



**ROLL BACK  
MALARIA**



“The malaria epidemic is like  
loading up **SEVEN** Boeing 747 airliners  
**EACH DAY,**  
then deliberately crashing them  
into Mt. Kilimanjaro.”

Dr. Wenceslaus Kilama, Chairman, Malaria Foundation International



## WHAT IS MALARIA?

Malaria is a parasitic disease transmitted by the bite of infected mosquitoes. It can kill very rapidly — and often does.



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## WHO ARE THE MOST VULNERABLE?

Children

Pregnant women

People living in  
emergency situations

People living with HIV/AIDS

## MALARIA KILLS

3000 CHILDREN  
EVERY DAY



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# AFRICA BEARS THE HEAVIEST MALARIA BURDEN

Ninety percent of all malaria  
deaths occur in tropical Africa.



# MALARIA IS HOLDING BACK ECONOMIC AND SOCIAL DEVELOPMENT

Poor families spend up to 25% of their annual income on malaria prevention and treatment.

Many cannot afford anti-malarial medication — or even a visit to the closest health centre — when they fall ill.

# POVERTY IS THE KEY OBSTACLE TO FIGHTING MALARIA

Many countries lack the infrastructure and resources necessary to mount sustainable campaigns against malaria.



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To provide a coordinated global approach  
to fighting malaria, the

## ROLL BACK MALARIA PARTNERSHIP

was launched by the World Health Organization (WHO),  
the United Nations Children's Fund (UNICEF),  
the United Nations Development Program (UNDP)  
and the World Bank.





Since 2006, Y's Men International has been recognized as a non-governmental organization with special consultative status with the United Nations.

With this honor comes the accompanying duty of implementing projects which promote the ideals and goals of the United Nations.

This project does not replace already existing YMI programs such as Time of Fast or Unified Global Project — HIV/AIDS.

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In keeping with our motto:  
**TO ACKNOWLEDGE  
THE DUTY THAT  
ACCOMPANIES  
EVERY RIGHT**



# ROLL BACK MALARIA

Y's Men International is launching a worldwide campaign to fund the purchase and distribution of **INSECTICIDE-TREATED MOSQUITO NETS** and accompanying medical treatment packages in areas of tropical **AFRICA**.



## YMI OBJECTIVE:

Collect contributions to purchase and distribute

**20,000** packages containing:

- a) Routine immunizations;
- b) Vitamin A (or multiple micronutrient) supplementation;
- c) Insecticide-treated nets (and insecticide re-treatment kits);
- d) Anti-malaria “blister packs” for managing fever at home.

CAMPAIGN GOAL

**20,000 NETS**

and treatment packages

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Members of Y's Men International,  
Y's Menettes and Youth Clubs:

UNITE IN A WORLDWIDE EFFORT  
TO REACH OUR GOAL



Campaign Launch Date

UN DAY, OCTOBER 24, 2008



HOW MANY  
MOSQUITO NET  
PACKAGES CAN  
YOUR CLUB  
SUPPORT?

Approximate cost  
per package is \$7.50 each  
Estimated total cost:  
\$150,000 US





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## HOW TO REACH YOUR CLUB GOAL:

Involve your club —  
learn more about Malaria.

Invite a health professional  
to speak at your club to  
better inform your group  
of the effect malaria has  
had on the world.



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## HOW TO REACH YOUR CLUB GOAL:

Plan a special kick-off luncheon or dinner for family, friends, and YMCA members. Show this power point program (available online) and distribute brochures. Ask for their help to reach your club goal.



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## HOW TO REACH YOUR CLUB GOAL:

Raise awareness in your community by inviting media to your UN Day event. Send publicity (press release available online).



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## HOW TO REACH YOUR CLUB GOAL:

Approach charitable foundations or other community organizations to join us in this project. Brochures are available at IHQ through [ysmen.org](http://ysmen.org).



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Envision the strength of our clubs  
truly united in a single world-wide  
effort in a single day.



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Campaign end date:

**MARCH 31, 2009**

Participating clubs  
will receive a  
recognition memento.



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TO BUILD A BETTER  
WORLD FOR ALL  
OF HUMANKIND

