



THE GOVERNMENT'S FIRST STEPS TO ENDING MALARIA

Conversations with five experts on
the right levers to pull in government for
success on international development,
global health and malaria

ENDING MALARIA FOR A SAFER WORLD

DR ASTRID BONFIELD, CHIEF EXECUTIVE OFFICER OF MALARIA NO MORE UK

A global pandemic, ongoing international conflicts, faltering economies and a worsening climate crisis have left the world craving stability above all else at this moment in history.



It's reassuring that this need is understood by our own new government, whose commitment to achieving greater security through pragmatic policymaking should be commended.

But we must continue to recognise the central role health plays within this web of increasingly interconnected challenges.

A sick society's economy will stagnate, its sovereignty will be more exposed, its health system less resilient against future threats and its government less able to combat the climate crisis.

**THIS IS WHY ACTION ON MALARIA SHOULD BE
CONSIDERED AS AN ADDITIONAL LEVER IN BRINGING
GREATER GLOBAL SECURITY.**

Progress may have stalled in combatting the disease recently as it continues to claim hundreds of thousands of lives every year, primarily in Africa, devastating economies, health systems and societies.

But in 2024, the UK is well-placed to re-invigorate the malaria fight through practical, evidence-based steps.

This pamphlet aims to illustrate the right levers to pull within Whitehall to achieve the best possible outcomes across global health, international development and malaria specifically, helping to create a safer and more prosperous world.

We've drawn on the extensive experiences of five experts in global health and international relations to provide a helping hand to the new government on how to maintain and accelerate progress.

We've spoken to ex-Ambassador and Foreign Office insider, Tim Cole, on how best to interact with the department on development issues.

Tim Durrant from the Institute for Government provides his insight on how to frame your case to the Treasury and get the most out of civil servants as a minister.

Joy Phumaphi, Executive Secretary of the African Leaders Malaria Alliance and global health expert, explains how the UK government can build and re-build valuable partnerships with countries in Africa.

Justin McBeath, CEO of the Innovative Vector Control Consortium, gives advice to the new government on how best they can harness the power of British science against global health threats.

And Romilly Greenhill, CEO of development organisation Bond, provides tips on how to work with the sector to join forces and make the most out of the expertise ministers have around them.

We hope this document will help new ministers with a focus on global health and international development to better navigate government and achieve better outcomes.

In particular, we hope to illustrate the first steps this government can take towards a lasting legacy of saving millions of lives around the world and ending malaria in our lifetimes.

A handwritten signature in black ink, appearing to read "Adam Bonfield". The signature is written in a cursive, slightly slanted style.

CONTENTS

- 6** **Our experts**
- 8** **How to frame your arguments to the Treasury**
Tim Durrant, The Institute for Government
- 10** **Building and re-building partnerships around the world**
Joy Phumpahi, The African Leaders Malaria Alliance
- 12** **Malaria's new role in British international relations**
Tim Cole, ex-UK Envoy to the Commonwealth
- 14** **Making the development sector your ally**
Romilly Greenhill, Bond
- 16** **Harnessing the power of UK science**
Justin McBeath, The Innovative Vector Control Consortium



10

OUR EXPERTS

JOY PHUMAPHI

EXECUTIVE SECRETARY OF THE AFRICAN LEADERS MALARIA ALLIANCE

Joy is a distinguished global health leader with decades of experience advancing public health in Africa and enhancing global health security. Her work covers malaria, Neglected Tropical Diseases (NTDs), Reproductive, Maternal, Child, and Adolescent Health (RMCAH), nutrition, pandemic preparedness and more.

As well as being Executive Secretary of the African Leaders Malaria Alliance (ALMA), a coalition of African Union Heads of State and Government working to eliminate malaria in Africa by 2030, she also chairs the RBM Partnership to End Malaria, co-chairs the Lancet Pathfinder Commission on Health in the Zero Carbon Economy and is a former Minister of Health for Botswana.



TIM DURRANT

PROGRAMME DIRECTOR AT THE INSTITUTE FOR GOVERNMENT

Tim's work at the Institute for Government (IfG) focuses on the role of ministers and how they can be most effective during their time in office. Tim also works as part of the IfG Academy team, delivering workshops for ministers, their private offices and other civil servants.

Tim has also worked within government at the Department for International Development with a focus on the Middle East, and the Treasury, where he worked on energy and climate, Europe and Brexit policy.



TIM COLE

EX-BRITISH AMBASSADOR TO CUBA, UK ENVOY TO THE COMMONWEALTH AND EUROPE EXECUTIVE DIRECTOR FOR THE ONE CAMPAIGN



Tim Cole spent over 17 years in the Foreign and Commonwealth Office as Head of Global Economic Policy, Head of the Pan-African Policy Unit, UK Envoy to the Commonwealth, postings in Mozambique and Zimbabwe and as British Ambassador to Cuba. He also worked as Executive Director for the ONE Campaign and has provided expert counsel as a consultant as well.

Tim's extensive experience within government means he is well placed to advise on how to work best with the civil service within the Foreign Office, as well as offering insights on working with the wider sector from his time as an advocate.

ROMILLY GREENHILL

CHIEF EXECUTIVE OFFICER OF BOND



Romilly has been CEO of Bond since the end of 2023, leading the organisation in its mission to connect, strengthen and champion organisations working in international development. Previously Romilly was ONE's UK Director, as well as having worked with other campaigning organisations and NGOs like the New Economics Foundation, ActionAid and Make Poverty History.

Romilly also has first-hand experience of government having started her career working for the Ugandan Finance Ministry, where she was responsible for allocating extra money gained from debt cancellation, before also working with the Department for International Development running the International Aid Transparency Initiative (IATI).

JUSTIN MCBEATH

CHIEF EXECUTIVE OFFICER OF THE INNOVATIVE VECTOR CONTROL CONSORTIUM



Justin joined the IVCC as CEO in 2023 and brings with him more than 25 years of experience in international development and malaria. For the past 12 years, Justin has led the malaria vector control strategy for Bayer Environmental Science (now Envu) and has an established strong network across the global malaria community.

Justin graduated from the University of Leeds with a Bsc (hons) in agricultural zoology. He also holds an Msc in Medical Entomology from the London School of Hygiene and Tropical Medicine.

HOW TO FRAME YOUR ARGUMENTS TO THE TREASURY

TIM DURRANT, PROGRAMME DIRECTOR AT THE INSTITUTE FOR GOVERNMENT

HIT THE GROUND RUNNING

Ministers must know very quickly what they want to achieve. It's very easy for them to get pulled in a hundred different directions and get bogged down in the day-to-day paperwork, instead of achieving their mission in what can end up being quite a short space of time in post.



Civil servants can help here in thinking about the government's deeper priorities: what are they really trying to achieve and how do they like to go about their business differently compared with the previous administration?

With this government, around the Budget and spending review in particular, they will have to break down inter-departmental silos across Whitehall and foster greater cooperation through the thematic missions they've set out.

BUILD STRONG RELATIONSHIPS

Government is a team sport and having good connections between ministers is the most effective way of making departments work together. If two secretaries of state give a signal they want to work together, that will filter through the government, and civil servants will respond.

When working with the Treasury in particular, special advisors in other departments should build relationships with their counterparts in the Treasury. The spending teams who oversee departmental budgets are advocates for your department inside the Treasury, so understanding their views on your priorities is key too.

Making new connections extends to the wider sector, the development sector in this case, as well. Ministers should look to set out their priorities to the sector early and clearly; it's about being upfront from the offset about what you all are aiming to achieve and how you can work together to achieve it.

FRAMING YOUR ARGUMENT IN WHITEHALL

Ministers and their teams will spend a lot of time making their case across government as to why their priorities matter. One way civil servants can help ministers to do this is by helping to ensure their narratives link back to the government's missions and their overarching ambitions, which will help them get a hearing in Number 10 – though, of course, others will be doing the same thing!

When it comes to framing development spending, Rachel Reeves's pre-election arguments about 'securonomics' is one helpful way in. The world is becoming less stable and social issues in one part of the world ripple back to the UK quite easily now. So those wanting to spend taxpayers' money overseas need to make the case that stable, prospering economies bring security and prosperity to UK society too. And of course the UK is only ever going to be one player, so arguments need to consider how the government can partner with others to drive wider investment.

Treasury officials will respond best to these kinds of arguments if put forward 'in their language'. They will generally be reluctant to accept cases with significant upfront costs and hard-to-quantify long-term benefits. So instead, you've got to make the short-term benefits clear, balance them against the potential costs, and be realistic.



BUILDING AND RE-BUILDING PARTNERSHIPS AROUND THE WORLD

JOY PHUMPAHI, EXECUTIVE SECRETARY OF THE AFRICAN LEADERS MALARIA ALLIANCE

A REPUTATION FOR TRUST

The UK has a strong reputation for investing in overseas aid and is a respected partner of many countries in the Global South as a result. This mutual respect has created a strong foundation for trust which is useful when collaborating in other areas of interest such as security, economic policy and social stability.

African countries' experience during COVID-19 broke trust between the Global North and South, so the new UK government should prioritise rebuilding this by making investments that address the real challenges of the Global South, like malaria.



ESTABLISHED INSTITUTIONS

The UK boasts many well-respected academic and research institutions which have strong relationships with both the UK government and institutions and governments in the Global South. This opens a lot of opportunities for collaboration between the UK and partner countries in health and development.

The UK House of Commons has also been instrumental in addressing critical Commonwealth development challenges like the fight against malaria. Commons select committees are key in cultivating relations with Commonwealth countries' parliamentary committees, which creates opportunities for enhanced collaboration and targeted, mutually beneficial investments. This also creates opportunities for Ministers from both the UK and partner countries to collaborate more closely together.

UK institutions' reputation in training and research also offer a valuable opportunity for skills development, which is the backbone

of many partner country agreements. Whilst the UK recruits many nurses from the Global South, there is an opportunity to partner with countries by offering scholarships in specialist health areas. The UK has been a very reliable partner in skills and research capacity development and countries will be expecting a strengthening of this relationship.

ABILITY TO LISTEN AND CONSIDER IMPACT

The UK government and civil service has a reputation for being good listeners and understanding the needs of partner countries. This is a critical skill and something partner countries would like to see continue with this new government.

Linked to this is a focus by the UK on results and showing real impact. This focus on accountability is important to ensure that investments deliver health outcomes and support progress towards the attainment of the Sustainable Development Goal targets.



BUILDING HOPE AMONG YOUNG PEOPLE

I would advise the new UK government to focus on youth in malaria endemic countries, and young women in particular. Malaria kills productivity of workers, the ability to learn, the capacity of the health sector to respond to other diseases, children's cognitive development and children themselves.

Africa is a young continent and the youth need hope because they must drive the response and elimination of malaria. Investments in research, new tools and technologies, skills development must consider empowering the youth. The UK can become a true partner to young people by recognising them as an integral part of the solution in malaria elimination and global health.

MALARIA'S NEW ROLE IN BRITISH INTERNATIONAL RELATIONS

TIM COLE, EX-BRITISH AMBASSADOR TO CUBA, UK ENVOY TO THE COMMONWEALTH AND EUROPE EXECUTIVE DIRECTOR FOR THE ONE CAMPAIGN

REESTABLISHING REPUTATIONS THROUGH MALARIA

We've suffered from a loss of influence in recent years and the cutting of the Official Development Assistance budget hasn't helped, but there are areas where we can show leadership again, and malaria's one of them.



The UK has a very positive story to tell on malaria, there's a massive British element here; with British science, British research and development and British business developing some of the key innovations like vaccines and bed nets. The data around reductions in malaria leading to economic growth really hit you in the face as well: a 90% reduction in malaria from 2015 levels could lead to a \$127bn rise in GDP for African economies.

I'd be advising ministers to take the opportunity to lead by investing in malaria. The development sector's role should be to explain the most effective frameworks for the government to make their way through this, like the Global Fund, Gavi, the Commonwealth and others, and to identify which are best for the government to invest in. Then the government could make a name for itself on malaria, which will help its relationship with Africa, help its reset with the Global South and help economic growth both in African economies and at home.

DEEPENING THE UK'S PARTNERSHIP WITH AFRICA

I'd also be advising development ministers to encourage the wider government to care more about Africa. In terms of demography, green transition, economics - Africa is the continent of the future, so it needs to be central to our foreign policy.



We already have such strong bonds with Africa as the closest neighbouring continent, but also a shared culture, sport, food, people - there are many overlapping links we should remember. Structurally, we should also be working more closely with the African Union and Africa CDC, as well as looking at the potential for co-hosting important summits, such as the upcoming Global Fund replenishment summit, with key African countries.

I'd also advise ministers that we need to pursue policies that support African sovereignty and their priorities, such as vaccine production, and to put our money where our mouth is. We have an opportunity right now, but we can't afford to be arrogant and need real partnerships based on mutual respect and understanding.

To his credit, the Foreign Secretary, David Lammy, has been clear and consistent in emphasising this. He's said he wants a new Africa strategy and a reset with the Global South, and he's been saying this since before he became Foreign Secretary as well.

DRIVING HOME YOUR PRIORITIES

It's important you repeatedly state your objectives as a Foreign Office minister, to make absolutely sure everyone in the department knows what they should be driving towards.

It helps if these priorities are shared by Number 10 and the Cabinet Office. For example, there's a case new ministers could make for better representing development around the Cabinet table by making sure it's talked about in relation to foreign policy.

And messages from the Prime Minister about what they want to see give strength to your elbow across government. If Keir Starmer says the reset with the Global South is important to him, for example, that will filter through to the Foreign Office, the Treasury and everyone else.



MAKING THE DEVELOPMENT SECTOR YOUR ALLY

ROMILLY GREENHILL, CHIEF EXECUTIVE OFFICER OF BOND

LEADERSHIP AND 'SHOWING UP' WHEN IT COUNTS

This government needs to show up when it counts, particularly when it comes to engaging multilaterals. They need to be there on the world stage showing they mean business: turning up, making commitments and putting money on the table. This level of leadership has been lacking in recent years, but we've traditionally been excellent at it as a country.



Take David Cameron and the 'Leave No One Behind' agenda and the Sustainable Development Goals. He co-chaired the SDGs himself and he made strong commitments – all coming straight from Number 10.

The UK's international reputation has been really quite seriously damaged in recent years because of the big cuts we've made to aid. This government can look at international development, not as a cost, but as an investment to make the world healthier, safer and more prosperous, too.

MAKING THE MOST OUT OF THE EXPERTISE AROUND YOU

The majority of Ministers, backbench MPs and advisers won't have experience of being in government before, but they can still hit the ground running by taking advantage of the enormous knowledge and experience of international development sector specialists working in charities, NGOs and the civil service.

If you take me, for example: I've been working in international development since 1999, so I can tell you about the state of international debt in 2001, I can tell you what happened at World Bank meetings or Gleneagles in 2005. It makes me feel very old, but it's true!

And then the other key thing the sector can do is help the government speak to the public. This is really important because we need public support for development efforts, but to get that, the public want to see that government investment is both making a

difference to people's lives, but also being spent efficiently. We can help them to communicate this story of progress.

Crucially, there's a wealth of expertise in civil society groups around the world too. Localisation and enabling local leadership are absolutely essential, and the development sector globally can help make that happen.

A CROSS-GOVERNMENT APPROACH

Cross-government working is a really ripe area for this government. In recent years we've seen a lack of co-ordination across Whitehall, with development ministers doing a fantastic job themselves but sometimes ploughing a lonely furrow.

Something we've called for in our Joint Bond Manifesto is a commitment from all globally facing departments to work better together and report progress into parliament in a more systematic way. We need development efforts to be coordinated centrally by the Cabinet Office with buy-in from Number 10 as well to really knock heads together when it's needed.

Take Tony Blair, Gordon Brown and Hilary Benn working together around the Gleneagles G8 summit in 2005. This was led from the very top, you had full engagement from the Treasury and buy-in from the Department for International Development.

In that year we had enormous progress on Official Development Aid commitments and you started to see results on important and life-changing things, like lives saved from malaria.



HARNESSING THE POWER OF UK SCIENCE

JUSTIN MCBEATH, CEO OF THE INNOVATIVE VECTOR CONTROL CONSORTIUM

EXPERIENCE THE INNOVATION FIRST-HAND

If I were advising government, I'd be suggesting to ministers that they go and see the innovation happening around the country first-hand. We have centres of excellence in Oxford, Cambridge, London and Liverpool in particular, where they can go and see the work that's already underway in beating malaria.



It can be hard to relay to people who are new in post or new to the sector quite how impressive some of the progress we've made in this disease area is. But when you go to these centres and see it in action it stays with you, and you understand it better.

We're seeing a lot of progress on nets and vaccines in particular right now, and we need to make sure the investment is continued so they can realise their full potential.

EQUIP MINISTERS WITH THE INFORMATION THEY NEED

It's on us as a science community to help them get the information they need by providing them with an understanding of the key topics and the role of different models in the sector, including Product Development Partnerships.

It's also critical they maintain dialogue with the sector so ministers and their advisors understand the policy areas that really count. There's lots of experience within the malaria science community, as seen by recent advances, and I'd suggest ministers make the most of that insight.



ENHANCING DISCOVERY THROUGH PARTNERSHIP

Doing work in a lab in the UK is only truly impactful once you've also tested it in an endemic-malaria setting in the field - to do that you need strong partnerships.

The UK government needs to listen to endemic countries' individual needs when it comes to beating malaria; they all require a different approach. The UK government must work closely with scientists and policymakers in endemic countries to provide a range of tools tailored to their situation.

It's critical ministers also understand that defeating malaria is only possible when you have the right combination of tools - a single intervention or tool alone will not do it.

MAKING THE CASE ACROSS WHITEHALL AND TO THE PUBLIC

Ministers responsible for malaria have a compelling case to secure support from other government departments. Firstly, there's a lot of national pride in UK science; the public can get behind it. Investing in science supports jobs, as seen in the growing science hubs across the country. It also enhances trading capacity with our partners, creating long-term opportunities and bolstering the life sciences sector.

And we, as a science sector, have a moral duty to provide our significant expertise to countries where they are most needed. It's important we remember that for all the challenges this government is facing, this is something we really *can* win.









WWW.ZEROMALARIA.ORG.UK

THIS REPORT WAS PRODUCED BY MALARIA NO MORE UK (CHARITY NUMBER 1126222)