



Mobilize Against Malaria

Pfizer Investments in Health

Overview: Mobilize Against Malaria is Pfizer's signature social investment in malaria supporting promising models designed to help close critical gaps in malaria treatment and education in Senegal, Ghana and Kenya. At the 2006 Clinton Global Initiative, Pfizer announced its five-year (2007-2011) program to prevent infection and spread of malaria by improving malaria symptom recognition, treatment and referral through local grassroots training, education and awareness. Pfizer's overarching commitment to combat malaria is threefold and builds on a 25-year history in malaria: 1) the research and development of new therapies, 2) making Pfizer's portfolio of medicines available through innovative commercial partnerships, and 3) supporting efforts to increase patient awareness of and access to effective use of anti-malarials.

Goal: To help close gaps in malaria treatment and education in Senegal, Ghana & Kenya where malaria is endemic.

The Need: Malaria is the leading cause of mortality in children under five in Africa and constitutes 10 percent of the continent's overall disease burden. (World Health Organization, 2004)

Partners: Leading NGOs in Africa are implementing strong and measurable programs that can be expanded to other parts of the continent.



Family Health
International



INTRAH
HEALTH
INTERNATIONAL



Target Areas:



Objectives:

Pfizer is working with the London School of Hygiene and Tropical Medicine to evaluate the program impact, including:

- Increasing malaria symptom recognition by providers and patients
- Increasing the number of patients who receive malaria treatment
- Improving effective malaria treatment and referral
- Increasing effectiveness of the informal and public health sectors to deliver appropriate malaria treatments

Visit www.pfizerglobalhealth.com for a complete list of partners and to view the Mobilize Against Malaria video and program materials.