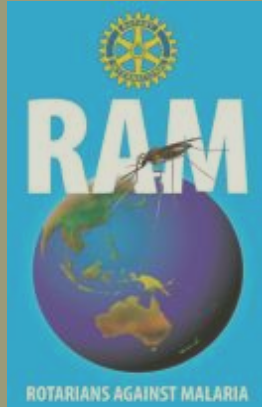


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Issue 7

RAM Newsletter



Chairman's Message

My Rotary friends and friends of Rotary,

We often hear the words, Location, Location, Location, used in the Real Estate industry with respect to the successful buying and selling of property.

Regularly during the past 18 months we have focused on improving the communication of our successes and our achievements to those many people, including Rotarians, who do not realise the tremendous work we are doing in fighting that dreadful disease, malaria. Perhaps the RAM catch-cri for the present time should be Communication, Communication, Communication.

We have made enormous strides forward with the improvement in our communication in a variety of ways. The work put in by many Rotarians towards the recognition of Malaria Awareness Day in Australia is an excellent example.

A new website has been developed, which includes a new logo. It is anticipated it will be available by the time you read this newsletter. (Refer separate article) The site includes a Malaria Awareness Day heading under which various items of information, and drafts of letters for sending to the media and others are available for download. Information will continue to be added over the next few weeks.

RDU has accepted an article for the April issue in which the author has cleverly included how malaria was recognised as being one of the most powerful enemies of our troops during World War 11.

Perhaps the biggest and what could be considered to be the most important action we are including in the campaign is a TV Community Service Announcement. The announcement will be available to all Australian free-to-air metro and regional channels. It will be a 30 second announcement and include a variety of suitable images. Production is progressing.

An important element of this part of the campaign is the identification of people who are willing to engage their local channel/s by advising them of the availability of the announcement and encouraging them to broadcast it during the week in which Malaria Awareness Day occurs, that is, from 26 April 2009. Once again, a number of dedicated and committed Rotarians have readily indicated their agreement to be involved in this important facet of the campaign but more volunteers are needed in order that we are able to cover as much of Australia as possible. I would appreciate anyone who is interested in being involved to please make contact directly with me as soon as possible.

The objective of Malaria Awareness Day in Australia is two fold, 1) Increase Rotarian and Public Awareness, and 2) Membership Development. I am confident that the outcome of the campaign will eventually translate into an increase in our membership.

PDG Bill Dethlefs
National Chairman

OUR OBJECTIVE

"The prevention of mortality, and a reduction in morbidity and social and economic loss caused by malaria through a progressive improvement and strengthening of local and national capabilities in malaria control."

PNG awarded huge grant

The Global Fund has agreed to a funding request from PNG in the amount of **US\$152,252,244**. The total grant is being allocated to the fight against malaria. The term of the grant is 5-years with a planned start date of 1 July 2009. Phase 1 of the request is expected to be released as soon as all documentation has been completed and signed-off.

The goal is “to reduce malaria related morbidity and mortality rate in PNG.” The objectives defined to achieve this aim are:

- Strengthen political commitment for malaria control in PNG;
- Maximise access to prompt quality malaria diagnosis and appropriate treatment for malaria;
- Improve vector control measures;
- Improve knowledge, behaviour and participation of communities and individuals in the national malaria control effort;
- Strengthen technical and administrative management capacity for malaria control.

The major strategies identified, include:

- Increase capacity for malaria diagnosis and management in all levels of health facilities;
- Scaling up home-management of malaria;
- Procurement and distribution of LLIN (Long lasting insecticide treated nets) to every household in PNG.

In PNG the number of reported malaria episodes per year exceeds 1.5 million, while the number of deaths per year (all ages) is approximately 670.

Life Saving Program

*A unique public-private partnership established in 2002, the **Global Fund** is dedicated to organising and finding funding for programs that combat AIDS, tuberculosis, and malaria.*

By one estimate, its work has already saved the lives of 1.9 million people in 136 countries.

EU Pesticides Regulation

The European Parliament recently voted and passed new legislation governing the use of pesticides and fungicides for use in agriculture. These regulations affect more than just the use of these chemicals in agriculture and affect economies and people as well as disease control programs well beyond Europe.

The good news is that, thanks to opposition to the legislation, the legislation is more reasonable and less draconian. According to the UK Government's Pesticide Safety Directorate (PSD), a maximum of around 23% of substances could be removed. This is vastly reduced from the 85% of substances that could have been banned under earlier versions of the legislation. Furthermore, of great concern was the lack of

sound risk assessments of substances. The legislation now states that substances will be banned on the basis of neurotoxicity, immunotoxicity and endocrine-disruption if they pose a 'significant risk'. This is clearly better than the hazard-based approach originally proposed, however there is still uncertainty about how 'significant risk' will be defined – something we will have to watch.

While the situation for many insecticides is better now than under earlier versions, the bad news is that there is still uncertainty surrounding the legislation. The cut-off criteria and arbitrary reductions in use remain a real concern. There is no agreed upon definition of endocrine disruption and therefore no way of knowing how this criterion will be applied. Also a figure of 22

substances to be placed on a blacklist has been circulated to the media. However, the regulations contain no 'blacklist' of substances and it is not clear where this figure comes from. As the EU has not conducted a comprehensive, credible and independent EU-wide impact assessment, we still don't know how many substances will be de-listed (the UK Govt. assessment focused on the UK).

We, Africa Fighting Malaria, remain concerned about the impact of anti-insecticides advocacy and capricious, unclear regulations on the development of much needed new public health insecticides as well as ongoing use of the existing arsenal.

*Dr Richard Tren
Africa Fighting Malaria*

DATE CLAIMER

NATIONAL RAM CONFERENCE

30 & 31 MAY, 2008

**St Columban's Catholic Secondary College,
Caboolture, Qld
(On the Northern outskirts of Brisbane)**

Same location as the 2008 Conference.

**Further advice, including accommodation arrangements,
will be advised shortly.**

Malaria Awareness Day

Suggestions by which a club or group of clubs or district may wish to raise the awareness of malaria in their area:

- The guest speaker for the normal meeting that week to speak on malaria;
- Instead of presenting the guest speaker with a gift, donate the \$s towards the purchase of mosquito nets; We will provide a gift voucher acknowledging– “A Malaria net has been donated on your behalf”;
- District conference’s scheduled for that period to include a speaker on malaria;
- Set up a bed net display at your District Conference;
- Plan a special dinner and invite other clubs to participate. RC Buderim D9600 has already planned this activity with guest speaker Prof Dennis Shanks, Director Australian Army Malaria Institute and expect to raise \$4,000;
- Arrange a sausage sizzle at a suitable high-usage venue, e.g. your local Bunnings store;
- Set up &/or man a display at a suitable venue, e.g., the local shopping centre;
- Encourage your Rotaract and Interact Club/s to get involved;
- Arrange to speak to at least one class in your local school/s;
- Hang a banner from a bridge across a major thoroughfare;
- Set up a poster or display in a vacant shop or in friendly contact/s premises such as chemists, real estate agents, corner stores, and so on with all such space being freely given;
- If you have a market, use it as a promotional display. RC Keilor D9800 will be doing this and donating the gate takings;
- We will supply a press release package for clubs to distribute to their local press;
- A brochure will be available for inclusion in mail-outs with your company invoices, etc.
- An email article will be available that you can send to people on your address list;
- Run a special VIP Dinner. Part of the promotion could highlight the excellent contribution being made by AusAid (Government). Ask your local Politician to help host the event;
- Arrange an interview with your local Community Radio Station.

Display materials are in the process of development and will include an A4 poster available for clubs (and districts) to download from the website.

DID YOU KNOW

***Worldwide, malaria accounts for 13% of all
childhood deaths.***

Make A Difference

(MAD – Malaria Awareness Day)

The young boy sits with head held low,
His eyes don't seek the light.
He knows there is no strength left,
in him, to carry on this fight.
Enduring pain beyond,
what man was meant to do.
He sits and begs from mercy,
Please Lord, I want to be with you.

A picture painted every day,
this scene of such despair.
A young life waits in transit,
and no one seems to care.
That this is a life worth saving,
searching for that outstretched hand.
Compassion for another soul,
is not that hard to understand.

We have the power to make a difference,
and that's the road that we must take.
That's our motto and our challenge,
don't close our eyes for goodness sake.
We can make a difference,
and the costs won't break a bank.
This fight we'll share together,
till there's no petrol in the tank.

God gave his life for all mankind,
it's up to us to do the same.
There's no greater gift that's known to man,
is to offer hope, not blame.
Malaria presents a challenge,
and that challenge must be met.
The answers at our fingertips,
a ten dollar coloured net.

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Website

RAM Australia has a new website.

It includes a new logo, developed in District 9710, which centralises our region. The logo was first introduced with our November 2008 Newsletter.

Features include: A brief history; Adopt A Village information, which incorporates the village allocated to each club (please note some information was not available at time of preparation); Annual and Conference Reports; Malaria Awareness Day.

The site address is: <http://www.ramaustralia.org>

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Contributions and comments are welcome.