

# Zero Malaria F.C.

## **RBM PARTNERSHIP TO END MALARIA KEY MESSAGING DOCUMENT**

### **INTRODUCING THE ZERO MALARIA F.C.**

**Zero Malaria F.C. is a new initiative bringing together a squad of globally renowned footballers to support the fight to end malaria.**

- Today, on World Malaria Day 2023, football legends Luís Figo and Khalilou Fadiga have teamed up with the RBM Partnership to End Malaria to announce an exciting new initiative.
- Together as co-captains, Figo and Fadiga have founded the Zero Malaria F.C. – a new football club with a difference.
- Bringing together a team of renowned footballers from around the world, the Zero Malaria F.C. aims to increase malaria awareness, urge greater action against this deadly disease, and work with the RBM Partnership to advocate for the malaria response.
- Over the coming months, Figo and Fadiga will be recruiting renowned men and women from the world of football to join this unique team.
- The full Zero Malaria F.C. squad will be announced later this year.

### **FOOTBALL IN AFRICA**

The initiative is being launched as part of the larger Zero Malaria Starts with Me campaign. One of the key focuses of the Zero Malaria F.C. will be advocating to end malaria in Africa, which carries a disproportionately high share of the global malaria burden.

### **ZERO MALARIA F.C. CALLS FOR URGENT ACTION**

Despite being preventable and treatable, malaria remains a threat to half the world's population and claims a child's life every minute. The Zero Malaria F.C. seeks to end this for good and achieve a zero-malaria world.

- Inspired by their own experiences as parents and having seen the devastating impact of malaria across communities worldwide, Figo and Fadiga are calling on the international community to come together and support the RBM Partnership's vision of achieving a malaria-free future.
- Figo and Fadiga hope to use their voices and influence, especially among young people, to increase understanding of the threat of malaria and demand urgent action from world leaders and policymakers to end this deadly disease.
- Figo and Fadiga want world leaders to prioritise tackling malaria and increase funding for the fight against the disease, which is critical for research and innovation and the rollout of existing preventative tools and treatments.
- Together, low coverage of existing tools, emerging biological threats and funding shortfalls are brewing a perfect storm for malaria. There is a serious risk that the world will see cases and deaths rise substantially in the coming months and years, if malaria is not urgently addressed.
- The Zero Malaria F.C. has been founded on the belief that we cannot wait any longer and is calling on the international community to take swift and decisive action to deliver zero malaria.
- You can hear directly from Luís Figo and Khalilou Fadiga about the Zero Malaria F.C. [here](#) and [here](#).

## **TAKING ACTION**

Countries can make a difference by dedicating increased funding and resources to malaria, which are urgently needed to get the fight against this disease back on track.

- Endemic countries can join the Zero Malaria Starts with Me campaign, and commit to making the elimination of malaria a political priority.

- Zero Malaria Starts with Me is a pan-African campaign, co-led by the AU Commission and the RBM Partnership, that mobilises and empowers communities to take ownership over the fight to end malaria.
- Since it was launched in 2014, Zero Malaria Starts With Me has gathered significant momentum, with 25 countries already part of the movement and more on the cusp of joining.
- The campaign is based on three pillars: political engagement, private-sector engagement and community engagement.
- Other countries around the world also have the power to make a difference. They can help to fight this disease by providing much-needed funding, helping to strengthen health systems, support prevention and treatment programmes, and the rollout of tools to those who need them most, as well as drive new innovations. Funding is also critical to enable data-driven decision making and the implementation of tailored strategies at local levels.
- To find out more about what is needed to end malaria please see here <https://express.adobe.com/page/GrwT7YxU6Xncx/>

## **SHOW YOUR SUPPORT**

The Zero Malaria F.C. co-captains and the RBM Partnership are calling on individuals and organisations to spread the word about the dire need for more significant action to tackle malaria.

- Show your support for the Zero Malaria F.C. campaign by sharing Figo and Fadiga's messages on social media and using your voice to call for greater action against this disease, using the hashtag #ZeroMalariaFC.
- Visit this page to stay updated on this initiative <https://zeromalaria.africa/introducing-the-zero-malaria-fc>