

Fight Against Malaria Extends to New Frontiers

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The Coca-Cola Africa Foundation is now doing even more to support the fight against malaria through a new partnership with the Isdell Flowers Foundation.

Established by New York banking billionaire J. Chris Flowers and former TCCC Chairman and CEO Neville Isdell, the innovative cross-border initiative will aim to reduce cases of malaria in four districts in Western Zambia that border with Namibia and Angola by 40 percent over the next 18 months. The results will inform a wider initiative to tackle the effects of cross-border movements in the fight against malaria.



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The 'Walk Away from Malaria' parade.

In addition to Isdell and Flowers, the program's Sept. 29 launch event in the Western Zambia town of Sesheke was attended by two cabinet ministers, other local senior government officials and leaders of the Anglican Church, who joined the local community on a "Walk Away from Malaria" parade.



Commenting on the burden malaria places on the community, David Pain, Head of Christian Aid said, "Malaria perpetuates poverty. The eradication of malaria is central to the goal of eradicating poverty. Eradication will need all of us to work together. This is a timely and innovative collaboration that sees all parties, namely governments, communities and businesses, coming together."

Isdell added, "We want to ensure that the lives of the people here are saved. It is all about saving lives."



New York banking billionaire and philanthropist J. Chris Flowers hands over a mosquito net.

The program augments the successful NetsForLife program, also funded by The Coca-Cola Africa Foundation (TCCAF), which has been in operation in 17 countries since 2006.

Christian Aid will be the implementing partner on the ground, and funding will come from personal donations from Flowers and Isdell, as well as a grant from TCCAF. A group of 100 malaria control agents will be trained to run a community education program encouraging essential behavioral changes, such as consistent use of bed nets.

The agents, identified by their communities, will conduct a household survey to identify the most vulnerable family members in their area. They will teach communities to recognize symptoms of malaria and when and how to seek treatment. A total of 30,000 long-lasting insecticide nets will be distributed and continuously monitored.



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Some of the key guests who were invited to the launch event.