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**2023 IMPACT REPORT  
PRESENTED TO  
RENTOKIL INITIAL**



# THE MALARIA FIGHT IN 2023

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In 2023, the number of malaria cases and deaths were unacceptably high, with **a child losing their life to the disease every minute**. Stalled progress on ending malaria is further complicated by funding constraints, political instability and climate change.

And yet, 2023 saw new scientific breakthroughs, giving the world the prospect of getting back on track, with major upcoming malaria resource pledging opportunities with replenishments of Gavi and the Global Fund to Fight AIDS, TB and Malaria.

In the UK, we continued to shine a light on these incredible developments in malaria prevention, to build support for malaria investment and leadership ahead of an upcoming General Election.

In Kenya, community leaders and Kenyan partners helped build the groundwork for a new county level and national campaign.

Globally, there has never been such a focus on the impacts of climate change on health. 2023 saw the launch of our first climate and malaria campaign at COP28.



## THANK YOU FOR BEING PART OF IT!

Thank you to everyone at Rentokil Initial for your continued support. Your generous donations totalling £23,431 in 2023 have played an important role in our effort to save lives and build a malaria-free future.

We are grateful for the dedication of colleagues who participated in fundraising activities from the static bike challenge that saw colleagues in Crawley cycling an incredible 304 miles and raising £300, a football tournament raising £576 to SiA and Pest Perception customer surveys generating £350. An incredible £22,180 donation was made in recognition of colleague participation in the Your Voice Counts survey. Rentokil Initial's support, is not only helping protect precious lives today but is contributing to one day, ending malaria for good.







## MALARIA SCIENCE SPOTLIGHT HELPS UNLOCK FUNDING

To mark British Science Week in March, Malaria No More UK co-hosted a roundtable on the theme of “Resistance” with the All-Party Parliamentary Group on Malaria and Neglected Tropical Diseases, designed to engage new champions from parliament and raise the profile of Product Development Partners (PDPs) and the Global Fund. MNMUK convened Ministers and potential new malaria champions in parliament, secured parliamentary champions and debates to keep the PDPs on the political agenda, and campaigned directly for PDP funding, contributing to the FCDO releasing a new multi-year funding call for PDPs in December 2023.



## POLITICIANS RESPOND TO CALL TO “FINISH THE JOB”

In October 2023, we called on politicians to do the right thing – to back ending malaria, to **“Finish The Job”** to save millions of lives. Our campaign film showcased how the fight to end malaria is something for Britain to be proud of, and saw comedian Jolyon Rubenstein asking the provocative question: “can we be bothered to end malaria?” The campaign reached over 5.2 million people and was launched during UK political party conference season.

Key political figures such as MPs David Lammy and Lisa Nandy and Minister for Development Rt Hon Andrew Mitchell were amongst those who demonstrated their interest and support in the malaria fight. We were incredibly proud to see our work referenced in the FCDO international development White Paper – an important and encouraging recognition to see in a government policy document.



## MALARIA AT UK POLITICAL PARTY CONFERENCES

We were active at all major Political Party Conferences, where our strategic advocacy and creative communications stressed the importance of the UK’s continued support for the Global Fund, Unitaaid and Gavi in ensuring innovative prevention and treatment tools reach the communities that need them. Malaria was mentioned by Lisa Nandy MP in her keynote speech to the Labour Party Conference, as a prime example of UK leadership on global health.



**ZERO  
MALARIA**

Britain. Fighting to win.

# TWO NEW VACCINES

In October 2023, the WHO updated their recommendation for malaria vaccines. In a promising development two malaria vaccines have now been recommended for use in children – the group most at risk from the disease.

## RTS,S MALARIA VACCINE

Developed by British pharmaceutical company GSK, the RTS,S malaria vaccine was first recommended by the WHO in October 2021. The vaccine has since reached more than 2 million children in Sub-Saharan Africa. The pilot programme completed at the end of 2023 and wider implementation of the vaccine in additional countries will begin in early 2024.

## R21 MALARIA VACCINE

In October 2023, the R21 vaccine, developed by the Jenner Institute at Oxford University, was recommended for use by the WHO. The addition of a second malaria vaccine is expected to result in sufficient vaccine supply to meet the demand in malaria endemic countries. R21 is expected to become available to countries in mid-2024.

To get back on track in the fight against malaria, the use of vaccines will need to be balanced alongside continued investment in efforts to expand access to and optimise the use of existing interventions, like insecticide treated nets, indoor residual spraying and anti-malarial medication. The upcoming replenishments of Gavi, The Vaccine Alliance, and The Global Fund to Fight AIDS, Tuberculosis and Malaria will be of critical importance in ensuring vaccines and lifesaving tools are rolled out at scale.

**“The two vaccines will help to bolster malaria prevention and control efforts and save hundreds of thousands of young lives in Africa from this deadly disease”**

Dr Matshidiso Moeti, WHO Regional Director for Africa

Source: The WHO RTS,S and R21 Vaccines



# MALARIA AT COP28

Changing weather, health emergencies and humanitarian crises are creating the perfect storm for diseases like malaria. The impacts of climate change are being felt now - whether it's disruption to life-saving malaria programmes, or floodwater creating the perfect breeding ground for malaria-carrying mosquitoes.

COP28 featured the first ever dedicated Health Day. We helped highlight the significant link between malaria and climate change with the launch of **"Change the Story"**.

This new campaign calls on leaders to take action to save millions of children's lives by addressing the impact of climate change on malaria. Featuring youth ambassador Ellyanne Wanjiku Chlystun and MNMUK Leadership Council Member David Beckham, the film tells the story of children living at the intersection of malaria and climate change.

124 counties signed the first ever Climate and Health Declaration at COP and US\$1 billion of funding was committed for both mitigation and adaptation programmes.

419 million  
reached on  
social media

10 Countries  
4 Continents  
5 Languages

Over 50  
pieces of  
media  
coverage



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Hear the story. Share the story.



WATCH FILM >

change the story at [zeromalaria.org](https://zeromalaria.org)



WATCH BTS >



**“Through this platform,  
I’m able to  
tell members the  
interventions that  
are available, how they  
can protect themselves,  
and ensure that each  
and every person  
correctly uses  
these interventions.”**

**John Mwangi**  
Country Lead and  
Chairperson of the Advisory  
Council.  
Kenya Malaria Youth Corps



# A CREATIVE CAMPAIGN FOR ZERO MALARIA IN KENYA

As part of Kenya's goal to reach Zero Malaria by 2030, MNMMUK is working in our role as Secretariat to the Zero Malaria Campaign Coalition (ZMCC) to deliver a new nationwide campaign designed to unite public (particularly youth) and leaders in the belief and action that will make a Zero Malaria Kenya possible.

The campaign aims to raise malaria as priority for leaders and decision makers in Kenya, while a pilot project will see the campaign adapted for audiences in three malaria endemic counties of Kilifi, Kisumu and Kakamega and targeting promotion of behaviour change.

We have been working with partners in these target counties to help increase the impact of behaviour change and malaria control programmes. Extensive insight gathering during 2023 has helped build an understanding of the key behaviour change required within each county to drive deeper impact within communities.

By working closely with a partnership of creative experts, government, NGOs, media, youth and health workers, through the ZMCC, MNMUK have developed a creative campaign led by community insights and tested through focus group discussions amongst key audiences in Nairobi and in the three target counties.

The resulting national Zero Malaria Starts With Me Campaign "**The Power of EveryONE**" and its tailored adaptations across three endemic counties will be launched by Kenya's Zero Malaria Campaign Coalition in early 2024.

## FIGHT THE BITE

For World Malaria Day, we and our partners produced Fight the Bite, a creative activation that reached an audience of 17 million through media and radio. The Kenya Malaria Youth Corps used Fight the Bite as they embarked on a mission across three Kenyan counties to deliver on-the-ground community activity and awareness-raising.



# BERIL ADENYO - KENYA MALARIA YOUTH CORPS VOLUNTEER

For Beril the malaria fight is personal, as she lost her uncle to the disease when he was just 25 years old.

The tragedy is, that although malaria is preventable and treatable, because Beril's uncle was not encouraged to get tested or seek professional medical help, he lost his life.

The new campaign being developed seeks to change that. With support from Beril and the Malaria Youth Corps the campaign will help inform communities like those in Kisumu - where she lives - about how they can protect themselves against this deadly disease.

Beril believes the campaign will help change behaviour in her community, saving lives, and resulting in a world in which no one dies of malaria.

**“I’m thinking of the lives saved, all the unborn children, the infants, the under-fives – we will be saving them all because there’s no more malaria.”**

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# WORLD MALARIA DAY SPOTLIGHT: 25<sup>th</sup> APRIL

World Malaria Day offers an annual opportunity to spotlight the malaria fight, profiling the efforts of governments and champions across the globe, united behind Zero Malaria.

## ENGAGING POLITICIANS IN THE UK

On the eve of World Malaria Day, MNMUK held a reception at the House of Lords. Baroness Liz Sugg hosted parliamentarians, eminent and emerging scientists, and guest speakers including Olympian, malaria survivor and ambassador Anyika Onuora, and Peter Sands of the Global Fund. The reception emphasised the need for Britain's continued investment in the malaria fight.

## PROFILING BRITAIN'S RISING STARS

Inspired by scientific breakthroughs in the malaria space, world renowned photographer John Rankin turned his lens to the rising stars of malaria innovation. Featured as a [Telegraph Exclusive](#), Rankin captured the young scientists who are helping to end malaria. This contributed to media coverage across the UK, including a BBC Morning Live segment with Dr Xand Van Tulleken, an op-ed in the Guardian Media Planet featuring MNMUK CEO Dr Astrid Bonfield and a BBC World Service NewsHour interview with scientist Alicia Showering.

## FIGHT THE BITE

The Zero Malaria Fight the Bite activation was developed in collaboration with global agency media dentsu and called on leaders to keep funding the malaria fight. The activation had 114 radio plays with a broadcast reach of 491,000 people, as well as 73 pieces of media coverage with an audience of 17 million people.

