WORLD MALARIA DAY
25.04.2020
SOCIAL MEDIA TOOLKIT
MMV
Medicines for Malaria Venture
This World Malaria Day let's pledge that #TheFightMustContinue

Theme: Motivational

A world without malaria is a world full of opportunities. Opportunities for children to play, women to work and health systems to flourish. Read the stories of those who have beat malaria: https://bit.ly/3eCqQtM
This #WorldMalariaDay, let’s pledge that #thefightmustcontinue

Defeating malaria during #COVID19 will be even more challenging. A range of complementary interventions is needed: from bed nets and insecticides, to diagnostics, to effective and affordable antimalarials.
Let’s push for progress and pledge that #thefightmustcontinue

Investing in malaria elimination is investing in health equality. This #WorldMalariaDay, let us ensure the continuity of critical research, development and dissemination activities to support the lives of people in malaria-endemic regions. #thefightmustcontinue
In 2018, we lost 272,000 children to malaria. This year, we might lose many more unless we ensure the continuity of malaria prevention & treatment during the #COVID19 pandemic. This #WorldMalariaDay, let us pledge that #thefightmustcontinue.

As challenges posed by #COVID19 are felt around the globe, the malaria season is approaching. We must continue to protect children at risk. #thefightmustcontinue

Read about preventing malaria through SMC: https://bit.ly/3bgIYXT

Let’s not lose the gains we’ve made. #Thefightmustcontinue so that those previously protected from malaria, do not become vulnerable again. For #WorldMalariaDay let us make sure that life-saving tools continue to be made available to children at risk of malaria.
Defeating malaria during #COVID19 will be even more challenging. Let’s pledge that #thefightmustcontinue and work to ensure that preventive malaria medicines reach pregnant women in need. Check out this image slideshow: https://bit.ly/2wtR2Fa

When a pregnant woman contracts #malaria two lives are at stake, not just one. Interventions adapted to the needs of pregnant #women are urgently needed. Let’s #speedupscaleup and pledge that #thefightmustcontinue.
Read more: https://bit.ly/3cvxZde

**Theme: Pregnant women and prevention**

**Theme: Big data**

Tracking, testing and treating malaria has saved millions of lives each year. This #WorldMalariaDay, let us recognize the power of data and invest in evidence-building. #thefightmustcontinue
While we race to beat #COVID19, let us not forget the lives at risk to severe malaria. #Thefightmustcontinue - let’s make sure to #leavenoonebehind. Check out the Severe Malaria Observatory: https://bit.ly/34BS7ru

Each year, *P. vivax* malaria causes over 7.5 million infections. 4 countries have now approved the first single-dose medicine for radical cure of relapsing malaria. Let’s celebrate these gains & pledge that #thefightmustcontinue


Themes: Severe malaria & Relapsing malaria