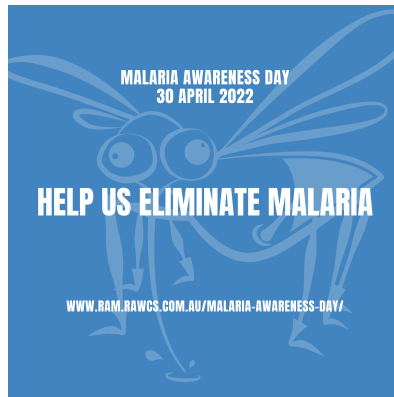


Malaria Awareness Day 2022



World Malaria Day, which takes place on 25 April each year, is an internationally recognized day, highlighting the global efforts to control malaria and celebrating the gains that have been made. **In Australia, Malaria Awareness Day is observed on 30 April each year, in conjunction with World Malaria Day on 25 April.**

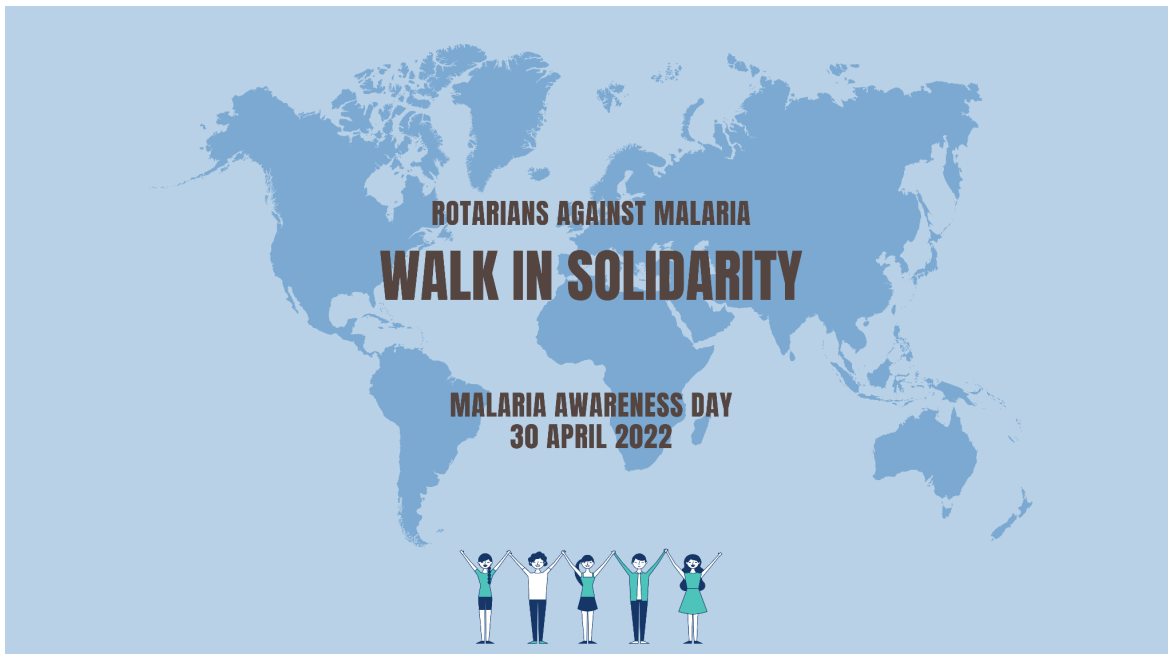
Despite the effects of COVID-19, over the last 2 decades, there has been a period of unprecedented success in malaria control. But each year, more than 400 000 people die of malaria – a preventable and treatable disease. **And in 2020, 627,000 people died of malaria**, an increase of 12% from 2019 due to disruptions to services related to COVID-19. Sadly, children bore the brunt of the disease with 77% of deaths that occurred in children under 5 years.

In 2022, RAM is observing Malaria Awareness Day with a 'Walk in Solidarity', per the details below.

Further marketing materials for Malaria Awareness Day are now available for download on the RAM website at www.ram.rawcs.com.au/malaria-awareness-day/ and in the rest of this document.



Walk in Solidarity



In 2021, RAM Australia hosted a fun, safe and virtual event Fun Run encouraging participants to run, cycle or swim 4km on Malaria Awareness Day to represent the over 400,000 lives lost to malaria each year. This year, we will be doing something similar. RAM's Walk in Solidarity is for 4km representing the hundreds of lives lost to malaria each year. You will be able to register on our website at www.ram.rawcs.com.au/walk-in-solidarity/ and pay the registration fee of \$20.00 AUD. You will be able to ask friends to sponsor you.

RAM polo-shirts are also available for sale at \$35 per shirt. Please let us know if you want one in the notes when you pay the registration fee. We encourage you to take photos for us to share on social media. We will continue to encourage members to participate in whatever way they can safely.

We want to raise \$100,000 for projects in the upcoming year, so we are challenging each District to raise \$5,250. Help us reach our goal!

Key Messaging

Across our social media, the following are the key messages we want to send. Please share them on your personal social media accounts and on other Rotary accounts like Rotary District Facebook pages. Further statistics and info is available in the 2021 [WHO Annual Report](#).

Theme: Walk in Solidarity to End Malaria

Hashtags: #WalkInSolidarity #MalariaAwarenessDay, #WorldMalariaDay, #ZeroMalariaStartswithMe, #ZeroMalaria, #DrawTheLine

Covid-19 has shown us we must urge greater investment in building and supporting resilient health systems to protect and advance progress against existing infectious diseases like malaria and be prepared to effectively address new outbreaks like COVID-19.

Malaria Awareness Day aims to highlight the global efforts to end malaria and celebrate the gains that have been made. Since 2000, the world has made historic progress against malaria, saving millions of lives. However, half the world still lives at risk from this preventable, treatable disease, which costs a child's life every two minutes.

Suggested captions:

We can end malaria in our lifetime! Timor Leste, Vanuatu and West Timor are so close to malaria elimination. Help us continue the fight to end malaria and join us today in our #WalkInSolidarity [➡ ram.rawcs.com.au](#)

This #MalariaAwarenessDay, we celebrate that more countries than ever before are on the cusp of elimination! 🦟🌍 #ZeroMalaria starts with all of us, and with continued leadership, more funding and increased innovation, we can – and must – end malaria once and for all.

On #WorldMalariaDay we're uniting to #DrawTheLine against the world's oldest and deadliest enemy. A disease that unfairly takes a child's life every two minutes. Malaria, we're too strong for you 💪

Thanks to global efforts, since 2000 we have seen 7.6m lives saved and 1.5bn cases prevented 🙌🙌🙌🙌🙌🙌 COVID-19 has made the fight to end malaria harder, but we can't stop now. Let's #DrawTheLine and ensure no one is left behind [➡ ram.rawcs.com.au](#)

We are the generation that can end malaria 🚫🦟 By fighting this deadly disease we strengthen our health systems 🏥 and create a world that is safer for everyone. Join us in finishing the work in our partner countries this #MalariaAwarenessDay [➡ ram.rawcs.com.au](#)

25 countries have the ability to reach #zeromalaria by 2025! 🎉 Now, more countries than ever before are closer to elimination, so it's crucial we keep the momentum going 🦟 #E2025
ram.rawcs.com.au