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
- #نت قضي_عليها (Let’s beat it!)
SOCIAL MEDIA CALENDAR

D1 - Monday 23, 2017

POST #1

POST #2

CLICK HERE TO DOWNLOAD ALL VISUALS AND CAPTIONS.

POST #3

POST #4 PRESS RELEASE
SOCIAL MEDIA CALENDAR

D2 - Tuesday 24, 2017

POST #5

Trachoma in Ethiopia

Trachoma is the leading cause of blindness in the world. It is highly contagious and spreads very quickly. Left untreated, Trachoma causes the eyelids to grow inward and form a rough, tight ridge around the eye. In severe cases, the eyelids can stick together, making it difficult to open the eyes and leading to permanent blindness.

Yana was diagnosed with Trachoma after coming into contact with contaminated water. Her family was able to save his sight by taking him to see a doctor in a small village just a few miles away. Yana received his vision-saving antibiotic free of charge through UNICEF's social mobilization program. With adequate treatment and medication, Trachoma can be treated at the early stages without resulting in loss of sight. Investing in SPMs is investing in the sight of millions.

POST #6

Onchocerciasis in Uganda

Onchocerciasis, or River Blindness, is transmitted through the bite of a Black Fly. This deforming disease can lead to blindness and cause people to scratch their eyes until it is damaged, leaving them prone to skin infections and multiple complications.

Greta began developing symptoms of onchocerciasis after she was bitten by a Black Fly. She noticed blisters and swelling all over her body and developed itches on her ears. Her hands and arms were so itching that she visited a doctor in her village. The doctor prescribed a course of Ivermectin, a drug that kills the onchocerciasis-causing parasites through mass drug administration (MDA). Now, she has no more symptoms and doesn't have to scratch anymore. She2 is now able to work and support her community investing in Ivermectin is investing in the future of Africa.

POST #7

Soil-Transmitted Helminthiasis in Nigeria

Soil-transmitted helminthiasis is caused by different species of parasitic worms. They are transmitted by eggs that re-enter human tissues, which contaminate the soil in areas where sanitation is poor.

This is a child who lives in rural Nigeria with his parents and occasionally helps his father farm. He recently asked his soil from his hands before eating, knowing developing a skin rash that would itch every hour. Following the advice of his parents, he decided to wash his hands with soap and clean water. He couldn't continue to school for three weeks when he started itching. A health worker at his school administered and provided medication. He was fortunate to receive safe and effective deworming medicine free of charge and education on how to prevent reinfections by improving his sanitation practices. Now he is healthy and learning in school, which is investing in children's health and education.

POST #8

Schistosomiasis in Kenya

Schistosomiasis, also known as elephantiasis or Snail Fever, is a chronic disease caused by parasitic worms that live in freshwater snails. When a person is infected with the schistosomiasis parasite, eggs are shed in the feces in the environment where the parasite eggs pass from the body into the water.

Maat irregularly washed her family's clothes in the nearby stream. She washes her children's clothes in the same stream and they often swim and play in the water. After months of fever, chills, and night sweats, she noticed blood in their stools and urine. She was diagnosed. A few weeks after the school teacher distributed Ivermectin treatment free of charge in the school, and Schistosomiasis ended for free. Investing in Ivermectin is investing in children's health and education.

POST #9

Lymphatic Filariasis in Togo

Lymphatic Filariasis (LF), also known as river blindness, is a parasitic infection that affects the lymphatic system. It is a preventable disease that can be eliminated by controlling the spread of infection through mass chemotherapy.

Adina was a young woman living in the village of a small town in Togo. At a young age, her leg began to swell and itch. Her father couldn't stand how he had been. He treated her with a traditional healer, but the swelling continued. Community health workers visited her village to provide treatment — a monthly routine for everyone in the community. She was taught how to clean her leg and remove blood flow. With an effective treatment, her leg and swelling couldn't be completely removed. Adina looks forward to a normal life and is less isolated in her community. The community, the village, and the district work together to eliminate LF by providing free treatment.

Investing in LF treatment is investing in children's health and education.
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 NEGLLECTED 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 (APOCH), 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!