

NetsforLife Partnership Honored by Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria

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A collaborative malaria prevention and awareness program sponsored by The Coca-Cola Africa Foundation has been honored with a Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) Partnership Award.



Young children in Uganda receive insecticide-treated mosquito bed nets from NetsforLife.

NetsforLife® is a partnership of The Coca-Cola Africa Foundation, the ExxonMobil Foundation, Standard Chartered Bank, Starr International Foundation, the White Flowers Foundation and Episcopal Relief & Development. The program works closely with national malaria programs throughout Africa to train and mobilize thousands of volunteers, who in turn distribute insecticide-treated mosquito bed nets and teach people how and why to use them. They also explain how to recognize malaria symptoms.

To date, NetsforLife had distributed more than 2 million bed nets – which dramatically reduce malaria transmission rates – and trained nearly 10,000 volunteers in 17 countries.

Malaria kills nearly 1 million people each year in African communities, with 90 percent of these deaths occurring in sub-Saharan Africa. Pregnant women and young children are disproportionately affected by the disease, which also costs \$12 billion a year in lost productivity.



"Besides distributing nets and training people to work in communities with their friends, colleagues and neighbors on malaria prevention, NetsforLife has succeeded in instilling a 'net culture' in communities

that were previously unaware of the benefits of sleeping under a long-lasting, insecticide-treated net," said William Asiko, President, The Coca-Cola Africa Foundation. "There is empirical evidence that thousands of lives of children under five have been saved by this intervention, which we are extremely proud to be a part of."

Asiko and Clyde Tuggle, Senior Vice President, Global Public Affairs & Communications, will accept the award next month on behalf of the Coca-Cola system during GBC's annual awards ceremony in Washington, D.C. The event will culminate a two-day conference focused on improving the effectiveness of public/private collaboration on global health. The rare gathering of international leaders will include the Secretary-General of the United Nations, the heads of the WHO and UNAIDS, U.S. Secretary for Health and Human Services Kathleen Sebelius and former U.S. Secretary of State Condoleezza Rice.

"Governments and nonprofits can't do it alone," said GBC President and CEO John Tedstrom. "The private sector needs to step up now to avert tragedy, and use what we know about how to join the forces of business with governments and nonprofits to make the health of people sustainable over the long term. Coalition members – and these exemplary companies in particular – have done so much that has built momentum in the fight against HIV/AIDS, TB and malaria for people and communities around the world. We need more companies to do the same."



NetsforLife trains thousands of volunteers who distribute bed nets and teach people how to use them.

About GBC

GBC is a movement of businesses that are joining forces with governments and civil society to end the ravages of disease faster.



PLANET

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