

RBM Partnership To End Malaria

Strengthening Coordination, Convening, and Communication to End Malaria

RBM 2024 Annual Report

Foreword



2024 was a significant year for RBM, marked by many milestones. Whether it was revamping RBM's data dashboard to enable more efficient and actionable data sharing or reaffirming our commitment by renewed engagement with regional partners to combat malaria, RBM has remained true to its mission to coordinate, convene, and communicate as we work towards meaningful and sustainable progress towards the Big Push to 2030.

We have observed significant changes in major donor commitment to global health, particularly in relation to malaria and the other development facets that affect malaria, including gender and human rights. We have seen an increase in anti-malarial drug and insecticide resistance and witnessed the unpredictable impacts of climate change worsen that have made humanitarian and development responses more challenging.

On the other hand, we have also witnessed our partners rise to the challenge, whether, it was the Vector Control Group (VCG) that has been at the forefront of the innovation of dual Insecticide-Treated Nets (ITN), or the Country Regional Support Partner Committee (CRSPC) that worked relentlessly to ensure that countries received the needed support and access to resources to deliver high-quality and effective malaria innovations.

As we continue to advocate for malaria prevention and keep malaria high on the global agenda, it is these small steps of progress that will ultimately lead us to our goal of eradicating malaria once and for all. This conviction is strengthened by the fact that in 2024, RBM partners took action, showed commitment, and pushed through challenges. This annual report serves as a small demonstration of what we have accomplished together and reflects the hope that, united, we can achieve even more in 2025.

Michael Adekunle Charles
RBM CEO

Executive Summary
Delivering Impact Across the Malaria Ecosystem

In 2024, the RBM Partnership to End Malaria (RBM) significantly strengthened its leadership role in coordinating global, regional, and national efforts to accelerate progress against malaria. With over 114 technical assistance interventions deployed across 34 countries and 5 regional entities, RBM directly supported national malaria programmes in strategic planning, implementation, and bottleneck resolution—contributing to greater programme efficiency and sustainability. Critical support included the development of National Strategic Plans and Programme Reviews, notably in Elimination 2025 countries such as Botswana and South Africa.

Through collaboration with the Alliance for Malaria Prevention, RBM enabled Insecticide-Treated Nets (ITN) mass campaigns in 17 high-burden countries, contributing to the distribution of 140 million nets and benefiting over 252 million people. These efforts were complemented by support to innovation in vector control, including the promotion of dual ITNs—83% of ITNs shipped in 2024 were pyrethroid-PBO and Dual AI nets. RBM also advanced multisectoral action, launching a toolkit with African Leaders Malaria Alliance (ALMA) to guide cross-sector collaboration, and worked with partners to embed equity, gender, and human rights principles into malaria control.

RBM drove regional coordination across key platforms such as East African Community (EAC), Intergovernmental Authority on Development (IGAD), Southern African Development Community (SADC), South-East Asia (SEA), and West African Health Organization (WAHO)—responding to emerging threats like antimalarial drug resistance and reinforcing evidence-based policy making. Strategic use of digital tools, including the Global Malaria Dashboard and the new Country Support Dashboard, enhanced real-time decision-making and transparency. In advocacy, RBM reached over 200 million people through strategic campaigns and storytelling, kept malaria high on global and national agendas, and established partnerships with key actors in the public health domain including Foreign, Commonwealth and Development Office. The year concluded with the launch of the “Big Push” initiative, a bold multi-year plan to realign global efforts, galvanise innovation, and close the malaria funding gap—positioning RBM and its partners to reinvigorate the path toward a malaria-free world by 2030.

Country Programme Implementation Support

Recognizing that countries and communities are at the core of an effective malaria response, the RBM Partnership to End Malaria (RBM) provided technical support throughout the year to strengthen programme planning, implementation, and monitoring. This was achieved through the coordination of technical and implementation support, bottleneck resolution, partnerships, and resource mobilization.

Technical Assistance for Stronger Programme Outcomes

To drive impact, RBM deployed 114 technical assistance interventions across 34 countries (41% of countries with malaria transmission globally) and 5 regional entities, directly enhancing national and regional malaria programme capacity and ensuring efficient and effective implementation of malaria interventions.

114
Technical Assistance Interventions

34
Countries

5
Regional Entities

To enhance capacity development and ensure sustainability, RBM provided small grants to several countries to facilitate in-country stakeholders' engagement, aimed at resolving key implementation bottlenecks, and supported engagement of national level consultants. Through technical assistance, RBM ensured a steady supply of commodities and collaborated with countries to promptly identify and address any programme implementation challenges.

a. Enabling Planning and Implementation of ITN Mass Campaigns: Expanding Coverage & Impact

Insecticide-Treated Nets (ITNs), particularly Long-Lasting Insecticidal Nets (LLINs), remain one of the most cost-effective malaria prevention interventions, offering long-term protection with minimal maintenance. In 2024, the RBM Partnership, in collaboration with the Alliance for Malaria Prevention (AMP), provided technical support to 16 countries (Angola, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Gabon, Guinea, Liberia, Madagascar, Malawi, Niger, Nigeria, Pakistan, São Tomé and Príncipe, Sudan) in planning and implementing ITN mass campaigns. These countries collectively account for around 50.8% (133 million) of the estimated 263 million malaria cases reported in 20231.

To ensure the efficient distribution of ITNs during Mass Net Distribution Campaigns and promote their consistent use in communities, the RBM Partnership provided technical support for both macro and micro planning. This included logistics coordination, monitoring & evaluation, and social behavior change communication, ensuring ITNs reached targeted populations and fostering sustained usage for maximum impact.

[1] World Health Organization. (2024). World Malaria Report 2024. Geneva: World Health Organization. Retrieved from https://www.who.int/teams/global-malaria-programme/reports/world-malaria-report-2024



During the year, an estimated

140 MILLION NETS were distributed across

17 MALARIA ENDEMIC countries

(Côte d'Ivoire, Democratic Republic of the Congo, Ethiopia, Kenya, Liberia, Madagascar, Malawi, Mali, Niger, Nigeria, Pakistan, Papua New Guinea, Philippines, Sierra Leone, United Republic of Tanzania, Zambia, Zimbabwe)[2]. The RBM Partnership played a pivotal role by creating an enabling scenario to ensure these nets reached end users, benefiting an estimated 252 million people living in malaria transmission areas.

b. Optimising Malaria Programmes Through Evidence-based Planning

Malaria Programme Reviews (MPRs) and National Strategic Plans (NSPs) are essential for evidence-based decision-making and strategic planning, enabling countries to evaluate malaria interventions, identify gaps, and develop high-impact strategies to reduce the malaria burden. These processes ensure alignment with global malaria goals and funding priorities, optimising resource allocation and strengthening programme accountability.

In 2024, the RBM Partnership supported 10 countries (Botswana, Guyana, Guinea, Kenya, Madagascar, Mauritania, Sierra Leone, South Africa, Zambia, and Zimbabwe) and one regional entity, the East African Community, in reviewing their malaria programmes and developing new strategic plans based on comprehensive assessments and best practices.

Among these, Botswana and South Africa, both Elimination-2025 countries (E-2025), were provided technical support in conducting mid-term programme reviews that were timely and strategic, to accelerate their progress towards malaria elimination by 2025. These reviews facilitated the adoption of holistic and resource-optimised malaria elimination strategies, ensuring that interventions were cost-effective, evidence-driven, and context-specific.

2Alliance for Malaria Prevention. (n.d.). ITN Mass Campaign Tracker. Retrieved March 10, 2025, from https://allianceformalariaprevention.com/itn-dash-boards/mass-campaign-tracker/

Leveraging Multisectoral Action to End Malaria

It is widely recognised that malaria is a complex disease influenced by many factors beyond the health sector alone. Environmental conditions such as climate, rainfall, and temperature directly impact mosquito populations and disease transmission, while human behaviour, housing, agricultural practices, and socioeconomic status significantly affect vulnerability. Therefore, adopting a multisectoral approach—engaging sectors such as health, finance, agriculture, education, environment, and housing—is essential. This integrated strategy enables countries to leverage diverse resources and expertise, ensuring malaria interventions are effective, sustainable, equitable, and tailored to local contexts.

Furthermore, a multisectoral approach embeds malaria interventions within broader development and governance frameworks, enhancing sustainability and long-term impact. Collaboration among stakeholders fosters accountability, strengthens governance, and builds resilience against emerging threats like drug and insecticide resistance and climate change. Ultimately, multisectoral collaboration optimises resource efficiency, sustains progress toward malaria elimination, and aligns malaria control efforts with wider social and economic development goals.

To support countries in implementing this approach, the RBM Partnership, in collaboration with the African Leaders Malaria Alliance (ALMA), developed the Multisectoral Engagement Toolkit. This comprehensive resource provides policymakers, public health practitioners, and stakeholders with structured modules and practical tools for multisectoral action—from stakeholder mapping and situation analysis to strategy formulation, resource mobilisation, and monitoring and evaluation. By facilitating a whole-of-society response, the toolkit empowers countries to accelerate sustainable progress towards malaria elimination.

c. Strengthened Regional and Cross-border Collaboration

Through targeted support to the East African Community (EAC), Intergovernmental Authority on Development (IGAD), Southern African Development Community (SADC), South-East Asia (SEA), and West African Health Organization (WAHO), the RBM Partnership facilitated high-level regional coordination to address cross-border malaria transmission challenges.

Enhancing Regional Coordination against Drug Resistance:

The emergence of artemisinin partial resistance in East Africa poses a serious threat, given the region's high malaria burden and heavy reliance on artemisinin-based combination therapies (ACTs) for uncomplicated cases. In response to this growing threat of artemisinin partial resistance in East Africa, RBM supported the EAC in convening the first Regional Meeting on Response to Antimalarial Drug Resistance in East Africa that was held on the 22nd & 23rd of September 2024 in Kigali, Rwanda. The meeting led to the development of a cross-border road-map to address the first confirmed resistance to artemisinin-based drugs in sub-Saharan Africa.

Strengthening Data Quality for SADC Malaria Policy and Decision-Making:

The Southern African Development Community (SADC) received support to conduct a data quality analysis in preparation for the finalisation of the 2024 malaria profiles for Member States, which were incorporated into the 2024 SADC Malaria Report. This report served as a key reference document to facilitate discussions among SADC Ministers of Health during their November 2024 meeting. It supported evidence-based decision-making, highlighting the continued importance of cross-border collaboration on malaria to maximise and sustain the gains from regional elimination efforts.

d. Ensuring Equity, Human Rights and Gender Equality in Malaria Control

In 2024, the RBM Partnership made significant strides in embedding Equity, Human Rights, and Gender Equality (EHRGE) across malaria programmes, advancing efforts to reach the most vulnerable populations with accessible, and quality services.

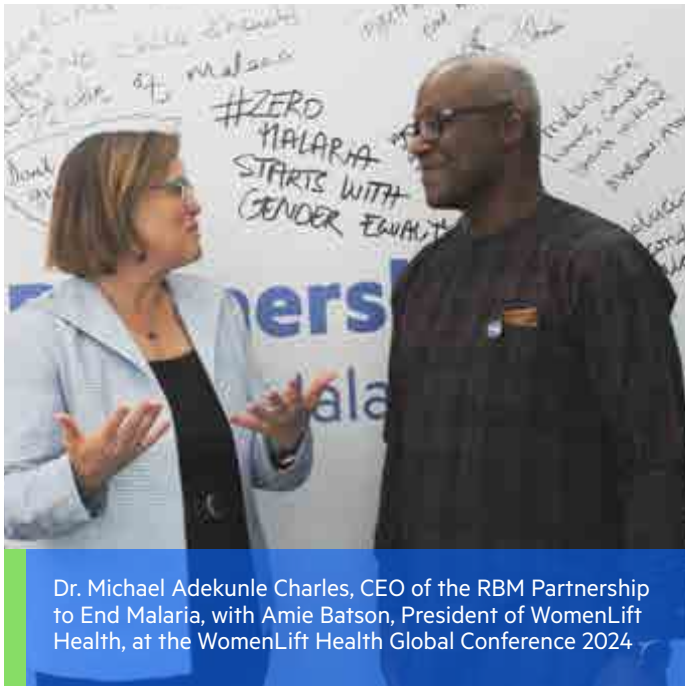
Cameroon received support to conduct assessments using the Malaria Matchbox toolkit to identify areas and populations facing barriers to malaria and primary healthcare services. The findings from this assessment are helping pinpoint populations at higher risk of malaria due to socioeconomic and/or cultural factors, enabling more targeted and effective interventions.

In **Tanzania**, collaboration with the Ministry of Health and local Civil Society Organisations (CSOs) led to the development of a Community-Led Monitoring framework and the training of Master Trainers from 14th to 29th July 2024, strengthening national capacity to engage communities in malaria control and promote grassroots accountability. This initiative strengthened national capacity by empowering communities to actively participate in malaria surveillance, intervention planning, and service delivery monitoring. By fostering grassroots accountability, the approach ensured that malaria prevention and treatment efforts were more responsive to community needs, ultimately contributing to improved health outcomes and greater sustainability in malaria control efforts.



A health worker examines a child. RBM worked with partners to strengthen national health systems by deploying timely and targeted technical support and programme interventions.

In the same vein, from April 6–8, 2024, the RBM Partnership participated in the WomenLift Health conference in Dar es Salaam, Tanzania—an event that convened nearly 1,000 participants to build bridges across sectors and foster impactful partnerships. Co-hosted by the Bill and Melinda Gates Foundation, Co-Impact, and the RBM Partnership, and supported by major media partners including CNBC, BBC Africa, and Forbes, the event offered a powerful platform for cross-sectoral collaboration. The RBM delegation led targeted advocacy and communication activities, engaging both health and non-health stakeholders to ensure malaria remains a priority on global health and development agendas. The RBM CEO contributed to a high-level panel discussion, highlighting the critical role of male allyship in malaria prevention and elimination, and participated in strategic media engagements to amplify the call for leadership, commitment, and sustained action against malaria.



Dr. Michael Adekunle Charles, CEO of the RBM Partnership to End Malaria, with Amie Batson, President of WomenLift Health, at the WomenLift Health Global Conference 2024

Building on the momentum of the WomenLift Health Conference held in Dar es Salaam in April 2024, the RBM Partnership and WomenLift Health strengthened their collaboration by co-hosting a high-level event during the UN General Assembly in September. This gathering further deepened partnerships across sectors while spotlighting the vital intersection of gender equity and malaria elimination. Dr. Filomena Gonçalves, Minister of Health of Cabo Verde, joined the event to share her country's progress toward malaria elimination and emphasized the importance of inclusive leadership in sustaining these gains. Bringing together influential voices from health, development, and media, the event underscored that empowering women leaders and promoting gender equity are essential to driving lasting impact in the global malaria response and advancing broader health and development goals.

e. The Pivotal Role of Meaningful Youth Engagement to Accelerate the Fight Against Malaria

Youth engagement is increasingly recognized as a cornerstone in the global fight against malaria, offering fresh perspectives, energy, and innovative approaches to tackle one of the world's oldest and deadliest diseases. In 2024, the RBM Partnership reaffirmed its commitment to youth leadership with the relaunch of its Youth Workstream—an inclusive platform designed to amplify the voices of young people, strengthen their capacity, and support their active involvement in advocacy, policy influence, and community-driven action.

As a major milestone, the RBM Partnership convened a Youth Summit on the sidelines of the World Health Summit in Berlin in October 2024, bringing together young leaders, health advocates, students, and professionals from malaria-endemic and non-endemic countries. The event served as a vibrant space for knowledge sharing, skills development, and coalition-building, helping to equip youth with the tools and networks needed to drive change in their own contexts.



Lizz Ntonjira, Communications and Engagement Director at WomenLift Health, in conversation with Dr. Filomena Gonçalves, Minister of Health of Cabo Verde during on the sidelines of the United Nations General Assembly.



Farida Tiemtoré, Global Fund Youth Council Member, sharing her insights at the RBM Youth Summit during the World Health Summit.



Peter Sands, Executive Director of the Global Fund, and Dr. Michael Charles, CEO of the RBM Partnership to End Malaria, join youth leaders for an Intergenerational Dialogue on the sidelines of the World Health Summit.

A key highlight of the summit was the Intergenerational Dialogue, which featured influential global health leaders including Peter Sands, Executive Director of the Global Fund; Dr. Michael Charles, CEO of the RBM Partnership to End Malaria. These leaders engaged directly with youth participants (RBM Youth Co-Chairs Lead, Members of the Global Fund Youth Council, Representatives of ONE Campaigns) in an open, dynamic exchange of ideas and experiences.

The session emphasised mutual learning, respect, and co-creation, breaking down generational silos and reinforcing the message that youth are not just future leaders—they are critical actors in the fight against malaria today. The renewed Youth Workstream and outcomes of the Berlin summit mark a pivotal step toward ensuring young people remain at the heart of global health decision-making and action.

Data-Driven Strategy Implementation

Strengthening Malaria Control through Real-Time Data

In 2024, the RBM Partnership launched significant updates to the Global Malaria Dashboard, providing malaria programs with real-time, data-driven insights into supply chain logistics, funding trends, and intervention coverage. With 18 active dashboards, including newly automated tools like the Gap Analysis and Funding Landscape Dashboards, stakeholders can now access essential data on resource needs, funding flows, and coverage gaps. This improved accessibility allows for agile decision-making, better alignment of resources, and prompt responses to changing malaria conditions.

Strengthening Technical Support Coordination with the Country Support Dashboard

Through the development of the Country Support Dashboard, RBM has streamlined how countries request and receive technical assistance. Integrated with an online TA request form and an automated alert system, this dashboard enables countries to apply for support in real time, alerting partners to mobilise assistance promptly. This coordinated approach helps address program bottlenecks and ensure timely, effective responses to technical needs, bolstering each country's capacity to implement malaria control activities smoothly.

Using Data Insights to Strengthen Malaria Response



The RBM Partnership to End Malaria began tracking visits to the Global Malaria Dashboard in June 2024. Between June and December, the dashboard recorded over

15,000 views,
with nearly
3,000 users
and an average of
411 new users
per month.

As shown in the map, users are widely distributed across different regions.

Enhancing Surveillance and Forecasting with Advanced Analytical Tools

To tackle emerging challenges including drug resistance, RBM in collaboration with the Clinton Health Access Initiative (CHAI) introduced the Multiple First-Line Therapy Scenario tool, helping countries simulate various treatment strategies and understand their impact on artemisinin resistance and treatment costs. The tool, along with the Community Health Worker Dashboard and other analytical resources, equips national programmes to forecast needs, improve treatment protocols, and strengthen community-level malaria management. These tools support proactive planning and adaptation, key to sustaining malaria control amid evolving health threats.

Governance and Organizational Development

Creating Strong and Efficient RBM Structures

RBM focused on ensuring that the secretariat structures effectively support the partnership and enhance its overall effectiveness. The RBM Partnershipsv goal was to strengthen engagement and communication between the RBM Board Members, RBM Secretariat and other RBM structures in order to build a partnership that is well-suited for both the present and the future.

Targeted RBM Board Engagement

In 2024, the RBM Partnership Board convened three times, focusing on strengthening governance, enhancing sustainability, and driving strategic realignment to accelerate malaria elimination. During the 30th Board Meeting in May, several key initiatives were approved to support these goals. A Resource Mobilization Strategy was approved, the Secretariat Performance Framework was refined, and structural reforms were advanced, including the merger of the Advocacy and Resource Mobilization Partner Committee (ARMPC) with the Strategic Communications Partner Committee (SCPC) to create the Advocacy, Resource Mobilization, and Communications Partner Committee (ARCPC). In addition, the board approved the formation of the Global Fund Advisory Committee (GFAC) to coordinate the Partnership's response to Global Fund-related matters, particularly regarding the disease split.

These reforms followed a functionality survey conducted in early 2024, which gathered over 300 stakeholder responses that highlighted key areas for improvement.

Our board members supported us to deliver better

Regular board meetings enabled prompt and strategic decision making.

The board helped strengthen RBM governance structures for better programme delivery.

Engaging board members in advocacy helped deepen RBM impact.

The RBM Partnership to End Malaria:

A Catalyst for Collaboration and Impact

The RBM Partnership serves as a unique global catalyst, connecting more than 500 diverse partners from the public and private sectors to drive coordinated action against malaria. By convening stakeholders, aligning strategies, and harmonising efforts, RBM maximizes the impact of malaria interventions at global, regional, and national levels. Its distinctive platform not only coordinates technical assistance and partner activities but also leverages extensive networks to ensure best practices are shared, ultimately strengthening malaria elimination efforts worldwide.

Furthermore, RBM excels in advocacy and policy influence, mobilizing political and financial support critical for sustaining malaria control and elimination programmes. With growing access to malaria data and market insights, RBM is progressively enhancing its ability to connect manufacturers, policymakers, and investors—laying the groundwork for more targeted investments that will amplify impact. This strategic positioning enables RBM to catalyse vital resources and partnerships, driving continued progress towards a malaria-free future.

Based on these findings, the board reviewed the functionality of the Partner Committee (PC) and Working Group (WG), initiating extensive consultations and reforms. The board approved the updated Terms of Reference for the Country Regional Support Partner Committee. They also endorsed the revised Strategic Operating Procedures (SOPs) for the working groups and partner committees. The updated SOPs included the integration of working groups into the RBM work planning process. The reforms enhanced coordination, accountability and strategic alignment.

During the 31st Board Meeting in September, the CEO presented a five-year vision aimed at positioning RBM as a more agile and influential global convening body. In the subsequent 32nd Board Meeting in December, held in Bogotá, Colombia, the board assessed its progress and set goals for 2025, approving the annual work plan and budget while reinforcing the Partnership's role in the Big Push. These discussions underscored RBM's growing emphasis on strategic coordination, sustainability and governance optimisation, laying the groundwork for the development of the 2026-2030 Strategic Plan.

Strengthening and Expanding Partnerships



Partnership for More Sustainable Malaria Interventions

On the partnership front, RBM focused on strengthening ties with both monetary and non-monetary partners – ensuring that we create a network that facilitates joint efforts in advocacy and fundraising, which will strengthen our partnerships and improve our ability to tackle emerging challenges effectively.

RBM–FCDO Partnership: Catalying Regional Action for the Big Push

In 2024, RBM and the Foreign, Commonwealth and Development Office (FCDO) launched a strategic partnership to drive the implementation of the Big Push — a bold initiative to reignite global momentum to end malaria. This partnership has already begun strengthening regional and multi-country collaboration on priority issues such as drug resistance, laying the foundation for sustained ecosystem coordination.

In parallel, the partnership is reinforcing data-driven decision-making and evidence-based advocacy, ensuring resources are used strategically and impactfully. National programmes are being supported to optimise interventions — from digitising ITN campaigns to integrating malaria into broader development and humanitarian frameworks.

Above all, the FCDO-RBM collaboration is not just a project — it is a platform for transformation, enabling RBM to coordinate, connect, and accelerate action across sectors and borders, turning the vision of the Big Push into a concrete, and collective effort.



Drawing Yaoundé Implementation Roadmap



RBM conducted discussions on the need to increase malaria funding at the sidelines of the World Health Organization Regional Committee for Africa meeting in Brazzaville. A sequence of meetings with Health Ministers and technical teams from several High Burden High Impact countries, including Mali, Democratic Republic of Congo, Burkina Faso, Cameroon, Niger and Ghana enabled RBM to consult on how to strengthen collaboration in implementing the Yaoundé Declaration and accelerating progress towards malaria elimination. These consultations enabled RBM to gain a clearer understanding of the urgent pressing malaria needs and how to work effectively with national stakeholders to enhance policy and response efforts.

Collaboration with Unitaid to Deepen Innovation

RBM participated in a Unitaid discussion about the role of multi-stakeholder platforms in facilitating and scaling up the deployment of new products, techniques and strategies. During these discussions, RBM highlighted the importance of strong communications to enhance the understanding of vaccines and to maximize the various tools available in the fight against malaria. Additionally, RBM shared how the implementation of commitments, such as those outlined under the Yaoundé Declaration, can help countries accelerate progress and foster innovation.

Evidence-based Engagements with the Private Sector

RBM joined private sector partners to mark Africa Business Day under the theme of Investing in Africa's Future: Spotlight on Large-Scale Projects. Utilising evidence from the 'Malaria Dividend' report, RBM highlighted the impact of malaria on businesses and the critical role of private sector engagement in eliminating the disease. The meeting encouraged participants to consider ways to move beyond aid as a solution to Africa's challenges and to explore sustainable business models that invest in health. The meeting brought together international and national business leaders, representatives from the International Financial Institutions, media, civil society and other stakeholders.

Participants discussed strategies for creating multi-sectoral partnerships that boost investment in health, particularly in addressing diseases like malaria that disproportionately affect low-income countries. The discussions also highlighted that progress in health, including digitisation, must take into account the specific needs of people in Africa, who often face technological and other inequalities. The meeting was an opportunity for the RBM team to engage in contemporary discourse about the intersection of the private sector and health, to forge new networks, and to strengthen existing ones as RBM intensifies the fight against malaria. The private sector remains an important partner that can both contribute to and benefit from efforts to eliminate malaria.

Strengthening Francophonie Engagement at the Olympics

On the sidelines of the Olympic games in Paris, as participants pushed their limits, broke records, and left us in awe, Team Zero Palu brought together athletes, researchers, media, civil society and key malaria voices to discuss how we, too, can push ourselves to end malaria in our lifetime. RBM joined nearly 200 athlete personalities, researchers, caregivers and political figures to highlight inequalities in access to malaria interventions and innovations.

Strategic Convenings to Broaden RBM Network

RBM has continued the tradition of convening partners to collaboratively address the goal of ending malaria. This effort included six events at the UN General Assembly (UNGA) and five at the World Health Summit. These gatherings allowed us to engage with a wide range of audiences through both online and in-person engagements.



Global Fund campaigner and para-fencer, Stephenie Rodriguez addresses the Intergenerational discussion on malaria at UNGA. She highlighted how after illness from cerebral malaria, she lost both her feet and nearly lost her life. While the disease ravaged her body, she found the strength to rise up and lend her voice to that of other people around the world who are fighting malaria.

Taking the Fight Against Malaria to the Summit of the Future

During the UN General Assembly, dubbed Summit of the Future, we achieved significant outreach across social media platforms: reaching

24,800 people on Linkedin

27,800 people on X

890+ on Facebook

1000 on Instagram

This engagement included board members, partners, researchers, policy makers and members of the public, all coming together to support the malaria discourse. This effort has helped us keep malaria on the agenda and connect with both new and returning audiences.

Together with our partners, RBM hosted six events, including an intergenerational dialogue that united participants to reaffirm their commitment to malaria elimination. This event featured a keynote address from malaria Global Fund ambassador and para-fencer Stephenie Rodriguez. RBM also held a discussion on malaria through the gender lens, exploring how men can become allies in the fight against a disease that disproportionately affects women. RBM also hosted a dialogue focused on combatting anti-malaria drug resistance, which culminated in a joint donor call for increased investment to respond to the threat of drug resistance.

Furthermore, RBM leveraged the UNGA to conduct a mini malaria summit, gathering national and global leaders to discuss strategies for accelerating the fight against malaria and strengthening an intersectoral approach. RBM also supported an event on the next chapter of progress in the fight against malaria, highlighting the role of localisation, and participated in a meeting with End Malaria Councils.

Launch of Global MP Taskforce at World Health Summit

During the World Health Summit, we engaged with five key stakeholder groups, including the private sector, the youth and members of parliament. RBM organised a youth summit and held an intergenerational roundtable. Our engagement with the MPs from both the global north and south resulted in the formation of a global MP task force. This task force brings together MPs from malaria-endemic countries and those from donor countries to advocate for increased funding commitments leading up to the Global Fund Replenishment.

Collaboration Beyond the Malaria Realm

Our advocacy and communications efforts have fostered greater collaboration with stakeholders beyond malaria, incorporating multisectoral actors in other areas such as climate, gender and the private sector. For instance, we leveraged key advocacy events like World Mosquito Day, where we partnered with organisations such as USAID PMI, BMGF, Target Malaria, WHO, ALMA, and others to advocate for increased investments aimed at eliminating mosquito-borne diseases, particularly malaria and dengue, which disproportionately affect women and girls.

PMI launched the Vision Statement for Investing Locally through RBM's World Mosquito Day Toolkit, advancing localisation efforts to empower local actors in malaria control. Additionally, Target Malaria collaborated with RBM to organise a media briefing and awareness campaign that clarified the distinctions between mosquito species and the diseases they transmit.

Other strategic meetings included one with the First Lady of Malawi, H.E Monica Chakwera, where we discussed gender and malaria issues, as well as a World Health Assembly meeting focused on business and innovation, and the Asia Pacific Malaria Summit, which aimed to renew RBM commitment to the region.

Advancing Global Advocacy

Keeping Our Foot on the Advocacy and Communications Pedal

In 2024, the RBM Partnership to End Malaria took a significant step toward enhancing efficiency and impact by merging the Strategic Communications Partner Committee (SCPC) and the Advocacy and Resource Mobilisation Partner Committee (ARMPC). This consolidation streamlines advocacy, communications, and resource mobilisation efforts under a unified structure. To lead this integrated approach, the Partnership appointed Olivia Ngou, Director of Impact Santé Afrique and Maelle Ba, Communications and External Relations Advisor at Speak Up Africa, as co-chairs, bringing dynamic leadership and strategic vision to steer collective efforts and amplify the global malaria response.

Together with key partners, the RBM Partnership worked with partners to harness the power of stories, data and voices at the national level, ensuring that they influence global discourse on the urgency of malaria elimination.

"Reinvigorating the Global Fight Against Malaria: The Big Push Plan"

Malaria remains a critical global health challenge, disproportionately impacting vulnerable communities, despite being preventable and treatable. Recent reports show that progress against malaria has stalled, with approximately 263 million cases reported globally in 2023, resulting in 597,000 deaths—mostly among children under five in Africa. This slowdown, which has progressively intensified in recent years, is driven by multiple interconnected factors. These include stagnant funding, increasing resistance to insecticides and antimalarial medications, operational and logistical hurdles, and significant disruptions caused by the COVID-19 pandemic. Additionally, climate change has compounded the challenge, altering mosquito breeding patterns and expanding transmission zones. The continued high burden of malaria places considerable strain on health systems, generating substantial outpatient visits and incurring severe economic losses estimated at $12 billion annually. These economic impacts perpetuate poverty and significantly impede sustainable development efforts. Consequently, the world remains off track to meet the WHO Global Technical Strategy (GTS) milestones and targets for malaria.



As the RBM Partnership, we are responding decisively to these challenges with the Big Push against Malaria plan. Our aim is to reinvigorate global efforts, drive progress, and strategically position the malaria community for eventual eradication. Developed through extensive consultations involving over 300 stakeholders from diverse sectors, the plan lays out a strategic framework built on six key pillars to:



Improve coordination between, global, regional, and country partners



Uphold national leadership and accountability to enable & advance an inclusive, whole of society approach



Strengthen data systems and enable-driven decision making



Increase accessibility & quality for existing interventions



Develop and prepare for rapid introduction of new fit-for purpose tools



Increase funding for malaria, building on a new narrative

Specifically, we seek to improve global, regional, and national coordination by transitioning from fragmented activities to unified, country-led operational planning. We emphasise strong national accountability and advocate for an inclusive, whole-of-society approach that engages sectors beyond health, such as agriculture and infrastructure, maximising broader economic and social impacts. Strengthening national data systems to enable timely, informed decision-making across all administrative levels is central to our strategy, ensuring resources are efficiently allocated to targeted interventions.

Additionally, the Big Push plan highlights the critical importance of swiftly adopting innovative solutions, including dual-action ITNs and new malaria vaccines, to effectively address emerging biological threats.

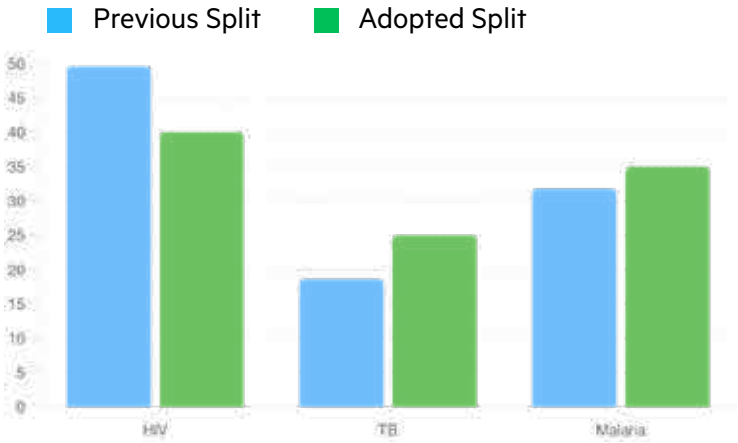
By implementing these actionable strategies and promoting sustainable resource optimisation, we aim not only to reverse the recent stagnation but also to lay a solid foundation for global malaria eradication, significantly enhancing health equity and fostering economic growth.

Intensified Global Fund Replenishment Campaign in Face of Disease Split

Amid discussions on the disease split of already limited Global Fund resources, RBM successfully mobilised partners to engage in critical conversations and lobbying efforts aimed at securing increased funding for malaria. The GFAC collaborated with RBM and other partners to develop an advocacy and communications plan. This plan included mapping engagement targets, simplifying key messages, and creating advocacy materials.

As part of the 'Our Only Choice' campaign, RBM worked with partners to share modelling statistics and statements that emphasised the consequences of stagnant funding for malaria. The data projected an increase of 300,000 malaria-related deaths if funding remains unchanged. Additionally, RBM engaged directly with Global Fund Board Members, including during the board meeting in Malawi, where public billboards advocating for increased malaria funding were displayed.

These billboards were instrumental in keeping malaria at the forefront of the Global Fund Board Meeting participants' discussions while reinforcing key messages. As a result, option three – the first target split – was adopted, allocating **40% to HIV, 25% to TB, and 35% to Malaria.** This marks a 10.1% increase in funding for malaria compared to the previous split, which was **49.6% for HIV, 18.6% for TB, and 31.8% for malaria.** RBM continues to collaborate with partners under GFAC's leadership to ensure a successful Global Fund replenishment.



Strong and Measurable Joint Advocacy

RBM collaborated with BMGF to bring partners together to discuss current advocacy and communications plans, focusing on ways to strengthen their partnership for more impactful and measurable advocacy in support of the Big Push to 2030. This collaboration improved the awareness of each partner's initiatives and helped identify opportunities for cooperation and knowledge sharing. The ideas generated during these discussions were brought forward to a joint advocacy strategy development meeting for all RBM partners held in December. These contributions informed the creation of RBM's first joint Advocacy and Communications strategy, marking an important step towards ensuring that RBM and its partners collaborate effectively in their advocacy efforts.

Strategic Media Engagement and Thought Leadership

RBM remained committed to keeping malaria high on the global agenda and engaging the media as crucial players in holding stakeholders accountable for meeting the SDGs goals on ending malaria by 2030. We took advantage of key events such as the World Health Summit, the American Society of Tropical Medicine and Hygiene conference, alongside utilising evidence from sources like modelling statistics and the World Malaria Report, to create a sense of urgency and inspire action among various stakeholders to accelerate progress in the fight against malaria.

Through our efforts, we reached over 200 million people by influencing the publication of over 140 media pieces, including media mentions, interviews, news stories and self-authored op-eds. The op-eds addressed key themes such as the threat of anti-malarial drug resistance to malaria eradication, cross-border malaria transmission, and the necessity for global and regional collaboration to defeat malaria. They also highlighted the importance of a whole-of-society approach and how malaria impacts various sectors of economic and social life, and emphasised that G7 countries must step up to provide the significant resources needed to implement the Big Push to eliminate malaria. These pieces appeared in national, regional and international media, allowing RBM to play a vital role in the malaria agenda.

Creative and Inclusive Social Media Campaign

Through creative storytelling, such as the interactive tour of communities via the malaria story map, RBM collaborated with partners to share engaging social media content regularly. This content highlighted key moments in the fight against malaria, including progress, challenges and ways for audiences to get involved in the solution to ending malaria. RBM's social media channels reached a combined total of 172,800 accounts, experiencing follower growth of over 50%. In collaboration with United to Beat Malaria, we collected impactful raw content to continue sharing the malaria story.

RBM Puts Malaria on 75th WHO Regional Committee 2025 Agenda

RBM and its partners attended the 74th WHO Regional Committee Africa meeting in Brazaville, Congo. This enabled RBM to engage in discussions aimed at strengthening local production of health commodities across the continent, which is crucial for boosting local economies and enhancing health security. The meeting also addressed the impact of monkeypox on the continent, particularly on displaced people, and unveiled a strategic plan to combat the disease. Additionally, RBM took the opportunity to meet with media representatives and issued a press statement during the meeting's sidelines. This led to RBM being featured in live updates by Voice of America, which highlighted the ongoing impact of malaria on the continent. The RBM CEO also appeared on Radio France International, France's state-owned international broadcaster.

During these media discussions, RBM emphasised how malaria exacerbates the inequality gap across the African continent and the urgent need for policymakers to invest in solutions to address it. RBM participated in discussions alongside key decision makers, and following these interactions, a proposal was made to include the topic of malaria and its effects on development in Africa on the agenda for the next regional committee meeting. As a result, malaria is expected to be a significant topic during this year's WHO Regional Office for Africa (AFRO) meeting, providing a vital opportunity for advocacy.

Launch of Malaria Dividend Report Enabled Evidence-Based Advocacy

The RBM Partnership to End Malaria collaborated with Malaria No More (MNM) UK to launch a report titled 'The Malaria Dividend: Why investing in malaria elimination creates returns for all'. This report highlighted the economic benefits that Africa and the rest of the world can gain by making progress towards malaria elimination goals. The findings were covered in over 80 news articles, including Bloomberg, BBC, E News Nigeria, Media Congo, Journalists Health Network Uganda and Nifty Japan. The headlines in these diverse outlets carried the important message that a malaria-free world, with huge dividends for everyone, is possible – highlighting that by getting back on track for the SDG target on malaria by 2030, the GDP of countries in Africa could rise by an additional $126.9bn. This research serves as a crucial resource for evidence-based advocacy and ongoing efforts to promote greater investment in malaria intervention strategies.

Conclusion

The RBM Partnership to End Malaria remains steadfast in its commitment to sustaining and expanding the impact of malaria interventions, ensuring that countries have the necessary resources, technical expertise, and partnerships required to drive progress toward malaria elimination. The continued support and collaboration from our donors and partners have been instrumental in maintaining malaria prominently on the political and development agenda, and in advocating for increased investment, particularly domestic funding, for malaria control and elimination.

While 2024 concluded positively, highlighted by renewed momentum and the launch of the Big Push Plan designed to realign global efforts to meet the 2030 Global Technical Strategy (GTS) targets, 2025 has begun with significant challenges. The US Government's aid freeze and the cessation of numerous malaria programmes, combined with signs of declining financial commitments from other donor countries, represent serious threats to ongoing malaria initiatives. This evolving funding landscape risks exacerbating the already significant malaria funding gap, increasing disease burden, and potentially jeopardising the achievement of global elimination targets.

In this context, RBM's role remains critically important. The Partnership will continue to consolidate and expand upon previous gains, strategically broadening its funding base, accelerating innovation, and enhancing the capacity and resilience of national malaria programmes. The momentum generated through initiatives funded by donors and partners, encompassing high-level advocacy and effective coordination, will remain pivotal to the global malaria response, ensuring progress toward a healthier and more resilient future for all.

2025 RBM Partnership: Strengthening Malaria Elimination Efforts

As we near the year 2025, this time signifies a crucial juncture in our collective mission to eliminate malaria. Guided by the Big Push initiative and an updated work plan, we are ready to make significant strides and establish a strong foundation for our strategy from 2026 to 2030. Our work plan for 2025 focuses on several key priorities aimed at enhancing our joint efforts and speeding up progress:

Big Push Implementation:

The Big Push initiative is crucial to our 2025 efforts. We aim to enhance coordination and accountability through annual meetings that unite global and regional stakeholders. These gatherings will track progress, align strategies, and promote transparent communication, fostering a culture of accountability for tangible results.

Accelerating Innovation and Rapid Tool Deployment:

Innovation is key to our strategy. We will support the WHO's fast-track review processes to introduce new tools efficiently. By piloting in high-burden areas, we aim to implement innovations where they're needed most. A real-time, data-driven approach will help us respond quickly to emerging challenges.

Multisectoral and Youth Engagement:

We will enhance collaboration with sectors like agriculture, tourism, and mining to highlight malaria's impact on economic and social development. Our expanded Youth Workstream will empower young advocates to bring innovative ideas and support a comprehensive approach to malaria eradication.

Amplifying Advocacy and Communications:

Advocacy will be a focal point in 2025 as we collaborate with key organizations like the African Union and Africa CDC to prioritize malaria regionally. Our strategic communications will keep malaria a key issue for policymakers, driving impactful action at all levels.

Deepening Country Engagement and Empowering Local Leadership:

We will enhance our partnerships at the country level, working closely with African missions in Geneva. This approach aims to empower local leaders and foster resilience, laying the groundwork for sustainable, community-driven impact.

Influencing Policy Across Multisectoral Agendas:

We will advocate for malaria eradication as a multi-sectoral priority, integrating it into policies on education, infrastructure, and development. Collaborating with organizations like the World Bank and African Development Bank will be key to this integration.

Leveraging Partnership Mapping for Coordination:

A targeted partnership map will help us pinpoint in-country expertise, key opportunities, and strategic gaps, enabling effective coordination of resources where they are most needed.

Expanding Funding Base through Diversified Resource Mobilization:

In 2024, we will diversify our funding sources, prioritizing cost-effectiveness and resource optimization to ensure sustainable and scalable malaria interventions.

Positioning Malaria as a Catalyst for Broader Development Goals:

Malaria is more than a health concern; it drives socio-economic progress. By positioning malaria eradication within broader development goals, we seek to multidisciplinary collaboration and create new opportunities for impact across various sectors.

Advancing Knowledge Management and Policy-to-Action Flow:

We will promote a two-way approach to policy influence, ensuring that policies are shaped and effectively implemented locally. By enhancing knowledge management, we'll create a dynamic cycle where field insights inform policy and foster innovation.

Aligning Structure with Priorities:

To stay agile and effective, we'll align our organizational structure with the Big Push priorities and our 2025 goals, ensuring all operations support our mission to eradicate malaria.

A Roadmap for Transformative Impact:

As we move into 2025, our focus will align with the Big Push Pillars and Strategic Framework (2021-2025) to ensure high-impact, data-driven actions that promote systemic change and accountability among partners.