Social Media Toolkit
World Malaria Day 2021

#UniteForMalaria
The coronavirus pandemic has highlighted the power and value of transnational and multisectoral partnerships. As the impact of these partnerships was recognized, the level of collaboration escalated. The pandemic has also highlighted the fact that rapid action is possible when the stakes are high.

This World Malaria Day, we plan to underline the importance of a united front against malaria across cultures and sectors, as well as across universal issues such as equitable access to tools, gender equity, antimicrobial resistance, and preparedness for future disease outbreaks.

We have 9 years left to eliminate malaria. We can do it if we join forces! This World Malaria Day, we invite you to join us in paying tribute to the vast network of dedicated organizations and individuals who contribute in unique ways to the fight against malaria.
Campaign hashtag:

#UniteForMalaria

Engage with our social media handles

@MedsforMalaria

@medicinesformalaria

@Medicines for Malaria Venture
How can you participate?

**Step 1:**
Nominate one or more individuals from your organization to share their photo with the #UniteForMalaria gesture

**OR**

Share the pre-developed graphic of the #UniteForMalaria gesture attached with this toolkit.

**Step 2:**
Accompany the photo with a quote/call to action to #UniteForMalaria

**Step 3:**
Share on your social media platforms and tag Medicines for Malaria Venture
Equitable access to good health and well-being

Malaria kills over 400,000 people every year despite being treatable and preventable. Let’s #UniteForMalaria to ensure equitable access to innovative prevention, detection, and treatment tools for malaria. https://bit.ly/3tgldlj

Gender and malaria

Pregnant women are highly vulnerable to malaria. Women & girls also bear most of the care burden for those affected by malaria, which stops them from attending work/school. #UniteForMalaria to reduce malaria's gendered impact. https://bit.ly/3ga3G0O

Children and malaria

It’s unacceptable that a child dies of #malaria every 2 minutes. This #WorldMalariaDay, we #UniteForMalaria with global health partners to ensure every child is protected from this preventable disease and receives meds adapted to their specific needs. https://bit.ly/3ddjf6f

Research for malaria and other diseases of poverty

R&D of new tools to fight diseases of poverty such as #malaria are often underprioritized, leading to thousands of preventable deaths. This #WorldMalariaDay, let's #UniteForMalaria and invest in lifesaving interventions to eliminate malaria. https://bit.ly/3daR9bw
Fighting malaria in the field

As a public health specialist, I have seen first-hand the damage that malaria does to families and communities & I have seen the power of new cures. I urge all global health leaders to #UniteForMalaria and catalyze global efforts to end this disease. https://bit.ly/3g5w3NG

Antimicrobial resistance and malaria

Resistance to medicines costs lives & threatens the case management of diseases like malaria. This #WorldMalariaDay, let’s #UniteForMalaria and support the expertise of global health R&D partnerships to develop innovative therapies to fight resistance. https://bit.ly/3wLfVqF

Global health security, COVID-19, and malaria

In its long fight against resistance, the malaria community has developed key tools and approaches that were useful in the fight against COVID19. #UniteForMalaria and invest to support strong R&D for global health security and pandemic preparedness. https://bit.ly/32aMVKQ

Yes, we could be the generation that ends malaria!