

15X

COTE D'IVOIRE

As Côte d'Ivoire transitions into an emerging economy, the country continues to face significant health challenges, including malaria—the leading cause of child deaths and a leading cause for doctor visits and hospitalization. Thanks to bipartisan congressional support for increasing its budget, the U.S. President's Malaria Initiative (PMI) expanded its work here. In 2017, it joined forces with Côte d'Ivoire to step up their fight against malaria. The partnership is already paying off, with significant gains in insecticide-treated mosquito net (ITN) and life-saving anti-malarial treatment distribution.



CÔTE D'IVOIRE'S HEADWAY IN THE FIGHT AGAINST MALARIA

↑29%

Increase in percentage of
**2 doses of intermittent
preventive treatment of
malaria in pregnancy**
from 2011/2012-2016

↑23%

Increase in percentage of
**insecticide-treated
net use by
children under 5**
from 2011/2012-2016



FIGHTING MALARIA DURING COVID-19 WITH THE HELP OF SOCIAL MEDIA

How do you encourage people to seek care for malaria in the middle of a pandemic? In 2020, PMI's #SeekCareForFever campaign helped do just that. With visits to health facilities down due to COVID-19 and the potential for malaria to become deadly within 24-hours of the onset of fever, reaching millions of Africans quickly, safely and inexpensively with important health messages was life critical.

Taking place across 10 countries in sub-Saharan Africa—including Côte d'Ivoire—the campaign featured tailored messages in English, French, and local languages encouraging people to get tested for malaria within 24 hours of experiencing a fever and reassuring them that health facilities and providers were taking precautions to keep patients safe from COVID-19.

Launched on World Mosquito Day (August 20th), the campaign reached nearly 1 million people in the first week and almost 5 million people a month later. Even after COVID-19 is long over, the teams trained through the campaign will add critical value to malaria prevention and treatment programs through social media.

