



**For a Malaria Free World, Sanofi's  
commitment continues through  
innovative educational program**

**SCHOOLCHILDREN AGAINST MALARIA**

CCoP Annual Meeting, Kampala, Uganda – September 29-30, 2015

# AGENDA

SANOFI AT GLANCE

SCHOOLCHILDREN AGAINST MALARIA

SBCC TOOLS

DISCUSSION





# SANOFI AT A GLANCE

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More than  
**110,000**  
employees

Present in  
**100**  
countries

## Our mission

We act with our partners to **protect** health, enhance life and respond to the hopes and potential healthcare needs of 7 billion people around the world.

## 3 Commitments

Exploring the boundaries of **medical innovation** for patients

**Preventing** disease and **supporting** patients

Improving **access to healthcare**

## 3 business segments



Pharma



Human vaccines



Animal Health

SANOFI AT A GLANCE  
OUR  
COMMITMENTS



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## PARTNERING TO PROMOTE ACCESS TO HEALTHCARE

Promote a **comprehensive management of diseases**, combining prevention, diagnosis and treatment, through **4 strategic levers**:

- Tiered pricing policy for affordable medicines,
- Information and education programs for healthcare professionals, patients, families and communities
- Partnership with local authorities, experts, NGOs
- A dedicated R&D to meet future needs

**1/3**  
of the global  
population  
has no access  
to healthcare

More than  
**300 access  
to healthcare  
programs**  
in more  
than **80** countries

More than  
**190 million**  
people benefited





## SCHOOLCHILDREN AGAINST MALARIA



SCHOOLCHILDREN  
AGAINST MALARIA

## OBJECTIVES



Children are the primary victims of Malaria, and they are also **tomorrow's adults**.

Educating them is an essential part of the fight against malaria:

- Reduce **school absenteeism**
- Contribute to enhance **Malaria awareness** to new target
- Strengthen **private public partnership** in fighting malaria
- Offer an **innovative** & adapted approach for learning through play

**Sanofi is pioneer of Malaria-BCC in School since 2008**

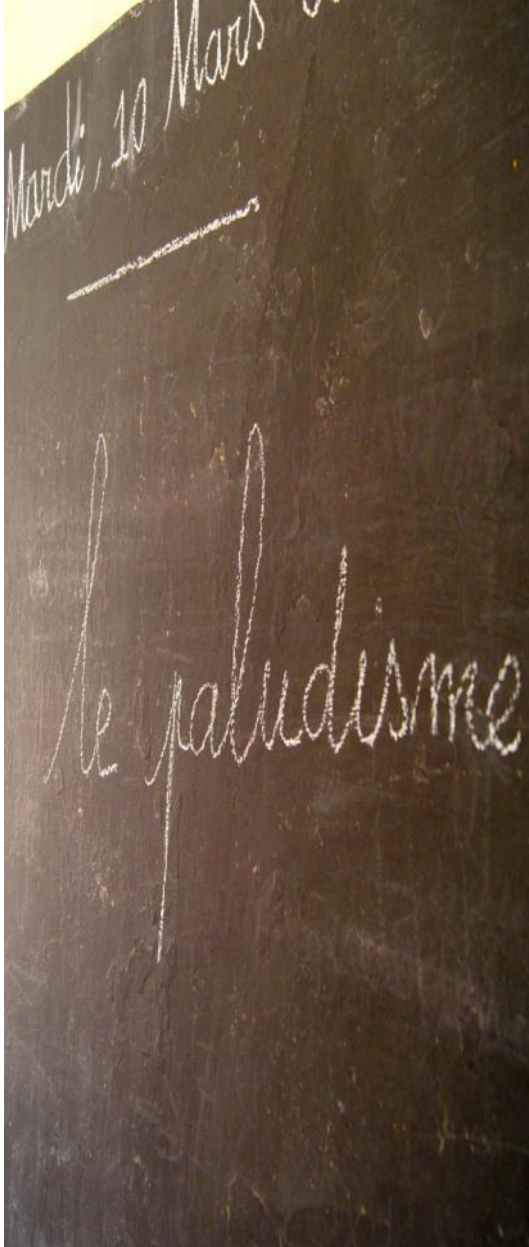






SCHOOLCHILDREN  
AGAINST MALARIA

**ADAPTED  
TOOL**



## MOSKI KIT

complete panafrikan educational tool kit  
for **schoolchildren** (9 to 12 years)



Deliver key-messages regarding  
**prevention and treatment of malaria**  
in a fun way to **change behaviour.**

How do you get  
malaria?

How to avoid  
Mosquito bites?

How to fight  
Mosquitoes?

How to recognize  
Malaria and cure it?



1

# MOSKI IMAGE: EDUCATIONEL FLIP CHART



SCHOOLCHILDREN AGAINST MALARIA

MOSKI KIT



2

INNOVATIVE APPROACH: CHILDREN LEARN THROUGH PLAY

MOSKI GAME



MOSKI CARDS



SCHOOLCHILDREN AGAINST MALARIA  
MOSKI KIT





# 3

## SUPPORTING DOCUMENTS & TOOLS

SCHOOLCHILDREN AGAINST MALARIA  
MOSKI KIT



### HOW TO RECOGNISE MALARIA AND TREAT IT ?

Always have a diagnosis made by a health worker.

Getting medicines at a pharmacy or health centre ensures you have suitable and effective medicines.

Pregnant women must sleep under insecticide-treated mosquito nets and go to prenatal visits at the health centre to receive prophylactic treatment.

In case of convulsions, go to a health center immediately.

It is mandatory to take the treatment until the end to be cured.

WORLD HEALTH ORGANIZATION

### GOOD PRACTICES TO FIGHT MALARIA

Malaria is prevented

Malaria is transmitted by mosquitoes that transmit its eggs.

Upon the approval of a health worker

### HOW TO AVOID MOSQUITO BITES ?

Always sleep under an insecticide-treated mosquito net to be protected from mosquito bites.

Install mosquito screens to the windows and doors to prevent mosquitoes from flying into the house.

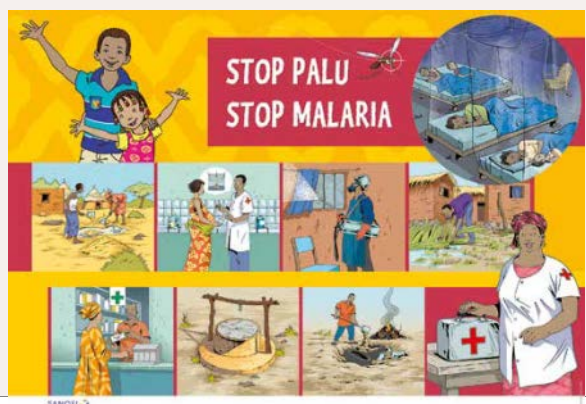
Outside, when night falls, use mosquito coils.

### HOW TO FIGHT MOSQUITOES ?

Let the team spray insecticide inside the house to kill mosquitoes.

Try up and cover stagnant water to prevent the development of mosquitoes.

Clean up the environment to prevent the multiplication of mosquitoes.







## SBCC TOOLS



## STAKEHOLDERS & COMMUNITY MOBILIZATION

- Commitment of Ministry of health & education
- Schools in competition & drama context
- SBCC dissemination at community level
- Partnership with TV to reach large audience
- Celebration of WMD & mass media
- Evidence showing and impact evaluation
- Advocacy for extension



SBCC TOOLS

DRAMA  
CONTEXT





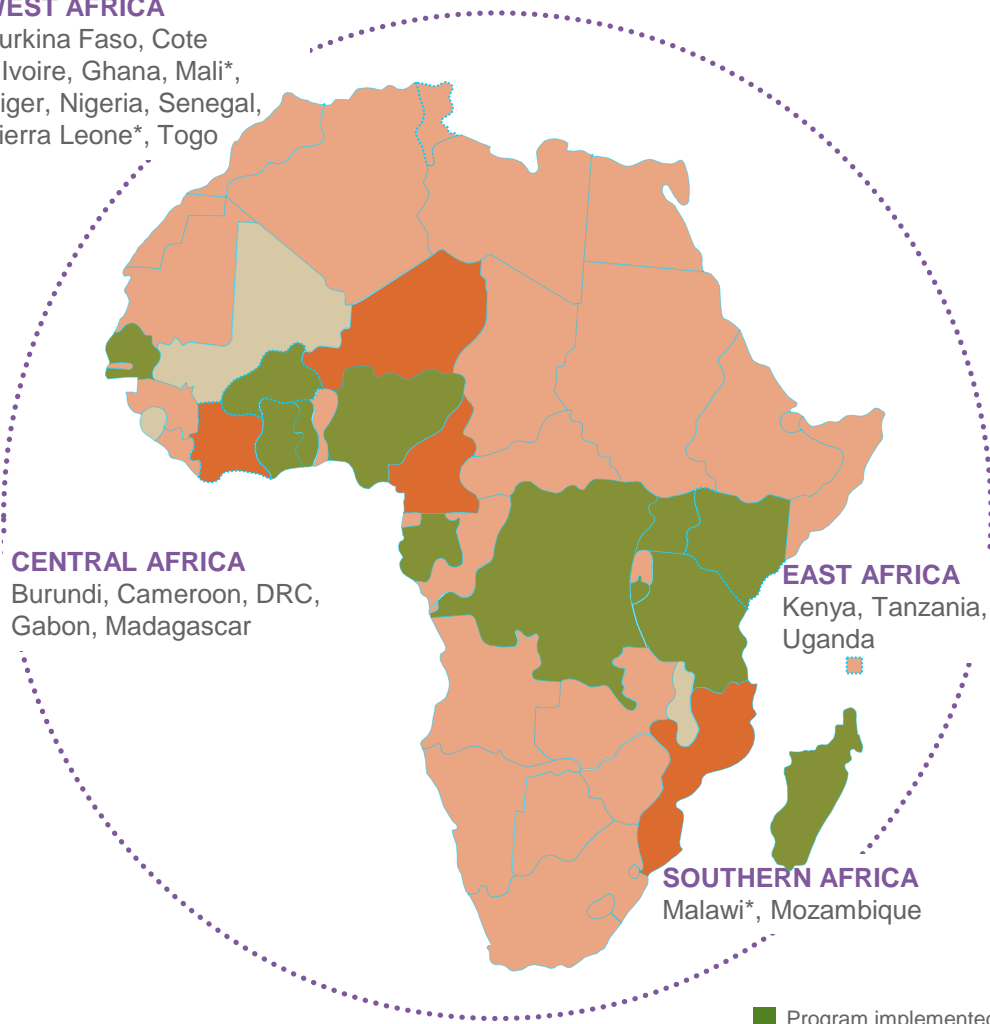
SBCC TOOLS

KEY FIGURES

**7,7M** Individuals reached by schoolchildren program in **15** countries

**WEST AFRICA**

Burkina Faso, Cote d'Ivoire, Ghana, Mali\*, Niger, Nigeria, Senegal, Sierra Leone\*, Togo



**CENTRAL AFRICA**

Burundi, Cameroon, DRC, Gabon, Madagascar

**EAST AFRICA**

Kenya, Tanzania, Uganda

**SOUTHERN AFRICA**

Malawi\*, Mozambique

■ Program implemented

■ Program with M&E

■ \* Under discussion





## DISCUSSION

- Adoption and integration in country strategy
- M&E for showing evidence and Impact
- Scaling-up & Sustainability (advocacy and resource mobilization)
- Strengthening Public-Private Partnership, way forward



THANK YOU