

ANNUAL REPORT 2021

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President's letter

In 2021, the COVID-19 pandemic was again in the spotlight of public attention. Meanwhile, other diseases have not ceased to exist - malaria continues to claim many lives, mainly in sub-Saharan Africa.

This shows that a coordinated fight against malaria and other diseases is more important than ever before. In this fight, Switzerland plays a crucial role: the members of the Swiss Malaria Group have been at the forefront of efforts to mitigate the negative impacts of the Corona virus on malaria control. Among other things, they have taken steps to maintain access to health facilities and to the prevention, diagnosis and treatment of malaria.

Despite COVID-19, 2021 was also a year of remarkable successes in the fight against malaria. El Salvador and China have been certified as malaria-free by the WHO and many other countries are on track of reaching zero malaria in the next years. A further highlight was the recommendation of the WHO for the widespread use of the RTS,S vaccine for children in sub-Saharan Africa. Moreover, BioNTech's announcement to invest in the development of an mRNA-based vaccine against malaria also gives reason to hope that one of the oldest and deadliest infectious diseases in human history can finally be ended.

Meanwhile, at the time given, it is crucial not to let up efforts. It is important to remind the public that many children are still dying from malaria - a disease that is entirely preventable and treatable.



In 2021, the Swiss Malaria Group therefore engaged in sensitisation activities around World Malaria Day and further launched a very successful campaign with its new ambassador Christa Rigozzi to strengthen political commitment and raise awareness of Switzerland's important role in the fight against malaria and other diseases.

On behalf of the Swiss Malaria Group, I would like to thank everyone who has contributed to the success of the association in 2021. With its unique composition of public, private, academic and civil society organisations, the Swiss Malaria Group will continue to provide and promote Swiss leadership in the fight against malaria and thereby engage for the health and wellbeing of all people worldwide.

Sincerely,
Christian Lengeler
President Swiss Malaria Group

Networking and organizational development

In 2021, the Swiss Malaria Group lived up to its role as a multi-stakeholder partnership. At the general assembly 2021, it welcomed the Swiss Alliance against Neglected Tropical Diseases as an associated member. Furthermore, the organisation provided a platform for its members for content-related discussions, among others on the WHO's recommendation on the widespread use of the RTS,S vaccine. Together with its members, the Swiss Malaria Group also explored venues for the organisational development, heading towards a holistic approach to Switzerland's role in global health.

The network of main Swiss stakeholders in the fight against malaria was also fortified through bilateral talks, board meetings and the technical exchange.

Furthermore, with the collection of testimonials on the occasion of World Malaria Day 2021, the Swiss Malaria Group gave visibility to its members and to the faces behind the organisations. A complete overview of the testimonials can be found on our website: www.swissmalariagroup.ch



Advocacy

Swiss Malaria Group Advocacy Strategy

Switzerland is one of the leading countries in the fight against malaria. Swiss actors are engaged in the research and development of improved medicines, diagnostics, vaccines, bed nets, integrated vector control methods and insecticides. With a unique constellation of international organisations, product development partnerships, civil society and state actors as well as the pharmaceutical industry, Switzerland has a competitive advantage that can be harnessed not only in the field of malaria but also in other areas of global health.

In order to increase Switzerland's commitment to end malaria and other poverty-related diseases, the Swiss Malaria Group consolidated its advocacy strategy and related indicators for the period of 2021-23. In the concept, three main pillars are identified:

Firstly, political commitment to global health should be strengthened and given a strategic focus in Switzerland's foreign policy. The Federal Council's Strategy for International Cooperation 2025-28 is the opportunity to anchor this new thematic focus.



Secondly, the Swiss Malaria Group aims at increasing awareness among political decision-makers and other important stakeholders of Switzerland's competitive advantage in global health.

And thirdly, the concept also aims at strengthening Switzerland's financial commitment, because in order to eliminate malaria, global funding has to increase substantially. As one of the richest countries in the world, Switzerland has a responsibility to contribute to this.

Projects, Key Activities and Public Relations

World Malaria Day 2021

On the occasion of World Malaria Day 2021, the Swiss Malaria Group launched a rich online campaign during which several productions were spread on Social Media for the whole month of April. Below, you can find a selection of highlights of the campaign.



A production of three podcast was realised together with Medicus Mundi Switzerland. In the "Health for All"-Podcast, Carine Weiss interviewed SMG's Executive Secretary Julia Richter about the Swiss contribution in the fight against Malaria. In a second episode, Christian Lengeler, president of the Swiss Malaria Group, talked about his passion for malaria research and how the current pandemic is affecting malaria control. As partnership advisor at UNICEF, Valentina Buj was interviewed on malaria and gender equality in the third episode. All podcasts can be accessed at the Swiss Malaria Group's audio database: <https://bit.ly/3q9DpV5>

World Malaria Day 2021: In the shadows of the COVID-19 pandemic

22.04.2021 - Julia Richter, Swiss Malaria Group



The Swiss Malaria Group published several blogs and newsletter contributions (among others on [Med in Switzerland](#) and [Impact Stories](#)). Around the time of World Malaria Day, attention was drawn to the fact that diseases such as malaria persist during the Corona pandemic. Therefore, even in the shadow of Covid-19, further efforts are needed to achieve the goal of a malaria-free world.



SRF.CH

Christian Lengeler: Malaria breitet sich wieder aus - Tagesgespräch - SRF

In the run-up to World Malaria Day, Christian Lengeler, president of the Swiss Malaria Group, was invited to the renowned radio programme "Tagesgespräch" on SRF. Every day, around 400'000 listeners follow the in-depth programme on current world affairs. In a detailed live interview, Christian Lengeler discussed the successes of the past years in the fight against malaria and the challenges that still need to be overcome to end this disease. The full broadcast is available [here](#) (in German).



Last year's ambassador clip "[mosquito fight](#)" was relaunched at Swiss TV. During two weeks the Swiss wrestler Marcel Bieri flickered on 2 million screens at primetime.



“

As a mother, I know how terrible the idea of losing a child is. Therefore, I'm very concerned that a child dies of malaria every two minutes.

CHRISTA RIGOZZI

Ambassador Swiss Malaria Group

To emphasise the importance of continuing and prioritising the commitment in the fight against malaria, the Swiss Malaria Group appointed the presenter and entrepreneur Christa Rigozzi as its new ambassador on the occasion of World Malaria Day 2021. With her, the Swiss Malaria Group has been able to win a nationally known famous and very popular personality.

With over 70 Social Media posts and several prime-time broadcasts of the clip with Marcel Bieri, the campaign was widely received and generated more than 2.5 million activities on LinkedIn, Twitter, Facebook, Instagram, visits of the Website and TV-Spot spectators.

Campaign for World Mosquito Day 2021



In spring 2021, the Swiss Malaria Group started working on a campaign to be launched on World Mosquito Day in August 2021 with the organisation's new ambassador Christa Rigozzi.

Core message of the campaign was that Switzerland is not only known for its Swiss cheese and snowy mountains, but also for its engagement in the field of global health. With its renowned research institutions and product development partnerships, the pharmaceutical industry, engaged public and civil society organisations, the country exhibits a great expertise in the fight against malaria and other diseases.



At the heart of the campaign was a short TV-spot in three languages (Italian, French and German). In it, Christa Rigozzi speaks with touching seriousness and gentle pride about Switzerland's commitment in the fight against malaria.



From August 2021, the clip was embedded in a four-months social media campaign. Backstage interviews were used to communicate the background messages of the film and to deepen the expertise of the topic.

Overall, the campaign met with a considerable response with good media coverage and over 620'000 social media interactions.

Overview Media Work

PRESSEPORTAL

19.04.2021 – 15:55

[Swiss Malaria Group](#)

Malariabekämpfung in Zeiten von COVID-19: Schweizer Engagement wirkt

[f](#) [t](#) [w](#) [x](#) [in](#) [m](#)




CHRISTA RIGOZZI ZUM WELT-MALARIA-TAG

«Ich weiss wie schlimm die Vorstellung ist, ein Kind zu verlieren»

Jährlich sterben über 400'000 Menschen an Malaria. Zwei Drittel der Toten sind Babys und Kleinkinder im Alter von unter fünf Jahren. Für Christa Rigozzi ein Grund, sich aktiv für den Kampf gegen die heimtückische Krankheit einzusetzen. Ein Gespräch über den Tod, Kinder und die aktuelle Corona-Pandemie.

[Teilen](#) [Merken](#) [Kommentare](#)



Christa Rigozzi engagiert sich im Kampf gegen Malaria. Paolo Dutto / 13 Photo

Press releases 2021:

In its press release for World Malaria Day 2021, the Swiss Malaria Group focused on malaria control in times of COVID-19.

Read the full press releases here:

- [Malariabekämpfung in Zeiten von COVID-19: Schweizer Engagement wirkt](#)
- [Le paludisme en période de COVID-19: l'engagement suisse a des retombées positives](#)

Shortly before World Malaria Day, a second press statement was released to announce the appointment of Christa Rigozzi as ambassador of the Swiss Malaria Group. To her, the fight against malaria is an important concern: "As a mother, I know how terrible the idea of losing a child is. Therefore, I'm very concerned that a child dies of malaria every two minutes."

Read the full press releases here:


- [Christa Rigozzi wird neue Botschafterin der Swiss Malaria Group](#)
- [Christa Rigozzi devient la nouvelle ambassadrice du Swiss Malaria Group](#)

In July 2021, the Swiss Malaria Group has published a comment on the BioNTech project to develop the first malaria vaccine based on messenger RNA (mRNA):

- [Die Swiss Malaria Group begrüsst bahnbrechendes Engagement für Malaria-Impfstoff](#)
- [Le Swiss Malaria Group salue l'engagement dans le domaine du paludisme](#)

18.08.2021 – 08:07
[Swiss Malaria Group](#)
Christa Rigozzi déclare la guerre aux moustiques

[f](#) [t](#) [w](#) [x](#) [in](#) [m](#)



Vor 15 Jahren wurde Christa Rigozzi (38) Miss Schweiz

«Echtheit ist mir wichtiger, als beliebt zu sein»

Bodyshaming, Kritik zu ihrer Teilnahme an der Impfkampagne des Bundes, die Miss-Wahl und das Leben als arbeitende Mutter: Es sind viele Themen, über die Moderatorin Christa Rigozzi im Blick-Interview offen spricht.

Publiziert: 27.09.2021 um 00:36 Uhr | Aktualisiert: 27.09.2021 um 11:59 Uhr



Q5



The Swiss Malaria Group launched its campaign with Christa Rigozzi on the occasion of World Mosquito Day i.a. with a press release in French, German and Italian:

- [Christa Rigozzi sagt der Mücke den Kampf an](#)
- [Christa Rigozzi déclare la guerre aux moustiques](#)
- [Christa Rigozzi dichiara guerra alla zanzara](#)

Selected media mentions of SMG:

World Malaria Day:

- [SRF Tagesgespräch](#)
- [Schweizer Illustrierte](#)
- [Corriere del Ticino](#)

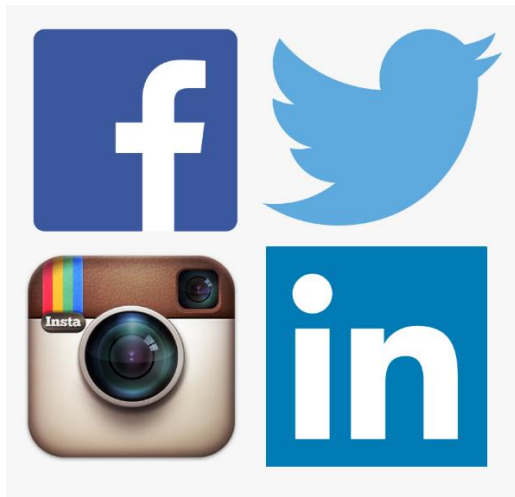
World Mosquito Day:

- www.persönlich.com
- www.horizont.net
- www.werbewoche.ch
- www.nau.ch
- www.rsi.ch

Others:

- [SRF News Plus: Malaria-Impfstoff: «Das ist ein historischer Tag»](#)
- [BLICK-Interview with Christa Rigozzi](#)

Social media



The Swiss Malaria Group provides global and national news on the topic of malaria on its social media channels. Through its constant online presence, the Swiss Malaria Group raises awareness of malaria and highlights in particular the Swiss contribution in the fight against this preventable and treatable disease.

Major milestones this year were the two online campaigns for World Malaria Day and World Mosquito Day.

There is a steady growth in followers on our channels that are used to communicate in English, German or French, depending on the topic.

In 2021, the reach on our social media channels (Facebook, Instagram, LinkedIn, Youtube and Twitter) was remarkable, resulting to a total of 383'378 impressions. Moreover, adding the activities generated by our social media campaigns, the broadcast of the TV-spot and the visits of the website, we generated almost 3 million views and social media interactions.

Technical Exchange 2021: Communications Workshop

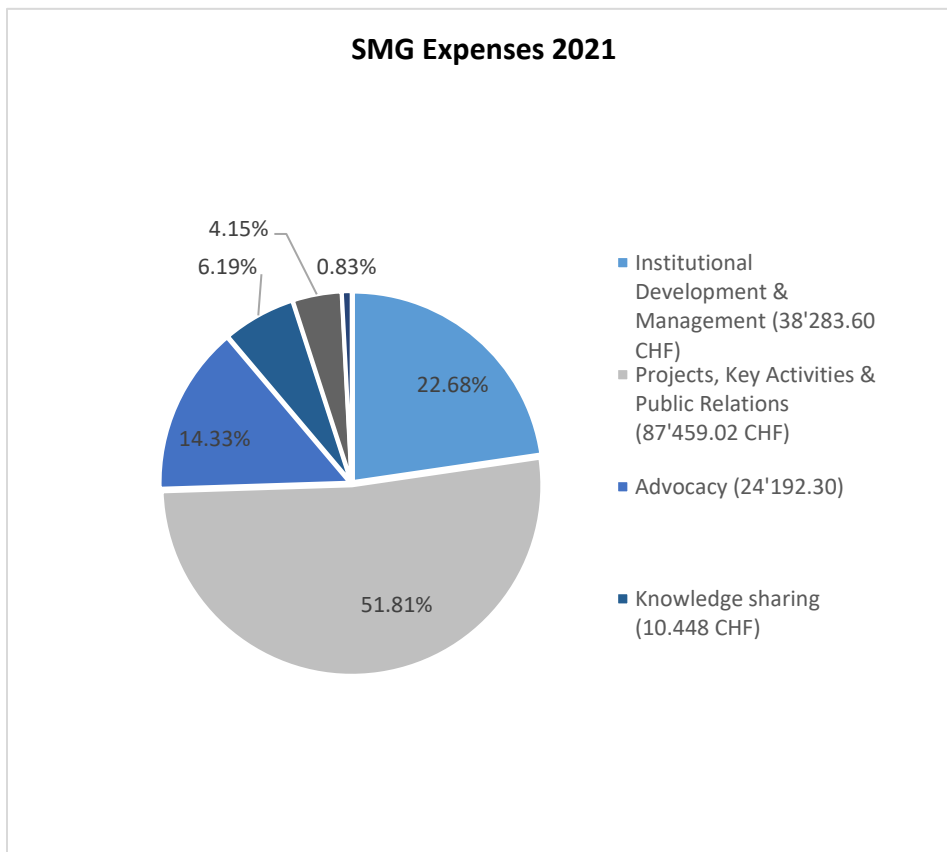
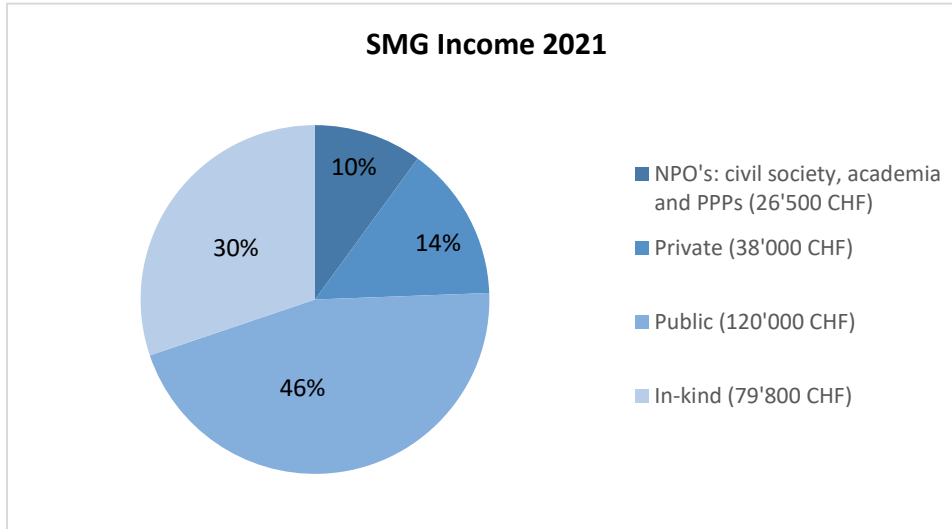


How can we get more public and media attention for malaria and global health topics? As sensitizing people for Switzerland's role in global health is one of the Swiss Malaria Groups strategic pillars, the 2021 Technical Exchange was dedicated to public relations work. Main objectives of the workshop were to get inspiration from other actors and to have a kick-off meeting for a further exploration of ways to coordinate resources and identify potential synergies and joint campaigning and communication activities. Another goal was to strengthen connections between the communication officers of the respective organisations.

Key findings of the workshop were that it would be useful to have a regular exchange on current communications and campaigning projects, that mutual support in social media-activities could be facilitated and that the expertise of SMG members with regard to optimising visibility for global health topics in the media and in the public could be orchestrated and harnessed.

Financials

The Swiss Malaria Group closed its financial year on a solid basis. The overall income in 2021 was 184'500.00 (without in-kind contributions). The overall expenses amounted to 168'793.63 CHF. The final account closed with a plus of 15'706.37 CHF.



Thank you!

A big heartfelt thank you to all our Swiss Malaria Group members, partners and friends for your continued support in our work and for the excellent collaboration. We look forward to working with you in the new year towards a healthy and malaria-free world.

Imprint

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