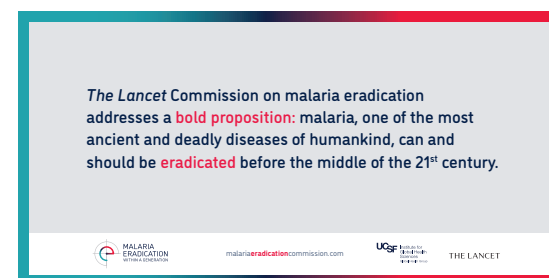
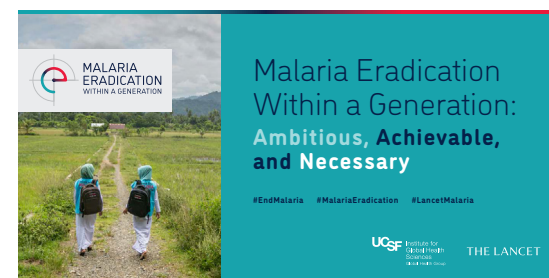
Written by 26 of the world's leading experts, a new report by @TheLancet Commission on #malariaeradication argues that #malaria can – and should – be eradicated by 2050 #endmalaria #LancetMalaria https://hubs.ly/H0kyS_n0



.@TheLancet Commission's report is the first comprehensive academic document to propose solutions to the major operational, biological, and financial challenges on the path to #malariaeradication https://hubs.ly/H0kyS_n0

#endmalaria
#LancetMalaria
#malariaeradication

Supporting visuals



Core Messages

MESSAGE 3

Malaria eradication is achievable

Suggested tweets:



.@TheLancet Commission's report synthesizes existing evidence with new analyses to demonstrate that – with the right tools, strategies, and sufficient funding – #malariaeradication can be achieved within a generation <https://hubs.ly/H0kypS0>



A report by @TheLancet Commission on #malariaeradication highlights three ways to further bend the curve to ensure that the world is #malaria-free by 2050 or sooner #endmalaria



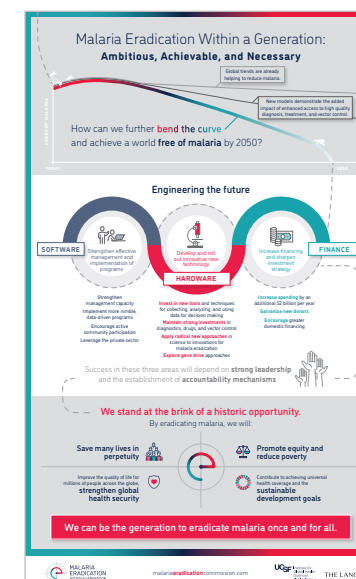
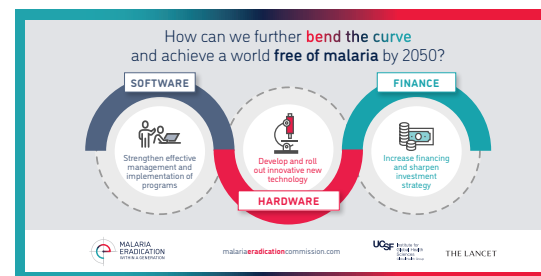
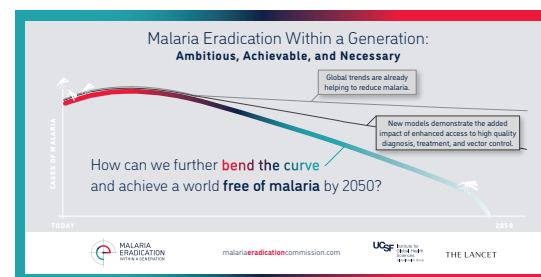
#Malaria will not be eradicated under a business as usual scenario. Specific actions are required, and must be reinforced by a global commitment to pursue #malaria eradication as a defined, time-bound goal https://hubs.ly/H0kyS_n0

#endmalaria

#LancetMalaria

#malariaeradication

Supporting visuals



Core Messages

MESSAGE 4

Malaria eradication is necessary

Suggested tweets:



By eradicating #malaria we will: save many lives, improve quality of life, reduce poverty, and contribute to achieving #UHC and the #SDGs #endmalaria @TheLancet @MEIatUCSF @UHC2030 https://hubs.ly/H0kyS_n0



#Malariaeradication will save many lives in perpetuity; it will promote equity and reduce poverty; it will deliver broad benefits to the human welfare and the economy of countries around the world #endmalaria @TheLancet @MEIatUCSF <https://hubs.ly/H0kypS0>



#Malariaeradication is a good investment with large social and economic rewards. @TheLancet Commission on #malaria eradication shows the benefits of eradication will greatly exceed the costs #endmalaria @MEIatUCSF https://hubs.ly/H0kyS_n0



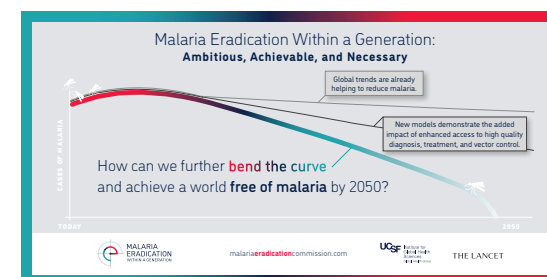
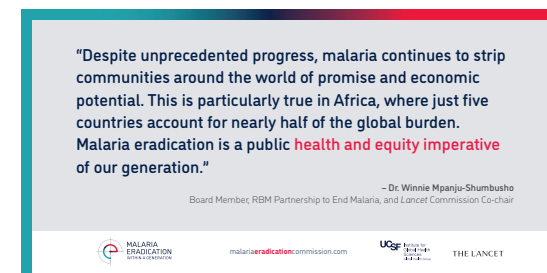
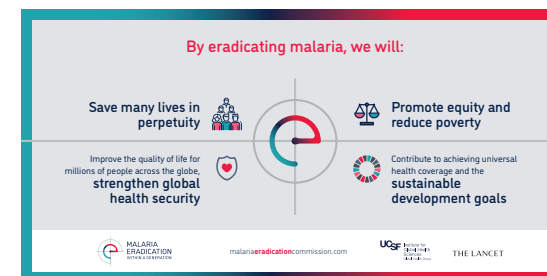
Increasing investments by at least an additional US\$2 billion annually will accelerate progress towards #malariaeradication. It is critical to support @GlobalFund replenishment #StepUpTheFight #EndMalaria @TheLancet @theglobalfight

#endmalaria

#LancetMalaria

#malariaeradication

Supporting visuals



Executive Summary and Technical Briefs

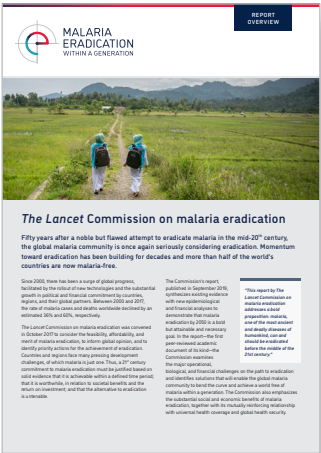
For malaria endemic countries

These materials provide an overview of the full report, including the Commission's methodology, findings, and core conclusions. The executive summary and the report overview are available in English, Chinese, French, and Spanish.

Executive Summary



Report overview



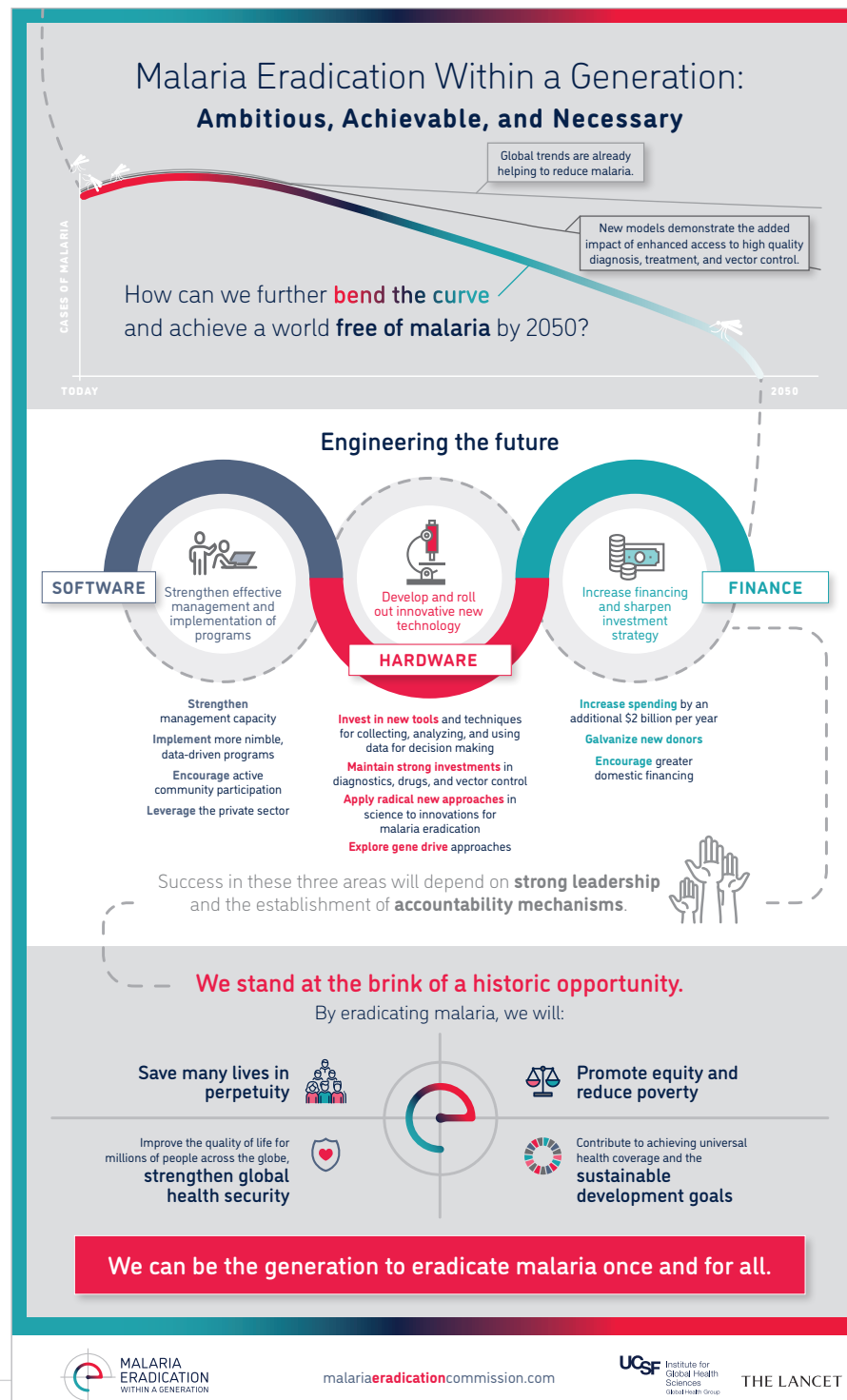
For donors



Infographic

The infographic provides an overview of what is needed to “bend the curve” and achieve a world free of malaria by the year 2050, as well as a summary of the potential impact of eradication.

DOWNLOAD



Banner

850mm wide x
2000 mm tall



DOWNLOAD

Video

The promotional video for *The Lancet* Commission on malaria eradication is two and a half minutes long, and provides a compelling look at the history of the malaria fight and what is needed to eradicate the disease within a generation.

CLICK TO PLAY



Events

The enclosed assets are intended to be used to promote the Commission's findings at numerous opportunities in the months following the initial publication of the full report.

Rising to the Challenge of Malaria Eradication

World Health Organization, Geneva, Switzerland

Monday, 9 September 2019
from 1:30pm – 6pm

Malaria Eradication within a Generation: Ambitious, Achievable and Necessary

Royal Academy of Engineering, London, UK

Thursday, 12 September 2019
from 1:00pm – 5:15pm

[Click here](#) to livestream the London event

[View program](#) and [register to attend](#)

Malaria Eradication within a Generation: Ambitious, Achievable and Necessary

Center for Strategic & International Studies,
Washington DC, United States

Wednesday, 18 September 2019
from 2:00pm – 4:00pm

Malaria Eradication within a Generation: Ambitious, Achievable and Necessary

University of California, San Francisco,
United States

Thursday, 26 September 2019
from 1:00pm – 4:00pm

Malaria Eradication within a Generation: Ambitious, Achievable and Necessary

Lee Kuan Yew School of Public Policy, Singapore

Tuesday, 8 October 2019
from 2:00pm – 5:00pm

For the most current list of events, please visit:

malariaeradicationcommission.com/news-events/events

Please consider helping us to promote the Commission's findings on social media during any of these events using

[#LancetMalaria](#) [#EndMalaria](#)
[#malariaeradication](#)

LIVE STREAM 

Can't join us for an event in person? Listen in to the livestream of the London event

Thursday, September 12
from 1.30 pm UK time

malariaeradicationcommission.com/news-events/events/londonlivestream



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