

DONORS' MEETING ON NEGLECTED TROPICAL DISEASES COMMUNICATIONS PLAN

KUWAIT CITY
23-24 OCTOBER 2017



The Kuwait Fund for Arab Economic Development (KFAED) and the World Health Organization Regional Offices for Africa (WHO/AFRO) and the Eastern Mediterranean (WHO/EMRO) are hosting an event entitled “Ending Neglected Tropical Diseases (NTDs) in Africa.” This meeting is designed to catalyze financial and other aligned support for the fight against NTDs.

This year, the global community marked the fifth anniversary of the London Declaration on NTDs. Through unprecedented local, national and global action, including a historic US\$18-billion medicine donation commitment by pharmaceutical companies, the global community has increased treatment coverage and reduced the number of people that require treatment for NTDs by 333 million.




These achievements are overshadowed by the fact that NTDs still affect more than 1.5 billion people, particularly in Africa. Despite the fact that NTDs can be prevented for around US\$0.50 per treatment, they continue to cause 170,000 deaths, long-term disabilities for millions of people and billions dollars in economic losses each year. These diseases affect mostly the poorest communities and the most vulnerable people, perpetuating a cycle of disease and poverty.

It is imperative that we redouble efforts now to reduce this burden and keep global NTD elimination and control goals on track. The May 2016 launch of the Expanded Special Project for Elimination of Neglected Tropical Diseases (ESPEN) by WHO AFRO provides a unique window of opportunity to empower African countries with the technical skills and resources they need to strengthen health systems, build integrated approaches to NTD treatment and ensure that drug donations reach those who need them the most, ensuring “no one is left behind.”




ESPEN is uniquely positioned to make a critical difference in Africa. In recognition of ESPEN’s importance, KFAED is committed to helping ESPEN expand its resource base by expanding its network of partners.

In order to support the outcomes of the conference and to continue to raise the profile of ESPEN and of WHO AFRO’s leadership, Speak Up Africa is working with traditional media partners and social media partners in order to distribute NTD and ESPEN messages.

OVERARCHING OBJECTIVES

-  Broaden and strengthen understanding of NTDs, gaps, and ESPEN's role in the NTD landscape, and related partnership opportunities
-  Highlight KFAED's leadership and its efforts to mobilize additional resources for ESPEN and NTDs, and what it believes the impact of investments will be; and
-  Provide a platform to: celebrate progress on NTDs, feature partner voices on ongoing needs, announce new commitments to ESPEN, issue a Call to Action, and kick off a series of high-profile events to accelerate progress on 2020 NTD goals.

KEY AUDIENCE

-  General public
-  Leaders from the NTD community
-  Current and prospective development partners from public and private sector

TRADITIONAL MEDIA ENGAGEMENT

Speak Up Africa will bring attention to the Donor Conference and support traditional media outlets through the following activities:

- 📺 Leverage partnerships with international media, including African Media Agency, Huffington Post, All Africa, Ghana News Agency, India Today, Times of India, Daily Nation, Vanguard Media, the New Arab, and the Citizen.
- 📺 Speak Up Africa will draft and distribute the following content pieces:
 - 📺 A press release the second day of the conference highlighting the event, the speakers in attendance; and any commitments made.
 - 📺 An op-ed co-authored by Jakaya Kikwete , Dr. Moeti and the Director General of KFAED.

SOCIAL MEDIA

Speak Up Africa will provide content for both Facebook and Twitter to be cross-promoted on partner social media platforms by KFAED, ESPEN and Speak Up Africa. The content will include NTD success stories on each of the 5 diseases in the form of shareable graphics as well as blog post featuring a personal story about LF from Togo.

The content will incorporate ESPEN and Kuwait Fund branding and informative messages about the diseases, as well as information around country support by ESPEN and the importance of mass drug administrations. This will be given to all of our partners for dissemination over their social media channels leading up to, during and following the conference. SUA will share a “Social Media Tool-kit” with all of our partners, including BMGF, the GHS and CWG, the End Fund and Uniting to Combat NTDs.

HASHTAGS

- 📺 #BeatNTDs
- 📺 #NTDs
- 📺 #لنقضي_عليها (Let's beat it!)

SOCIAL MEDIA CALENDAR

D1 - Monday 23, 2017

POST #1



POST #2



POST #3



CLICK [HERE](#) TO DOWNLOAD ALL VISUALS AND CAPTIONS.

POST #4 PRESS RELEASE

SOCIAL MEDIA CALENDAR

D2 - Tuesday 24, 2017

POST #5



Trachoma in Ethiopia

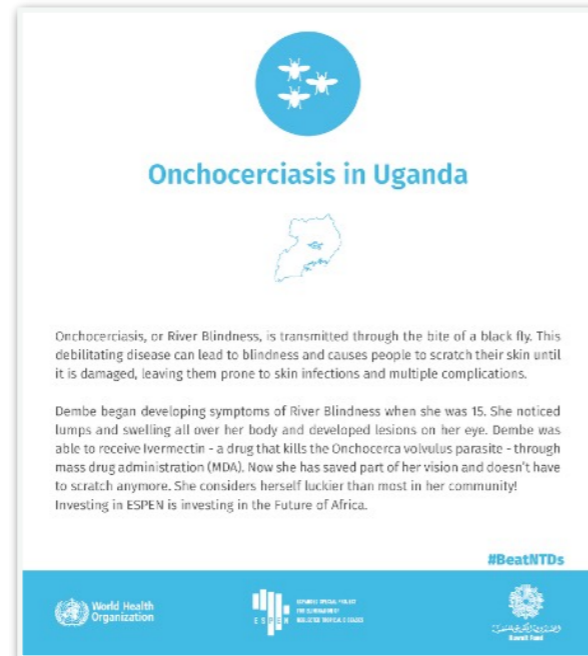
Trachoma is the leading infectious cause of blindness in the world. It is highly contagious and spreads very easily. Left untreated, Trachoma causes the eyelashes to grow inward and eventually leads to blindness. Ethiopia has the largest trachoma endemic population in the world.

Yunus was diagnosed with Trachoma after coming into contact with contaminated eye-seeking flies. His family was able to save his vision by using their savings for the bus trip to a clinic several miles away. Yunus received his vision-saving antibiotics free of charge through the NTD elimination program. With adequate treatment and medication, trachoma can be treated at the early stages without resulting in loss of sight. Investing in ESPEN is investing in the Sight of Africa.

#BeatNTDs

World Health Organization | ESPEN | Ministry of Health, Ethiopia | Sustainable Development Goals | UNICEF

POST #6



Onchocerciasis in Uganda

Onchocerciasis, or River Blindness, is transmitted through the bite of a black fly. This debilitating disease can lead to blindness and causes people to scratch their skin until it is damaged, leaving them prone to skin infections and multiple complications.

Dembe began developing symptoms of River Blindness when she was 15. She noticed lumps and swelling all over her body and developed lesions on her eye. Dembe was able to receive Ivermectin - a drug that kills the Onchocerca volvulus parasite - through mass drug administration (MDA). Now she has saved part of her vision and doesn't have to scratch anymore. She considers herself luckier than most in her community! Investing in ESPEN is investing in the Future of Africa.

#BeatNTDs

World Health Organization | ESPEN | Ministry of Health, Uganda | Sustainable Development Goals | UNICEF

POST #7



Soil-Transmitted Helminthiasis in Nigeria

Soil-Transmitted Helminthiasis is caused by different species of parasitic worms. They are transmitted by eggs that are present in human feces, which contaminate the soil in areas where sanitation is poor.

Oba is a child who lives in rural Nigeria with his parents and occasionally helps his father farm. He rarely washes the soil from his hands before eating. He developed a skin rash that wouldn't go away, followed by nausea, vomiting and diarrhea. He couldn't concentrate in school any more. After severe weight loss, a health worker at his school administered anti-parasitic drugs. He was fortunate to receive safe and effective deworming medicines free of charge and education on how to prevent new infections by improving his sanitation practices. Now he is healthy and can focus in school to learn! Investing in ESPEN is investing in children's health and education.

#BeatNTDs

World Health Organization | ESPEN | Ministry of Health, Nigeria | Sustainable Development Goals | UNICEF

POST #8



Schistosomiasis in Kenya

Schistosomiasis (also known as Bilharzia or Snail Fever) is a chronic disease caused by parasitic worms that live in freshwater snails. When a person infected with the schistosomiasis parasite urinates or defecates in or near freshwater, the parasite eggs pass from the body into the water.

Ruth regularly washes her family's clothes in the nearby stream. She brings her children with her to keep an eye on them and they often swim and play in the water. After months of fever, chills and rashes, she noticed blood in their stools and urine. It was schistosomiasis. A few weeks after the school teacher distributed Praziquantel treatment free of charge in the school, and Ruth's kids made a full recovery. Investing in ESPEN is investing in children's health and education.

#BeatNTDs

World Health Organization | ESPEN | Ministry of Health, Kenya | Sustainable Development Goals | UNICEF

POST #9



Lymphatic Filariasis in Togo







Lymphatic filariasis (LF), also known as Elephantiasis, is a parasitic infection that impairs the lymphatic system. It is a preventable disease that can be eliminated by stopping the spread of infection through preventive chemotherapy.

Adzo is a mute young woman living in the outskirts of Lomé, Togo's capital city. At a young age, her leg began to swell and itch, but her father did not take her to have it treated. Community health workers came to her village to provide Ivermectin + albendazole free of charge to everyone in the community. She was taught how to care for her leg and increase blood flow. While unfortunately her leg swell couldn't be completely reversed, Adzo leads a fuller life and is less isolated in her community. The community now understands Adzo's condition and supports her. Through preventive treatment the entire village is now protected from LF and the transmission of LF has now been declared eliminated from Togo.

#BeatNTDs

World Health Organization | ESPEN | Ministry of Health, Togo | Sustainable Development Goals | UNICEF

ADDITIONAL MESSAGES

-  Neglected tropical diseases affect more than 1 billion people. Join us to #BeatNTDs
-  With #ESPEN's help, countries are able to combat and eliminate Neglected Tropical Diseases #NTDs #BeatNTDs
-  In #Kuwait, partners and donors are gathering to combat neglected tropical diseases #NTDs #WHO
-  #ESPEN provides government support to countries affected by #NTDs to help #BeatNTDs
-  This week, leaders are gathering in #Kuwait to #BeatNTDs. Learn more at <http://bit.ly/2y580lv>
-  What are the 5 preventative chemotherapy Neglected Tropical Diseases (#NTDs)? Learn more at <http://bit.ly/2y580lv>

ADDITIONAL INFORMATION

ABOUT NEGLECTED TROPICAL DISEASES

While virtually unheard of in developed countries, NTDs are a group of medically diverse parasitic and bacterial infectious diseases prevalent in tropical and subtropical areas of the world. Drugs exist to prevent and treat these diseases, but they continue to affect more than 1.5 billion of the world's poorest and most marginalized people due to lack and inefficient use of resources and other causes.

More than 170,000 people die each year from the effects of NTDs. NTDs also cause blindness, disfigurement, chronic pain, cognitive impairment and other long-term disabilities that create obstacles to education, employment, economic growth and overall development.

ABOUT ESPEN

ESPEN is a partnership that brings together public and private sector leaders dedicated to reducing the burden of the most prevalent neglected tropical diseases (NTDs) in Africa. Specifically, ESPEN supports integrated, locally led approaches in African countries to achieve the WHO 2020 elimination and control goals for the five NTDs amenable to Preventive Chemotherapy (PC-NTDs).

ESPEN was created by the WHO Regional Office for Africa (AFRO) in response to the January 2012 London Declaration on NTDs, the UN Sustainable Development Goals, and other calls for global action on NTDs. It builds on the success of the African Program for Onchocerciasis Control (APOC), which administered 1 billion treatments to prevent more than 600,000 cases of blindness between 1995 and 2015. Since its launch in May 2016, ESPEN is working with domestic and international partners to leverage US\$17.8 billion in drug donations from pharmaceutical companies to expand coverage and access to treatments, strengthen health systems, and dramatically reduce Africa's NTD burden.

TOGETHER, WE CAN #BEATNTDs!



**World Health
Organization**

