



Mapping Private Sector Malaria Investments in Nigeria.



Channeling the collective force
of the private sector to
eliminate malaria in Africa



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Malaria is a completely preventable and treatable life-threatening disease which is responsible for significant losses of lives, especially of women and children, globally. Unfortunately, Sub-Saharan Africa bears a disproportionately high share of the global disease burden, accounting for 88% of cases and 90% of deaths in 2015. In Africa today, malaria accounts for one-fifth of all child deaths. Besides the unquantifiable loss of human lives, the disease costs the African continent \$12 billion annually in productivity losses.

Malaria represents one of the biggest public health and developmental challenges in Nigeria. According to 2015 estimates, Nigeria had over 100 million malaria cases and about 300,000 malaria deaths, representing the highest number of malaria casualties worldwide.

Its negative implications transcend all sectors, generations and social strata among the Nigerian population including mothers who lose their lives during pregnancy, children who die before their 5th birthdays, and members of the corporate workforce who are absent from their jobs. According to the National Malaria Strategic Plan (2014-2020), malaria is responsible for 60 per cent of outpatient visits to health facilities, 30 per cent of childhood deaths, 25 per cent of deaths in children under one year, and 11 percent of maternal deaths.

Efforts to curb the disease increased over the past decade, as demonstrated by improved political will and financial commitment from multiple stakeholders. Nevertheless, there is much yet to be done. The Government of Nigeria has reiterated its stance in addressing

this scourge through the bold move to transition from control to pre-elimination, and has recognized the role of non-state actors especially the private sector.

Indeed, over the years the private sector has served as a partner to the Government's malaria control programs by supporting community-oriented high-impact interventions in order to accelerate the realization of national objectives. Evidence from private sector-led programs shows that investments in malaria yield huge returns. However, efforts have been largely uncoordinated and fragmented. Thus, there is a strong need for coordination of private sector-led programs to generate synergies which will help to sustain already achieved gains. In order to strengthen this coordination, it is essential to have reliable data on the past



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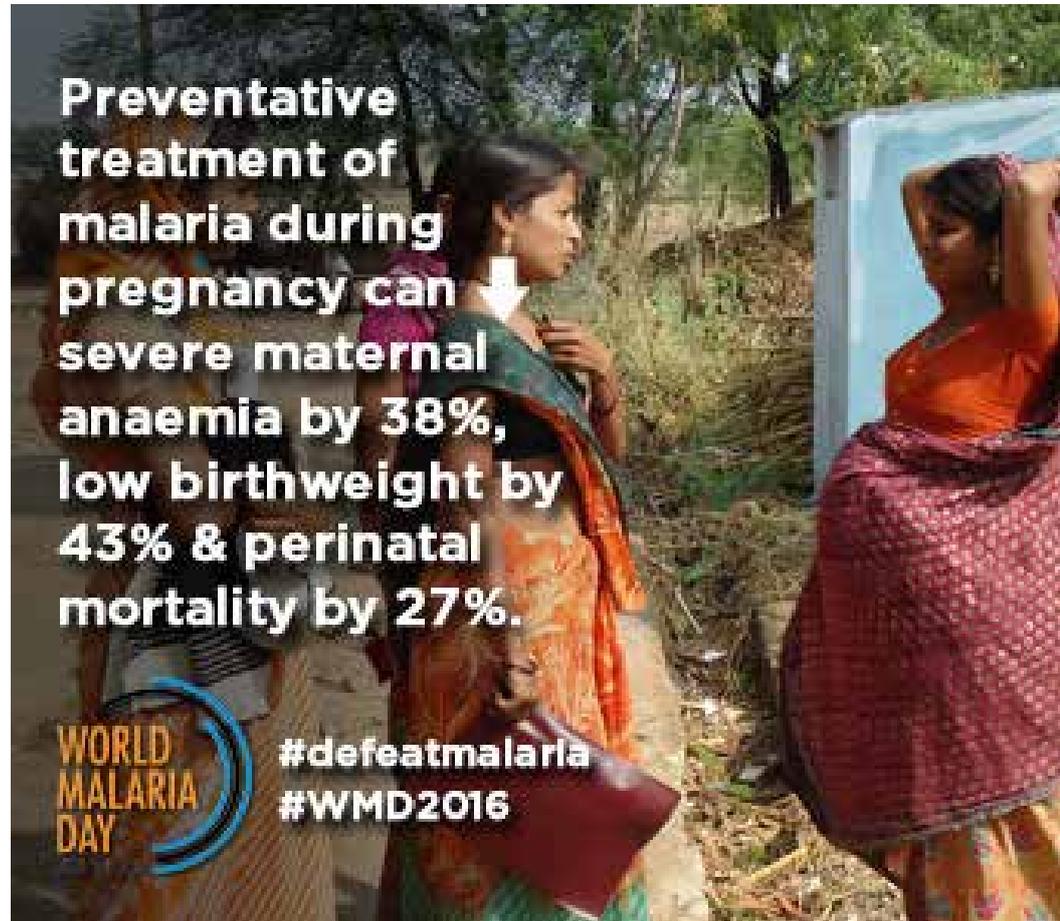
Progress in malaria control
is threatened by the
rapid development and
spread of mosquito
resistance to insecticides.

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and current scope of malaria initiatives by members of the private sector, otherwise scaling up collaborative interventions becomes sub-optimal.

This report is a collaboration between the Corporate Alliance for Malaria in Africa and Private Sector Health Alliance of Nigeria and is aimed at leveraging on existing data from private sector-led programs to re-invigorate efforts towards achieving the objectives of National Malaria Strategic Plan (2014 to 2020). Given the paucity of data, as a first step, the report focuses on a sample of leading private sector companies and maps the interventions of corporate organizations in terms of human, technical and financial resources invested over the years.



Preventative treatment of malaria during pregnancy can severe maternal anaemia by 38%, low birthweight by 43% & perinatal mortality by 27%.

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THE CHALLENGE

1

Malaria is the number one cause of absenteeism in Nigeria resulting in loss in productivity at work and school

- Malaria keeps more kids out of school than any other disease and accounts for half of preventable absenteeism in Nigeria schools
- The Nigeria economy loses an estimate \$1.1 billion each year due to malaria-related absenteeism and treatment costs
- It also indirectly damages our economy through the deterioration of human capital

2

Malaria is not only a public health problem; it constrains the socio-economy growth of a country

- The disease represents a significant drag on the Nigerian economy as it keeps adults out of work and deprives families of valuable disposable income
- The malaria epidemic potentially reduces GDP by 1 to 5 percent, which could stunt the growth of the economy
- 10-15% of children who suffers from severe malaria will experience lifelong neurological damage, preventing them from contributing as active members of the Nigerian workforce.

THE NIGERIAN BUSINESS COMMUNITY IS POISED TO ENABLE THE COUNTRY TO END MALARIA FOR GOOD

Malaria is both preventable and treatable, and leading economists have identified the fight against malaria as one of the “best buys” in global development, estimating that a 50-percent reduction in global malaria incidence could produce USD 36 in economic benefits for every USD 1 invested.

Nigeria has a plan to get to zero malaria deaths—the country now needs renewed commitment to a joint plan with partners working together to ensure that this plan is successfully implemented.

What do you need to know about role of Nigeria’s private sector?

- Our results show that companies are already making a difference. By

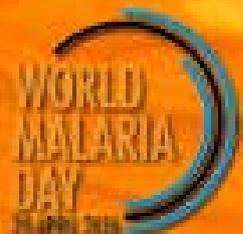
making data on their current activities available through means such as this CAMA/PHN survey, companies can make smarter, more targeted investments.

- Investments in malaria go beyond cash contributions. The private sector has skills and expertise that are needed in supply chain management, project management, in reaching last-mile consumers and in behavior change communication.
- Companies who already invest in health, should consider directing some of those investments to the largest health burden in the country—malaria. Malaria affects all business employees and consumers



In the last
15 years,
57 countries
reduced
malaria
cases by
at least
75%

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and remains underfunded in Nigeria.

The Corporate Alliance on Malaria in Africa (CAMA) and the Private Sector Health Alliance of Nigeria (PHN) survey summarize over 71 private sector entities across their networks that are currently making major investments in malaria control in Nigeria. From 2010 till 2015 private sector investment in the health space across different regions of Nigeria has reached approximately 72.8 billion Naira (Approx. USD 364,000,000) in cash and kind.

Our review show that these businesses invest over 10 billion Naira (50 million USD) annually, with over NGN 4.2 billion being invested in malaria prevention, diagnosis and treatment, dedicating, on average, 37% of their health investments to malaria.

Thanks to the investments made by Nigerian businesses, thousands of employees and their families have been protected from and treated for malaria, millions of consumers have been reached with malaria awareness messaging, and hundreds of thousands of health care workers have been trained.

In the past year, Nigerian business investments have led to:

1,215,000

Pregnant women and unborn children protected with intermittent preventive therapy

1,000,000

Rapid diagnostic tests purchased to ensure those with malaria are correctly treated

13,000,000

Insecticide treated nets distributed to protect individuals and families at risk from malaria

A person wearing a blue protective suit, a respirator mask with a yellow filter, and red gloves is spraying insecticide from a backpack onto a wooden wall. The person is holding a spray wand in their right hand. The background is a wall made of vertical wooden planks.

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We need more research, funding and innovation in malaria control to prevent the rapid development and spread of mosquito resistance to insecticides.

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DID YOU KNOW?

MALARIA IS THE SINGLE GREATEST HEALTH THREAT IN NIGERIA

- Malaria accounts for 60% of outpatient visits and 30% of hospitalizations
- Malaria kills 300,000 children in Nigeria each year
- Malaria contributes to 11% of maternal mortality, 25% of infant mortality, and 20% of child mortality
- Malaria kills 65,500 newborns and 4,400 pregnant women every year
- 1 in 40 Nigerian children will die before their 5th birthday because of malaria



MAPPING PRIVATE SECTOR MALARIA INVESTMENTS IN NIGERIA

As the National Malaria Elimination Programme of Nigeria (NMEP) accelerates its goal towards pre-elimination of malaria by 2020, there is an unprecedented opportunity to mobilize corporate investments to prevent countless morbidities and deaths from malaria.

Companies have invested financial, human and product capital in Nigeria's malaria control efforts, yet it has been difficult to ascertain at a macro level, the level of investments, location of these investments and amount invested.

The Corporate Alliance on Malaria in Africa (CAMA) and the Private Sector Health Alliance of Nigeria (PHN) are seeking information

from the corporate sector to map where business are investing in malaria and what impact these investments are having in order to better manage resources, avoid duplication and ultimately increase impact on the ground.

Specifically, this project aims to:

Identify the largest gaps in corporate investment in malaria by elevating priority states that are under served by the corporate sector's interventions.

Highlight obvious duplication or over resourced areas at a state and district level Identify opportunities for realignment where corporates can shift existing investments to high priority strategic areas and/or states that will have more impact

and,

Elevate opportunities for partnerships and new investments among the private sector as well as between private and public sector.

This report showcases the results of an initial survey undertaken by CAMA and PHN with the objective to establish a baseline understanding of the characteristics of malaria-related investments made by the private sector. Importantly, we wanted to understand how and where companies are currently contributing and opportunities to accelerate progress in the coming years.

WHERE ARE MALARIA INVESTMENTS CONCENTRATED?

Corporate investments in malaria control exist throughout the country (**Figure 2**), with most companies investing in the South West and South East of the country.

However, all communities in Nigeria

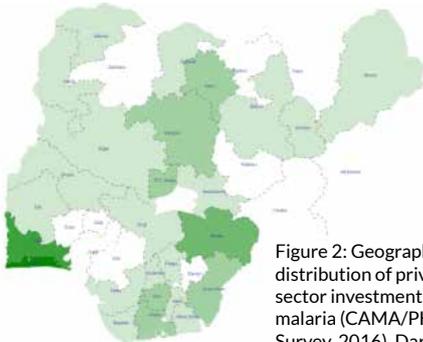


Figure 2: Geographic distribution of private sector investments in malaria (CAMA/PHN Survey, 2016). Darker areas indicate concentrations of private sector investments.

are at risk of contracting malaria, with the highest concentrations currently found in the North West, North Central and South West of the country. Companies can increase the impact of their investments by expanding efforts to areas such as the North West where malaria burden remains much higher than the rest of the country.

GBCHealth is a hub for business engagement on the world's most pressing global health issues. Since 2001, we have helped hundreds of companies develop and implement their own global health programs, brokered countless global and local public-private partnerships and connections, and effectively leverage business advocacy in service of public health.

The Corporate Alliance on Malaria in Africa is a unique coalition of companies from various industries, all with business interests in Africa. A GBCHealth-led initiative, CAMA channels the collective force and voice of the private sector to drive impactful partnerships for malaria control and elimination in Africa from workplaces to region-wide initiatives.

The Private Sector Health Alliance of Nigeria represents the country's foremost private sector led coalition and is at the forefront of the Saving One Million Lives initiative. By forging solid partnerships, and focusing on innovation, advocacy and impact investments, PHN is creating landmark, innovative, health interventions and saving lives.

A woman is sitting on a bed in a room with blue walls. She is wearing a patterned headwrap and a colorful patterned top. A young child is sitting next to her. A mosquito net is hanging from the ceiling above the bed. The room has a wooden headboard and a nightstand with a small globe on it. The overall scene is a domestic bedroom setting.

**Mosquito nets have
had the greatest
impact in averting
malaria cases,
accounting for
- 68% of 663 million
cases prevented**

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2016



**We can end
malaria in this
generation ...**

