

# AMAZON MALARIA INITIATIVE (AMI) COMMUNICATION COMPONENT



## QUARTERLY ACTIVITY REPORT

Reporting Period: July 1-September 30, 2014

Contract No. AID-527-C-13-00004



**USAID**  
FROM THE AMERICAN PEOPLE



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## **About Links Media**

Links Media, LLC is a management consulting company based in the Washington D.C. metropolitan area, specializing in information technology and marketing communications. We provide advanced management consultation services to governments and private sector clients in the areas of health, environment, science and technology, biotechnology, governance, human rights, economic prosperity, conflict resolution, education, public engagement, risk and crisis management, and social entrepreneurship.

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## Abbreviations and Acronyms

AMI	Amazon Malaria Initiative
CDC	United States Centers for Disease Control and Prevention
COR	Contracting Officer's Representative
LAC	Latin America and Caribbean Region
MOH	Ministry of Health
NMCP	National Malaria Control Program
PAHO/WHO	Pan American Health Organization
PMI	President's Malaria Initiative
RAVREDA	Amazon Network for the Surveillance of Antimalarial Drug Resistance
SIAPS	USAID-funded Systems for Improved Access to Pharmaceuticals and Services Program
SNEM	Ecuador's National Service for Malaria Eradication
TA	Technical Assistance
US	United States of America
USAID	United States Agency for International Development

## Background

The United States Agency for International Development (USAID) launched the Amazon Malaria Initiative (AMI) in 2001 to improve the prevention and control of malaria in partner nations of the Amazon basin. The initiative's mission is to (i) ensure that national malaria control programs in the Amazon basin and selected Central American countries substantially incorporate best practices and (ii) promote evidence-based policy changes in the partner countries. From inception, AMI has maintained a comprehensive view of malaria prevention and control. Its initial focus was to build the evidence base to support the introduction of artemisinin-based combination therapy (ACT) for *P. falciparum* malaria in all Amazon basin countries, and to improve access to and quality of malaria diagnosis. As progress was made in introducing ACT, the areas of epidemiological surveillance, vector control and systems strengthening received further attention.

USAID established AMI as a collaborative partnership among organizations (the AMI technical partners) that provide technical and scientific expertise and collaborate with the nations' ministries of health (MOHs) and national malaria control programs grouped in the Amazon Network for the Surveillance of Antimalarial Drug Resistance (RAVREDA) to proactively address malaria prevention and control in a sustainable manner. The partner countries also collaborate with one another and maintain an ongoing exchange of information and expertise through South-South collaboration promoted and supported by AMI). Countries currently supported by AMI include Belize, Brazil, Colombia, Ecuador, Guatemala, Guyana, Honduras, Nicaragua, Panama, Peru, and Suriname.

The initiative's regional approach benefits partner countries through (i) training and technical assistance (TA), (ii) the development of standardized guidelines and protocols, (iii) the comparability of research and monitoring results within and across countries, and (iv) coordinated approaches to addressing shared problems.

This report describes Links Media's activities for this project for the period of July 1 through September 30, 2014. Also included is a summary of achievements and results, as well as suggested future activities, challenges, and solutions.

## Activities by Intermediate Results

Under the Amazon Malaria Initiative (AMI) Communication Component, Links Media's activities are designed to strengthen AMI's role in improving malaria prevention and control in the Amazon basin and Central America through the application of strategic communication, outreach and dissemination approaches. During the period from July 1 through September 30, 2014 Links Media advanced its work in line with the USAID strategic objective of assisting malaria control programs in the LAC region to substantially incorporate selected best practices. The latest dissemination/communication strategy was submitted to USAID/Peru on September 9, 2014 and subsequently presented to partners at the AMI/RAVREDA Steering Committee meeting on September 16, 2014. Additional information obtained through formative research (i.e. in-depth interviews with NMCPs and validation of approaches with AMI technical partners including PAHO/WHO) was incorporated into this strategy. The latest revision emphasizes promoting the sustainability of malaria prevention and control in the LAC region in general, with PAHO/WHO as the leading regional actor, and includes measurable indicators with targets tied to key activities. Links Media has modified the strategy as a reference document that can be used to inform AMI partners of key dissemination/communication products and events according to partner scopes of work. The deliverable is pending USAID/Peru's final approval before it can be shared with partners for implementation.

Other activities have been carried out according to Links Media's scope of work, with the aim of achieving AMI Intermediate Results (IR):

### IR 1 – Evidence-base increased

From July 1 through September 30, 2014, Links Media used an interview guide to conduct communication needs assessments with National Malaria Control Program (NMCP) staff in Panama and Peru. These country-specific communication assessments helped Links Media to take stock of existing information, education, and communication (IEC) materials and approaches, and have been essential to advancing useful communication strategies for the sustainment of malaria control (*Deliverables 2.1 and 2.2, per the Links Media work plan*). Ten country communication assessments have been carried out since October 2013.

The results of the above assessments have been analyzed and along with previous assessments were used to create six (6) draft regional and country-level communication strategies for: Brazil, Colombia, Central America, Ecuador, Guyana, and the regional response to artemisinin resistance coordinated by the Pan American Health Organization (PAHO/WHO).

### IR 2 – Evidence-base communicated and used

Links Media continues to apply knowledge management practices to maintain a robust central repository of updated manuscripts, data, reports, and other important materials on the project website ([usaidami.org](http://usaidami.org), *Deliverable 3.2*), which has helped communicate the evidence base

created by AMI partners. On August 15, 2014 Links Media provided USAID an updated portfolio of AMI products available on the “Resources” section of the project website (*Deliverable 3.10*).

Links Media has researched, conceptualized, produced, and disseminated an array of information and communication products this quarter. These included news releases, updated fact sheets about the Amazon Malaria Initiative and on antimalarial medicine resistance (*Deliverables 3.7.a and 3.7.b*), and a quarterly bulletin detailing AMI partners’ activities (*Deliverable 3.5*, see Annex 1) which sparked a record number of 378 direct downloads from the AMI project website.

Based on research, partner interviews, and information gathered at the AMI/RAVREDA meeting in Nicaragua (March 2014), Links Media developed a draft communication strategy to complement the draft “Plan for Artemisinin Resistance Containment and Elimination in South America.” Links Media submitted its draft of this communication strategy (*Deliverable 2.3*) to USAID on September 11, 2014. The draft communication component of this strategy was presented to partners at the September 2014 AMI/RAVREDA Steering Committee meeting, and shared with PAHO/WHO in electronic format for comment. Links Media agreed with AMI partners that this draft communication strategy would be adjusted to reflect the regional consensus on the strategic direction for artemisinin resistance containment as set by South American countries.

In conjunction with SIAPS, Links Media assisted with the submission of a comprehensive abstract about the challenges faced, approaches applied, and results achieved by AMI partners in the context of low malaria incidence in the region of the Americas (*Deliverable 3.11.a*). The abstract was submitted on July 30, 2014 for consideration as a poster presentation at the annual American Society for Tropical Medicine and Hygiene (ASTMH) conference. The abstract to share lessons learned about malaria control in low transmission settings with scientists and researchers was accepted, and will be presented at the ASTMH conference to be held from November 2-4, 2014.

Links Media broadened AMI’s communication network in order to reach new audiences with messages about malaria, as reflected by growing numbers of social media followers and digital engagement statistics. New social media connections include the Second Global Malaria Action Plan (GMAP2), Fiocruz Amazônia, Johns Hopkins CCP, World Vision LAC, HC3 (a USAID-funded global communication capacity strengthening project), the Malaria Defense Project, Population Reference Bureau, LatAm Herald Tribune, the World Bank, and various other organizations and initiatives around the globe. Links Media contributed to increased networking by using a variety of channels to maintain partners and stakeholders abreast of state-of-the-art guidance for malaria control. We curated and distributed relevant third-party content. We also generated or disseminated new content to inform target audiences at the international, regional, and national levels about updated documents and publications that were produced by AMI partners with support from USAID, such as a popular infographic Links Media created to “Keep Calm and Prevent Malaria,” the final version of the instructional guide, “Tips for Lowering Pharmacy

Temperatures to Maintain Good Medicine Quality,” and a SIAPS policy brief on malaria control in remote mining areas of South America.

### **IR 3 - More inclusive and better informed policy process promoted**

As part of communication strategy development, Links Media has assisted countries’ NMCPs to identify and segment high-level audiences (e.g. decision-makers, public opinion leaders) that can become key allies in sustaining evidence-based practices for malaria control in AMI countries. Communication strategies developed for Brazil, Colombia, Ecuador, Guyana, and Central America laid the groundwork to advance USAID’s sustainability goals for malaria control.

Links Media provided technical assistance to AMI technical and country partners on how to create an enabling environment for the sustainability of proven malaria prevention and control policies and practices. Virtual engagement was a key method used to raise awareness and mobilize diverse LAC constituencies to support the prioritization of malaria control. Links Media advised PAHO/WHO to work together with recipients of the Malaria Champions of the Americas award each year to involve them in regional advocacy work for malaria control, as well as invite greater participation from private sector actors in the LAC region.

Additional details regarding key activities carried out and progress towards the achievement of AMI objectives during this period can be found below:

#### **Task 1. Design an AMI dissemination/communication strategy, and prepare annual dissemination/communication work plans.**

- 1.1 Links Media diligently collected input from rotating USAID/Peru CORs (Jaime Chang, Jo Jean Elenes, Armando Cotrina), USAID Washington staff (Natalia Machuca), PMI staff (Meera Venkatesan and Rene Salgado), partners PAHO/WHO, USP/PQM, MSH/SIAPS, CDC, and NMCPs of Amazonian and Central American countries to complete the multi-year AMI dissemination/communication strategy (*Deliverable 1.2*). Due to the need for a greater than anticipated amount of in-person and telephone meetings to gain partners’ agreement on the strategy, the timeline was expanded and additional level of effort was required to accomplish this task. Links Media made methodical revisions to the strategy document time and time again, as requested during alignment calls and meetings with USAID/Peru technical officers. Further, Links Media removed mentions of advocacy activities vis-à-vis US audiences, did away with more comprehensive activities that could not be achieved within the designated timeframe or within AMI partners’ USAID-supported scopes of work, and developed a realistic, detailed annual work plan based on activities that were actually performed by Links Media and/or other AMI partners during FY 2014. Links Media consulted with USAID at every step, and validated the information contained in the new strategy document with a systematic review tool.

Links Media completed the strategy document by bridging divergent understandings of its purpose and goals, clarifying the expectations of USAID/Peru, USAID/Washington, PMI, and PAHO/WHO, engaging with unsupportive partners, and refocusing the strategy on feasible actions. By the end of Q4 FY 2014, Links Media provided a coherent and relevant strategy document with a practical approach for implementation, which considers the current political, social, and epidemiological context of the LAC region, Links Media's own as well as partners' contract scopes of work, deliverables, and timeline. Finally, Links Media mitigated the cost of significant delays by continuing to execute other communication, dissemination, and TA tasks while during prolonged periods of review and delayed response from USAID/Peru.

**Task 2. Communication strategies designed for each of six Amazon countries (Brazil, Colombia, Ecuador, Guyana, Suriname, Peru), and one communication strategy for the bloc of Central American countries (Belize, Guatemala, Honduras, Nicaragua, and Panama)**

- 2.1. As mentioned above, advanced the country communication strategy development process, which consisted of: i) NMCP assessments using a standardized interview tool to determine overall malaria control priorities, strategic direction, and communication and advocacy needs; ii) analyzing responses; iii) conducting additional formative research through direct communication with NMCP and PAHO staff; iv) strategic planning and development on the basis of information gathered; v) strategy review by NMCP staff for field verification and fact-checking, vi) identifying modifications or course corrections; and vii) submission to COR for approval and feedback (*Deliverables 2.1, 2.2 and 2.3*).
- 2.2. Completed communication and outreach needs assessments with NMCP managers and staff from Panama and Peru. These assessments had been delayed as a result of NMCP personnel turnover, thus our initial country assessments were completed on September 8 and September 17, 2014, respectively. This formative research process provided the basis for understanding current malaria control priorities and direction in order to move forward with communication strategy development (*Deliverable 2.2*).
- 2.3. Tracked country responses regarding the development of communication strategy outlines and needs for potential communication training or technical assistance activities by gathering more precise details about activities and objectives from NMCP staff in Brazil, Ecuador, Guatemala, and Guyana (*Deliverables 2.2 and 2.3*). Took advantage of the AMI/RAVREDA September Steering Committee meeting to hold an in-person meeting with Ecuador's NMCP representative, Dr. Luis Enrique Castro Saavedra. Followed up on a previous interview, reviewed communication objectives and audiences, and received updates on the current status of Ecuador's ongoing health sector reform. Also conducted an in-person interview with the Peruvian NMCP representative, Dr. Jorge Escobedo, during his attendance of the Steering Committee meeting in Washington, DC. Revised communication strategies accordingly.
- 2.4. Systematized and analyzed existing data on reduced sensitivity to artemisinin in Guyana Shield countries, including but not limited to antimalarial efficacy surveillance data, recent AMI/RAVREDA steering committee presentations and discussions, results of the 2013 knowledge, attitudes and practices (KAP) study done in Suriname, as well as regional

meeting summaries. Developed a comprehensive draft of an initial health communication strategy targeting gold miners and related populations in support of the regional response to contain artemisinin resistance (*Deliverable 2.3*). As soon as PAHO/WHO's first draft of the "Plan for Artemisinin Resistance Containment and Elimination in South America" was shared with AMI partners on September 3, 2014, Links Media used it as a reference to modify a preliminary draft communication strategy that had been created using available data on the situation in the region. The revised draft was submitted to USAID on September 11, 2014, and shared with PAHO/WDC and other partners on September 16, 2014 at the September AMI/RAVREDA meeting. During the September 2014 AMI/RAVREDA Steering Committee meeting, Links Media suggested that the first draft of the regional plan should do more to take existing data on gold miners' health behaviors into account, in order to develop feasible strategies that will be effective under current operational conditions. While some information gaps may remain, Links Media cited findings from recent operational research such as the KAP study conducted by PAHO/WHO and MSH/SIAPS in mining areas of Suriname. PAHO/WDC requested that Links Media wait until the after regional artemisinin resistance plan is defined in order to finalize the communication component. Completion of the overall regional plan is expected by December 2014.

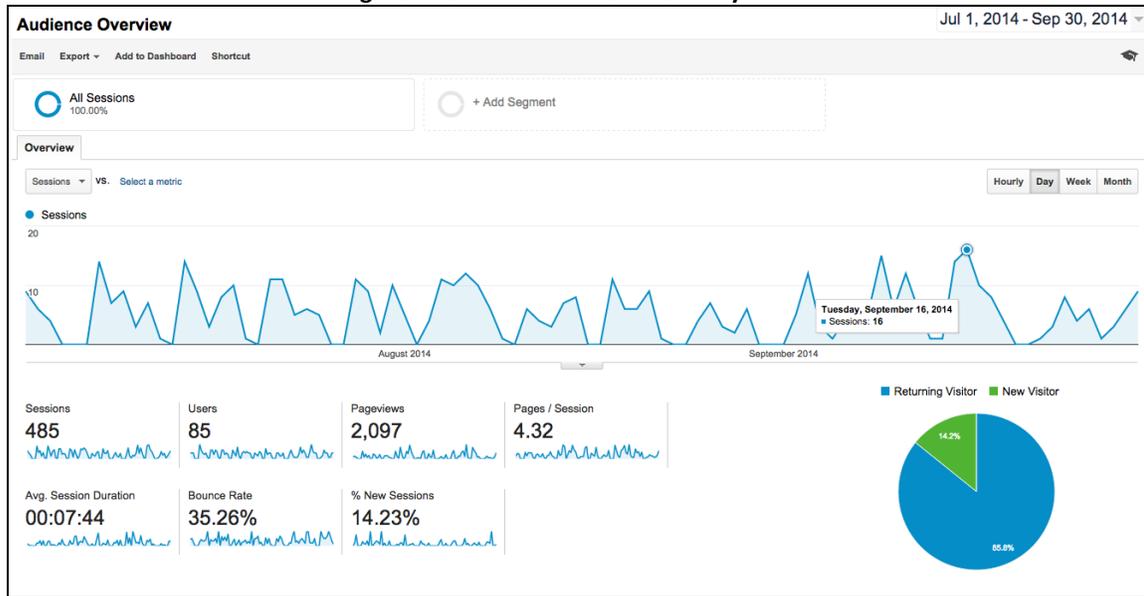
### **Task 3. Develop and produce messages, dissemination and communication materials and instruments.**

- 3.1. Implemented weekly website updates, including addition of partner documents to "Malaria News & Events," "AMI News," and "Resources" sections of the website for dissemination purposes (*Deliverables 3.2 and 3.4*). Disseminated a SIAPS policy brief via the website, as well as shared information about a Harvard University malaria workshop and field course open to Latin American researchers and graduate students, to be co-sponsored by Brazil's Oswaldo Cruz Foundation, the Brazilian Federal Agency for the Support and Evaluation of Graduate Education, and other local institutions.

Enhanced the AMI website by adding an annual Events Calendar in English and Spanish under the "News" section. The calendar includes both AMI meetings and external conferences of interest to technical and country partners, and was formatted to help end users visualize items chronologically. Because it is based on a Google application, the public calendar can be updated by all AMI partners through a Google email address. Updated the website with relevant news from AMI partners, publications, and events (*Deliverable 3.2*).

Used Google Analytics to monitor project website's effectiveness and reach with the audiences of interest (AMI technical and country partners). Website analytics below examine Q4 performance compared to the Q3 baseline.

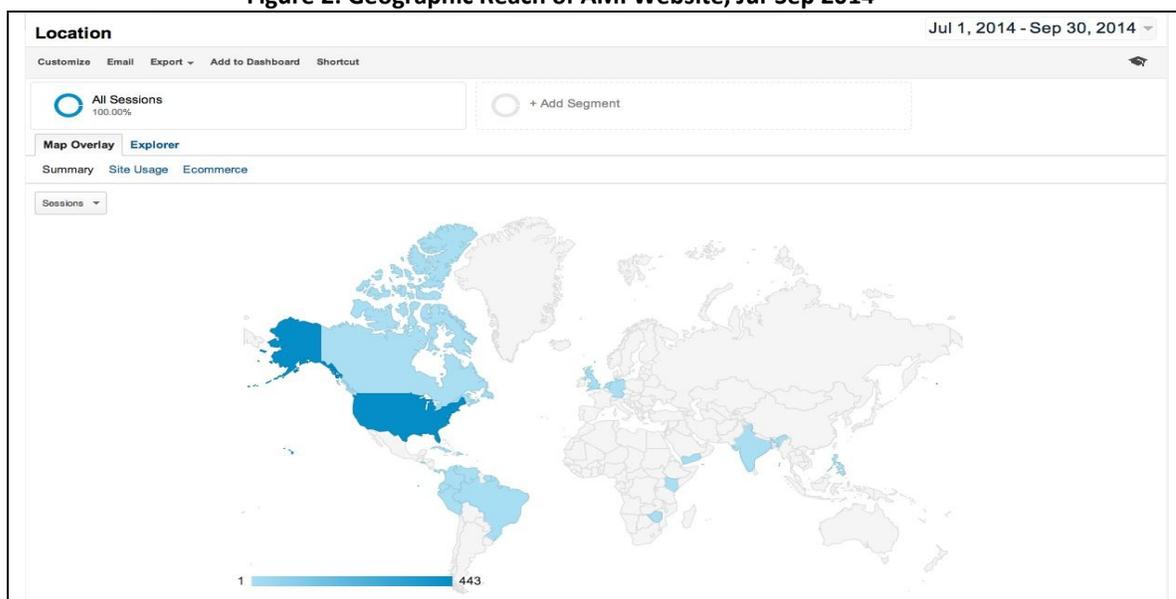
Figure 1: Overview of Website Analytics



From July 1-September 30, 2014, the AMI project website had 2,097 unique page views during 485 web sessions. Compared to the previous quarter, the number of unique page views for the website decreased from 2,522. The spike in website sessions on September 16, 2014 (see Figure 1) may have been attributed to Links Media’s dissemination of a SIAPS policy brief on multiple social media platforms and/or reminder at the AMI/RAVREDA Steering Committee meeting. The number of total users decreased this quarter to 85 users, compared to Q3 when there were 327 users. Meanwhile, note that the Google Analytics measurement tools enabled for the [usaidami.org](http://usaidami.org) website do not include clicks and views of specific pieces of content such as PDF documents. Thus, our Google Analytics statistic belie the fact that users clicked 378 times on a Bit.ly link that went directly to the Q3 AMI news bulletin available on the “Resources” section of the website. With activity driven primarily by social media promotion, this single piece of content garnered 233 views on July 31, and 59 views on August 1, 2014 with the remaining views spread out over the following months.

Fourteen percent of all visits this quarter were from new users, while 86% were returning users. The bounce rate in Q4 decreased to 35% from last quarter’s high mark of 47%, showing that most users are staying on the AMI website for longer. Data showed an increase in the number of pages explored during each website session, and revealed that users took their time to consume a variety of content. On average, users this quarter viewed 4.3 pages out of the total of 7 each session, as compared to 3.5 pages per session last quarter. Average session duration also increased during Q4 by almost 2 minutes and 30 seconds, for an average of 7 minutes and 44 seconds per user. These website statistics show that a loyal core group of visitors is returning for updated information, which is in fulfillment of the project website’s intended function.

**Figure 2: Geographic Reach of AMI Website, Jul-Sep 2014**



**Figure 3: Top Countries that Accessed [usaidami.org](http://usaidami.org) from July 1-September 30, 2014**

Country / Territory ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>485</b> % of Total: 100.00% (485)	<b>14.23%</b> Site Avg: 14.23% (0.00%)	<b>69</b> % of Total: 100.00% (69)	<b>35.26%</b> Site Avg: 35.26% (0.00%)	<b>4.32</b> Site Avg: 4.32 (0.00%)	<b>00:07:44</b> Site Avg: 00:07:44 (0.00%)
1. <b>United States</b>	<b>443</b> (91.34%)	<b>9.26%</b>	<b>41</b> (59.42%)	<b>32.96%</b>	<b>4.52</b>	<b>00:08:15</b>
2. <b>Brazil</b>	<b>6</b> (1.24%)	<b>66.67%</b>	<b>4</b> (5.80%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
3. <b>Canada</b>	<b>4</b> (0.82%)	<b>25.00%</b>	<b>1</b> (1.45%)	<b>75.00%</b>	<b>1.25</b>	<b>00:00:02</b>
4. <b>Netherlands</b>	<b>4</b> (0.82%)	<b>25.00%</b>	<b>1</b> (1.45%)	<b>25.00%</b>	<b>3.25</b>	<b>00:00:51</b>
5. <b>Ecuador</b>	<b>3</b> (0.62%)	<b>100.00%</b>	<b>3</b> (4.35%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
6. <b>United Kingdom</b>	<b>3</b> (0.62%)	<b>66.67%</b>	<b>2</b> (2.90%)	<b>0.00%</b>	<b>3.33</b>	<b>00:02:09</b>
7. <b>French Guiana</b>	<b>3</b> (0.62%)	<b>33.33%</b>	<b>1</b> (1.45%)	<b>66.67%</b>	<b>1.67</b>	<b>00:07:29</b>
8. <b>Colombia</b>	<b>2</b> (0.41%)	<b>100.00%</b>	<b>2</b> (2.90%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
9. <b>Cuba</b>	<b>2</b> (0.41%)	<b>50.00%</b>	<b>1</b> (1.45%)	<b>50.00%</b>	<b>3.50</b>	<b>00:01:54</b>
10. <b>Dominican Republic</b>	<b>2</b> (0.41%)	<b>50.00%</b>	<b>1</b> (1.45%)	<b>0.00%</b>	<b>2.50</b>	<b>00:03:04</b>

Links Media found that this quarter’s top users came almost exclusively from the United States as compared to last quarter, when many users came from the LAC region (Figures 3 and 4). Ninety one percent of users came from the United States, with the next closest country being Brazil at 1.24%. Figures 2 and 3 above show that three of the top ten countries receive support from AMI (Brazil, Ecuador and Colombia). French Guiana’s presence was also appropriate, as it is an overseas territory of France in South America that participates in RAVREDA.

**Figure 4: Patterns of AMI Website Use via Mobile Devices from July 1-September 30, 2014**

Primary Dimension: Device Category						
Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	485 % of Total: 100.00% (485)	14.23% Site Avg: 14.23% (0.00%)	69 % of Total: 100.00% (69)	35.26% Site Avg: 35.26% (0.00%)	4.32 Site Avg: 4.32 (0.00%)	00:07:44 Site Avg: 00:07:44 (0.00%)
<input type="checkbox"/> 1. desktop	481 (99.18%)	13.51%	65 (94.20%)	35.14%	4.34	00:07:46
<input type="checkbox"/> 2. mobile	2 (0.41%)	100.00%	2 (2.90%)	50.00%	1.50	00:07:45
<input type="checkbox"/> 3. tablet	2 (0.41%)	100.00%	2 (2.90%)	50.00%	2.50	00:01:48

Google Analytics showed that most users of the website were accessing content through their desktop computers as compared to Q3, when many users were using mobile technology for access (Figure 4). In sum, this quarter’s website analytics showed fewer sessions, users, and unique page views, but a reduced numbers of users seemed to be looking at more website content and exploring many pages during each session.

3.2. To increase information sharing among partners, Links Media developed and distributed Volume 1, Issue 3 of the quarterly AMI news bulletin (*Deliverable 3.5*, see Annex 1) to over 300 AMI stakeholders via an email list serve, website, and social media. The bulletin detailed AMI technical and country partners’ activities from April to June 2014, and also served as a tool for reaching external audiences like the international donor community, decision-makers in participating AMI countries, and the general public. As a single product, this bulletin is the only document that regularly summarizes the partners’ lines of action. This informational product issued on behalf of USAID/AMI raises awareness, promotes coordination by informing partners of recent activities, achievements, and upcoming events in a timely fashion, and provides the bigger picture to partners regarding the cumulative effect of their technical interventions. Bulletin updates were sought from all partners, and input was obtained from PAHO, USAID/Peru, CDC, SIAPS, and PQM. Activities in Ecuador, Guyana, Nicaragua, Peru and Suriname were highlighted from a country perspective; notification of activities and achievements may increase the likelihood of South-South technical assistance and knowledge sharing. Aside from direct distribution via email and AMI social media, the bulletin was promoted on PMI’s Twitter feed and disseminated on a variety of international development sharing platforms such as Eldis, ReliefWeb, and USAID’s Development Experience Clearinghouse. According to Bit.ly statistics, users downloaded the AMI bulletin from [usaidami.org](http://usaidami.org) 378 times this quarter. Whereas the PDF of the AMI bulletin was posted as content on other websites, the number of additional downloads from external websites is not known.

3.3. In order to put malaria control on the public agenda, Links Media issued news releases about malaria in the Americas in English, Spanish, and Portuguese to coincide with the International Day of the World’s Indigenous Peoples on August 9, 2014 (*Deliverable 3.6*, see Annex 2). The news releases focused on recent epidemiological data from the region that showed the disproportionate impact of malaria on indigenous peoples. A concrete

example of success in working with indigenous peoples on malaria control in Waspán, Nicaragua was given, accompanied by a high-resolution photograph. Public distribution of the news release was primarily done through social media; however, selected journalists from countries supported by AMI were also targeted via email distribution. An additional news release about the September 2014 AMI/RAVREDA Steering Committee meeting in Washington, DC was drafted, but not cleared for release by USAID/Peru.

- 3.4. With the goal of sharing AMI partners' knowledge and lessons learned about malaria control in the Americas among key target audiences, Links Media identified and prepared for appropriate opportunities to disseminate the evidence base, such as:
  - 3.4.1. Developed a poster abstract with SIAPS for the annual American Society of Tropical Medicine and Hygiene (ASTMH) annual meeting about AMI's lessons learned for approaching new challenges to malaria control as an integrated regional effort. The purpose of this poster presentation is to reach over 3,700 individuals involved in U.S. and international health research and practice from academia, the military, federal agencies, foundations, non-profits and private corporations with the AMI evidence base. Links Media's communication support helped to unify AMI's many multi-disciplinary approaches in a single clear and concise abstract that will disseminate the program's lessons learned to audiences from around the world. Links Media drafted content, performed fact-checking, and obtained pre-submission approval from USAID/Peru. Partners were notified of ASTMH acceptance in October 2014 (*Deliverable 3.11.a*).
  - 3.4.2. Prepared messages and materials for Malaria Day in the Americas on November 6, 2014 in collaboration with USAID/Peru and PAHO/WHO. Submitted a Google Doodle proposal to the design team at [proposals@google.com](mailto:proposals@google.com) to raise awareness of malaria in LAC for Malaria Day in the Americas. Proposal (see Annex 4) indicated that search engine illustration should run on national Google search engine pages in the countries of Belize, Brazil, Colombia, Ecuador, Guatemala, Guyana, Honduras, Nicaragua, Panama, Peru, Suriname, and the United States. Acceptance of proposal is pending. (*Deliverable 3.1*).
- 3.5. To achieve the intermediate result that the evidence base be communicated to and used by key target audiences, Links Media crafted and disseminated messages about malaria prevention and control for audiences including AMI partner governments, donors, cooperation agencies, research institutions, and the general public through regular engagement on Facebook, Twitter, LinkedIn, Flickr, and Instagram (*Deliverable 3.4*, see Annex 3). AMI's "Likes" on [Facebook](#) grew by 2% to 546, [Twitter](#) followers increased by 10% to 635, membership in the [LinkedIn](#) group grew to 28, and [Instagram](#) garnered 218 followers. Enhanced social media engagement helped to raise awareness of malaria control in the Americas. New connections made with similar initiatives and organizations further broadened AMI's base of support for regional malaria control efforts.

Links Media tracked the performance of our social media management tactics as follows:

3.5.1. *Facebook* – Through proactive outreach and engagement via Facebook, the AMI project page on Facebook grew in likes, overall user engagement, and reach. Figure 5 below shows that the AMI page received 15 new “Likes” during this quarter, increasing from 531 to 546 by quarter’s end. Growth in likes was considerably slower as compared to Q3, when 100 new likes were added.

**Figure 5: Facebook Page Likes**



Links Media posted less frequently on the AMI Facebook page during Q4, which may explain the slowed growth in new “Likes.” However, user engagement remained steady with actions such as likes, comments and shares reaching an all-time high in relation to content posted on August 21, 2014.

**Figure 6: Facebook Engagement July 31-September 30, 2014**

09/25/2014 9:15 am	Día de la Malaria en las Américas :: Malaria Day in the Americas :: Dia da Malária nas Américas			17		2 0	
09/17/2014 2:53 pm	The Systems for Improved Access to Pharmaceuticals and Services (SIAPS) Program is			112		14 5	
08/28/2014 3:04 pm	Smartphone app that detects malaria in blood has the potential to save thousands! #Malaria			255		7 6	
08/25/2014 1:27 pm	<a href="http://www.bbc.com/news/health-28689066">http://www.bbc.com/news/health-28689066</a>			131		5 4	
08/21/2014 12:48 pm	Timeline Photos			347		24 24	
08/18/2014 1:42 pm	500 days left until the 2015 target date to achieve the MDGs, including #malaria reduction goals			331		3 4	
08/11/2014 2:50 pm	Have you read the latest AMI newsletter from July 2014? If not, check it out now! <a href="http://bit.ly/1rNprBa">http://bit.ly/1rNprBa</a>			235		9 11	
08/08/2014 12:33 pm	Avanzan los esfuerzos para el control de la malaria y la protección de los pueblos indígenas			45		1 3	
08/04/2014 2:29 pm	The 20lb Pharmachk device developed by researchers at Boston University with support from			190		8 14	
07/31/2014 4:31 pm	Tips for Lowering Pharm. Temp. to Maintain Good Medicine Quality			38		9 0	

- 3.5.2. *Twitter* – @AmazonMalaria’s Twitter followers increased from 575 to 634 this quarter. The Second Global Malaria Action Plan (@GMAP\_2), Fiocruz Amazônia, Johns Hopkins CCP, World Vision LAC, HC3 (a USAID-funded global capacity strengthening project, @HealthCommCapacity), the Malaria Defense Project (@NetsInAction), Population Reference Bureau (@PRBdata), LatAm Herald Tribune, the World Bank (@BancoMundial), and various other organizations and initiatives around the globe began following @AmazonMalaria this quarter.
- 3.5.3. *LinkedIn* – While small, this platform micro-targets a core group of AMI partners and stakeholders such as PAHO country focal points for malaria, NAMRU-6, etc. who either do not use other social media like Facebook, or prefer to conduct professional networking on their areas of technical expertise via LinkedIn. Links Media used the AMI LinkedIn group for direct distribution of the AMI quarterly bulletin, with notifications sent directly to members. The group grew from 22 to 28 members during Q4.
- 3.5.4. *Instagram* – Links Media established an Instagram profile for AMI at the end of Q3 (see: <http://instagram.com/amazonmalaria>). Uploads of high-resolution images with AMI photo credits, as well as unique infographics with relevant

quotes and hashtags, resulted in the acquisition of 218 new followers by the end of Q4.

- 3.5.5. *Wikipedia* – Improved adherence to Wikipedia’s content development guidelines and open-source writing process this quarter resulted in Wikipedia moderators’ approval of the “Amazon Malaria Initiative” page created by Links Media for public viewing. The new content enhances AMI’s web presence because Wikipedia entries rank highly on internet search engines. It also increases the availability of fact-based resources on search engine results about malaria control in the Americas. One lesson learned was that while some of the Wikipedia content Links Media had drafted included citations from the AMI website and technical partners such as PAHO, this substantiation of facts is not sufficient for Wikipedia editors. Links Media recommends that the Wikipedia content be monitored for accuracy now that other Wikipedia contributors can alter the facts presented; however, the requirement that other contributors provide third-party validation exists as assurance that the AMI entry will be properly maintained for posterity.
- 3.6. Updated two (2) AMI fact sheets on the following topics: Overview of Initiative (*Deliverable 3.7.a*) and Antimalarial Medicine Resistance (*Deliverable 3.7.b*).
- 3.7. During participation in the September 2014 AMI/RAVREDA Steering Committee meeting, presented information gathered through communication assessments with technical and country partners as the basis for developing nine communication strategies to support the sustainability of malaria control efforts in the region.
- 3.8. Delivered an outline and creative brief for the AMI annual report for FY 2014 to USAID COR (*Deliverable 3.12*). Continued to work with international partners to obtain information for the report. Collected relevant information about AMI activities and progress at the September 2014 Steering Committee meeting in Washington, DC through partner presentations, data sets, sample materials from the field, and email follow-up.
- 3.9. Disseminated the updated AMI brochure in print at the September 2014 AMI/RAVREDA Steering Committee meeting. Using Bit.ly to measure the AMI website and social media, Links Media tracked 90 downloads of the brochure in the first month after its release (*Deliverable 3.9*).

**Task 4. TA in the design and implementation of dissemination/communication strategies and/or activities provided to USAID and other AMI partners, including annual follow-up of and limited consultancy in the implementation of countries’ communication strategies developed through Task 2.**

- 4.1. Targeted partner countries’ NMCPs with communication about the Malaria Champions of the Americas annual competition, positioning the competition as an opportunity to gain recognition and raise awareness of their work. Disseminated instructions on how to access the online application for Malaria Champions of the Americas via the PAHO/WHO website.
- 4.2. Communicated with the Brazilian NMCP to better understand the need for communication technical assistance from Links Media (whether related to better

coordination of decentralized health authorities' activities, or itinerant miners in the Guyana Shield border region) and possible organization of a workshop around the March 2015 AMI/RAVREDA evaluation meeting in Brazil. Identified incorrect information about AMI and RAVREDA on the Brazilian NMCP's malaria website. Coordinated with the NMCP staff and PAHO/WHO to provide the correct information in Portuguese. As a result, the Brazilian Ministry of Health updated its malaria website on September 30, 2014.<sup>1</sup>

- 4.3. Received a request from the Guatemalan NMCP to provide technical input into the social and health communication component of an updated National Strategic Plan for Malaria Elimination (2015 – 2020). In-person technical assistance was requested for a workshop to be organized by the Guatemalan Ministry of Health's Sub-Program for Malaria (NMCP). This request was discussed with USAID and deemed appropriate, in order to document and systemize technical input, which could be used by countries in the region. This workshop was originally scheduled for August/September 2014 and was postponed for October 2014.
- 4.4. Received a request from the Panamanian NMCP to assist with the development of research protocol for operational research with indigenous populations, based on the fact that people of indigenous descent accounted for 89% of all malaria cases reported in Panama in 2013. Anthropological research was requested in order to identify the deficiencies in recent attempts to promote bednet use and to recommend more effective ways of promoting individuals' use of bednets for vector control during future interventions.

#### **Task 5. Provide editorial support to other AMI partners for key dissemination/communication materials.**

- 5.1 Translated the fact sheet entitled "Antimalarial Drug Resistance" into Spanish and Portuguese (*Deliverable 5.1*) to enable its use by NMCPs throughout the LAC as an advocacy tool. Topic of the fact sheet relates to a key emerging issue for regional malaria control efforts that will require the support of government decision-makers in AMI-supported countries, hence the importance of having a quick reference in multiple languages. Laid out document in all languages and submitted to USAID for pre-production approval on September 29, 2014.

#### **Future Activities**

Per Links Media's annual work plan, the following activities are proposed for the period October 1 through December 31, 2014:

#### **Reports and Plans**

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<sup>1</sup> See the Brazilian Secretariat for Health Surveillance's (SVS) Malaria Portal: <http://portalsaude.saude.gov.br/index.php/o-ministerio/principal/leia-mais-o-ministerio/662-secretaria-svs/vigilancia-de-a-a-z/malaria/11344-orientacoes>.

- Prepare an annual program review report detailing Links Media's progress during Performance Year 1 (*Deliverable 0.4*).

**Task 1. Design an AMI dissemination/communication strategy, and prepare annual dissemination/communication work plans.**

- Submit an annual work plan for FY 2015 and M&E indicators for all AMI partners to accompany the multi-year dissemination/communication strategy for malaria control in the Americas, in coordination with PAHO/WHO (*Deliverable 1.2*).

**Task 2. Communication strategies designed for each of six Amazon countries (Brazil, Colombia, Ecuador, Guyana, Suriname, Peru), and one communication strategy for the bloc of Central American countries (Belize, Guatemala, Honduras, Nicaragua, and Panama)**

- **Central America:** Revise draft strategy from April 2014 based on new information obtained from Guatemala, Nicaragua and Panama NMCPs in Q3 and Q4 of FY 2014, address the overall Initiative to Eliminate Malaria in Mesoamerica and the Island of Española (EMMIE) strategy within the approach, share revised draft with countries' NMCPs (with facilitation by PAHO/WHO), and obtain NMCPs' feedback.
- **Brazil:** Send general malaria communication strategy to the NMCP for review and approval. Consider whether to support the development of a more specific strategy for Brazilian miners during the coming year, intended to deal with Brazilians who contract malaria in illegal mining areas in Guyana Shield countries, or to proceed with more generic national approach. Organize workshop on chosen focus area in conjunction with the AMI/RAVREDA meeting in Rio de Janeiro from March 9-12, 2015.
- **Colombia:** Based on exchanges with the NMCP and the PAHO country office, modify the communication strategy away from a malaria-specific focus towards a more general approach for vector-borne diseases with malaria included among them. This reorientation is intended to make the document more applicable for use by Colombia's Ministry of Health and National Health Institute.
- **Ecuador:** Send draft strategy to NMCP for review. In light of health system reorganization, continue to work with Ecuador to finalize the draft strategy by February 2015 and present the strategy at the March 2015 AMI/RAVREDA meeting. NMCP should be fully integrated into new health structure by February 2015.
- **Guyana:** Discuss strategy implementation and identify gaps in capacity for execution of communication strategy with Guyana NMCP and PAHO. Provide virtual consultation.
- **Peru:** Use analysis of initial assessment to develop a communication strategy outline, which may focus on a specific area (Loreto) with malaria burden and specific affected populations (indigenous) pending USAID approval.
- **Suriname:** Participate in the AMI/RAVREDA follow-up and consultation meeting in Suriname from November 11-13, 2014 to obtain needed information from the Suriname NMCP and PAHO focal point. Coordinate with PAHO/WDC and MSH to accompany

Suriname's decision-making process as to how it will address malaria among gold miners on the border with French Guiana, in order to draft this strategy.

- **Artemisinin resistance:** Participate in the AMI/RAVREDA consultation meeting in Suriname from November 11-13, 2014 to ensure communication is considered throughout the design of the regional strategic plan. Completion of the "Plan for Artemisinin Resistance Containment and Elimination in South America" is expected by December 2014. Links Media will seek to have country and technical partners incorporate some components of the draft communication strategy into the plan, as well as to have partners incorporate the findings from social science research.

### **Task 3. Develop and produce messages, dissemination and communication materials and instruments.**

- Finalize AMI Annual Report for FY 2014, detailing technical and country partners' progress.
- Develop messages on malaria control in the LAC region in accordance with the key messages defined in the overall dissemination/communication strategy. Messages will be disseminated via traditional media outreach, social media engagement, and other information sharing platforms to reach target audiences for malaria control.
- Provide assistance to the PAHO/WHO Regional Malaria Program to execute the annual Malaria Day in the Americas event in Washington, DC. Activities may include media outreach, development of a turn-key social media promotion strategy, and production of informational materials on malaria work supported by USAID and PAHO/WHO in the LAC region.
- Promote 2014 Malaria Champions of the Americas as public spokespersons for malaria prevention and control in the LAC regional. Issue news releases.
- Issue a news release in English, Spanish, and Portuguese about the AMI/RAVREDA follow-up meeting in Suriname from November 11-13, 2014.
- Increase social media engagement. The use of short, catchy posts with links to photos and videos related to AMI and global malaria control efforts have proven to be the most effective at receiving likes, shares, and reaching a wider audience. Links Media will seek to increase the volume of posts generated by AMI partners to be distributed on AMI social media (*Deliverable 3.4*).
- Translate Wikipedia page for the topic: "Amazon Malaria Initiative" into Spanish and Portuguese.

### **Task 4. TA in the design and implementation of dissemination/communication strategies and/or activities provided to USAID and other AMI partners, including annual follow-up of and limited consultancy in the implementation of countries' communication strategies developed through Task 2.**

- From October 22-24, 2014, provide the Guatemala NMCP with input regarding health communication for malaria control during a planning workshop for the development of

a national strategic plan for malaria control. The many malaria control actors in the country are currently disjointed and NMCP coordination has not been effective, given resource and capacity constraints in recent years. As a result, malaria control activities have languished and so have expected results. Following a recent change in NMCP personnel, this meeting is intended to reestablish an integrated strategic plan for malaria control in Guatemala that is carried out by a wide variety of stakeholders working in unison. The strategic plan will serve as an important framework for defining specific messages, target audiences, and channels for communication activities. Links Media's contributions will be documented so that other countries in the region can benefit from our recommendations (*Deliverable 4.2.a.*).

#### **Task 5. Provide editorial support to other AMI partners for key dissemination/communication materials.**

- Use system for tracking requests and Links Media's editorial services support process to structure partner requests for editorial and graphics services. To date, very few partner requests for assistance have been received, rendering the tracking system irrelevant in the short term.
- Provide manuscript support to AMI partners with use of Google Drive as internal document sharing platform.

### **Challenges and Solutions**

Links Media encountered the following challenges to progress:

- Prolonged client review of deliverables
- Sometimes contradictory and fragmented feedback from multiple CORs and AMI partners
- Continually evolving health system reorganization processes in countries of performance, which affected baselines for developing various strategies
- Underestimation by USAID of its required timeline for completion of communication strategies versus country and regional readiness to define the strategic direction of malaria control efforts
- Lack of synchronization between USAID, prominent partners such as PAHO/WHO, and other stakeholders such as PMI regarding the scope of Links Media's communication TA, timeline for execution, and budget

As a solution to communication and coordination challenges mentioned above, Links Media proposes to hold quarterly conference calls that include the COR, PAHO/WHO, and PMI. Calls are expected to bridge divergent understandings of the communication component's contributions to AMI, improve information sharing, and also help to correct the misalignment between USAID-supported activities and the perceived need for communication TA in countries of performance.

Regarding the point that countries' NMCPs have requested more direct implementation from Links Media than its contract allows, Links Media has addressed this disconnect by communicating clearly and consistently about the limitations of our scope of work in order to manage AMI countries' expectations of communication TA. Going forward, Links Media intends to stay focused on the original contract scope of work and remain consistent in communicating the purpose and goals of our work.

## **Financials**

Report on accrued expenditure will be submitted separately.

## **Environmental Compliance**

All activities under the contract fall within those covered by the categorical exclusion as per ETD LAC-IEE-11-60.

## Annex 1: Quarterly AMI News Bulletin



# AMAZON MALARIA INITIATIVE

AMI Quarterly Bulletin • July 2014  
Volume 1, Issue 3

Photo: Marieke Heemskerk

### International Partner Highlights

The **Pan-American Health Organization (PAHO)** has been collaborating closely with the World Health Organization (WHO)/Global Malaria Program (GMP) to update the recommended regional treatment guidelines based on malaria trends detected by the AMI/RAVREDA network. Together with WHO/GMP, PAHO is developing a “Plan for Artemisinin Resistance Containment and Elimination in South America,” in alignment with AMI/RAVREDA strategies and designed to complement the existing AMI framework. In addition, PAHO has continued to provide technical assistance to AMI countries. PAHO’s Strategic Fund for the joint purchasing of medicines has worked closely with Guatemala and Guyana to strengthen their capacity for monitoring stocks of antimalarial medicines as well as to improve their reporting to the Performance Review and Assessment of Implementation System (PRAIS).



In four months, over 130 patients were enrolled in the **U.S. Centers for Disease Control and Prevention (CDC)**'s *in vivo* monitoring of the efficacy of the standard treatment for *P. vivax* malaria in Acre state, Brazil. This public health surveillance activity will take place through December 2014. Also in Brazil, the ethical committee of the *Instituto Evandro Chagas* approved the CDC's evaluation protocol for the RealAmp platform. RealAmp is a simple portable device that integrates the isothermal amplification technique (LAMP) with a fluorescent detection unit. As a new platform, it will be tested in Brazil as a tool for the collection of real-time surveillance data. The CDC continues to participate with Peru's National Institute of Health in a demonstration project that characterizes the mechanisms of insecticide resistance in *Anopheles albimanus*, a major malaria vector throughout the Americas, to promote the selection of evidence-based vector control tools in Peru. Finally, the CDC will facilitate a training workshop for Honduran entomologists on the interpretation of insecticide resistance surveillance data and the use of bioassays in the testing of insecticide-treated bed nets in September 2014.



Photo: Marieke Heemskerk

The USAID-funded **Systems for Improved Access to Pharmaceuticals and Services Program (SIAPS)** made progress towards institutionalizing national and regional mechanisms to ensure a continuous supply of antimalarials, particularly in low-incidence areas. Six countries have adopted and implemented revised criteria for the distribution of antimalarials in low-incidence areas. SIAPS staff collected information to assess this development in Ecuador, Colombia, Guyana, and Peru, and will continue the evaluation process for an in-depth analysis of malaria pharmaceutical management in the region, which will help to shape future technical support. A technical document was published concerning the state of antimalarial pharmaceutical management as well as the impact of AMI interventions in Ecuador and Colombia. SIAPS has continued its decentralized technical assistance to Loreto, Peru, and gathered information for a similar situational assessment. SIAPS representatives in Peru shared their findings with the Director of the National Pharmaceutical Directorate (DIGEMID).

DISCLAIMER: Bulletin contents do not necessarily reflect views or endorsements of the United States Agency for International Development or the United States Government.

**The Promoting the Quality of Medicines (PQM)** program, a cooperative agreement between USAID and the **U.S. Pharmacopeial Convention (USP)**, is currently developing a proposal with the National Malaria Control Program (NMCP) in Brazil to strengthen quality assurance/quality control for malaria medicines. This proposal, which aims to complement existing collaboration between the NMCP, PAHO, and the Federal University of Minas Gerais' School of Pharmacy, will be submitted to ANVISA, Brazil's medicine regulatory agency. As follow-up to a regional training delivered in Colombia in 2013, PQM has initiated inter-laboratory proficiency testing to assess the capacity of selected AMI countries' Official Medicine Quality Laboratories to test Artemether-Lumefantrine fixed-dose combination tablets, a medicine used in many AMI countries as the first-line treatment for uncomplicated *P. falciparum* malaria. Participating countries are Brazil, Colombia, Ecuador, Guyana, Peru, and Suriname. PQM is developing an internet-based tool that will strengthen regulators' capacity to perform visual and physical inspection of medicines in the field. This tool will allow inspectors to retrieve information about medicines in situ to assess compliance with registration specifications. A pilot assessment of the tool in selected countries is expected during the last quarter of 2014. PQM will convene a workshop with representatives of relevant Latin American government institutions and academia to discuss the development of a sustainable framework for South-South collaboration. The goal is to use regional professional and technical resources from public and private organizations, whether governmental or academic, to ensure that countries' needs for quality control are properly addressed independently of international technical or financial assistance. This workshop will take place in Peru during the last quarter of 2014.



Photo: PAHO

As a result of **Links Media's** knowledge dissemination efforts, selected materials produced by AMI partners were shared via digital information services including Malaria Nexus, Eldis, ReliefWeb, and USAID's Development Experience Clearinghouse. Among these materials was a new project brochure that Links Media created highlighting contributions USAID has made to malaria prevention and control in the Americas through AMI. Communication assessments were carried out by telephone with NMCP representatives in Guatemala and Nicaragua. In addition, Links Media collaborated with PAHO to promote the open call for nominations for the 2014 Malaria Champions of the Americas competition and a survey to help set malaria research priorities. Links Media continued to manage online stakeholder engagement on behalf of AMI. The AMI website has been updated to include a more streamlined "Resources" page to help end users identify materials by topic. During the 2014 World Cup, AMI participated in the Roll Back Malaria social media campaign featuring internationally renowned footballer Didier Drogba. This included disseminating AMI-specific information using key hashtags and messages. From April to June 2014, AMI's "Likes" on Facebook grew by 25%, Twitter followers increased by 11%, and a new Instagram profile was created to share visual information.

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## Country Spotlight

### Colombia



Photo: PAHO

In the month of June, several community campaigns were held in the departments of Córdoba and Antioquia to educate at-risk populations in the proper use of mosquito nets. Colombia's National Malaria Control Program, PAHO, and the Global Fund's Colombia Malaria Project (PMC) organized a meeting on the social component for malaria control. In addition, the Ministry of Health and PAHO held a workshop to validate a set of guidelines on information, education, communication and social mobilization (IECMS) for public health developed by the Universidad del Valle's Center for the Development and Evaluation of Public Health Policies and Technology (Cedetes). Multiple stakeholders provided input for the document, which is expected to establish national health communication and education guidelines.

### Nicaragua



Photo: PAHO

PAHO conducted a capacity building workshop in Puerto Cabezas for insecticide resistance monitoring in areas of high, medium, and low malaria transmission. Six people were trained in using the CDC bottle bioassays. Using this method, the mosquito species *Anopheles albimanus* was found to be 100% susceptible to the insecticides Etofenprox, Deltamethrin, and Alphacypermethrin in various parts of the country. In June, PAHO provided support to a training workshop to help strengthen the capacity of lab workers from Nicaragua's National Reference Center for Diagnosis (CNDR MINSA) in using microscopy diagnosis. In addition, the PAHO/WHO focal point in Nicaragua advocated for the approval of a new in vivo study of chloroquine as a first-line antimalarial for the treatment of *P. falciparum* malaria, in light of the fact that the last study occurred in 2006. Formal approval from the Nicaraguan Minister of Health is required in order to move forward with the design of the research protocol and implementation of the study.

### Guyana

Guyana has procured Rapid Diagnostic Tests (RDTs) for initial roll-out in one of its most endemic regions. The chosen RDT was based on PAHO/WHO guidelines disseminated during the 2013 Annual AMI Evaluation Meeting in Peru.

### Panama

RDTs have been rolled out for use in remote areas in Panama, following an agreement between the Ministry of Health and the health professionals' union.

### Peru

From July 1- 4, PAHO assisted with a technical meeting on vector surveillance and control to identify gaps and challenges for the implementation of integrated vector management in Peru.

## 2014 Events and Meetings

### August

**International Day of the World's Indigenous Peoples**  
August 9, 2014

**13th International Congress of Parasitology (ICOPA XIII)**  
August 10-15, 2014. Mexico City, Mexico.

### September

**AMI/RAVREDA Steering Committee Meeting**  
September 2014. Washington, DC, USA.

**Vector-Borne Diseases: Exploring the Environmental, Ecological, and Health Connections**  
**Institute of Medicine (IOM)'s Forum on Microbial Threats**  
September 16-17, 2014. Washington, D.C.

**Training Workshop: Use of Bioassays in Testing of Insecticide-Treated Bed Nets**  
Facilitated by CDC. September 2014. Honduras.

**Amazonian Conference on Emerging Infectious Diseases**  
September 26-28, 2014. Cayenne, French Guiana.

### November

**American Society of Tropical Medicine and Hygiene 63rd Annual Meeting**  
November 2-6, 2014. New Orleans, LA, USA

**Malaria Day in the Americas**  
November 6, 2014.

**American Public Health Association (APHA) 2014 142nd Annual Meeting**  
November 15-19, 2014. New Orleans, LA, USA.

**Entomology 2014: 62nd Annual Meeting of the Entomology Society of America**  
November 16-19, 2014. Portland, OR, USA

**South-South Collaboration Workshop**  
Convened by USP/PQM. November 2014. Peru.

**Release of WHO's World Malaria Report: 2014 TBD**

### December

**International Day of People with Disabilities**  
December 3, 2014.

**International Migrants Day**  
December 18, 2014.



Photo: PAHO

Follow AMI and join the conversation!



**flickr** AMI's flickr page



## Annex 2: News Releases on Malaria for International Day of the World's Indigenous Peoples

August 9, 2014



### COMUNICADO DE PRENSA

7 de agosto de 2014

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### Avanzan los esfuerzos para el control de la malaria y la protección de los pueblos indígenas en las Américas

#### Los pueblos indígenas son la clave para lograr nuevas reducciones de la malaria

La Agencia de Estados Unidos para el Desarrollo Internacional (USAID), la Organización Panamericana de la Salud (OPS) y socios de la Iniciativa Amazónica contra la Malaria (AMI) se unen a otros actores para celebrar el Día Internacional de los Pueblos Indígenas el 9 de agosto, 2014, que este año se enfoca en "Acortar las diferencias: aplicación de los derechos de los pueblos indígenas." Aunque los datos de la OPS/OMS muestran que el número de casos de malaria se redujo en un 60% en la región de las Américas entre 2001 a 2012, los pueblos indígenas o amerindios comparten de manera desigual la carga restante de la enfermedad. Junto con grupos altamente móviles, tales como los mineros de oro y los trabajadores migrantes, las comunidades indígenas tienden a enfrentar un mayor riesgo de malaria debido a la lejanía, condiciones de vida y servicios de salud inadecuados. Los datos oficiales muestran que a pesar de que los grupos étnicos indígenas representan sólo el 10% de la población total, tanto en Guyana como en Panamá, en 2013 el 30% de casos confirmados de malaria en Guyana y el 89% de los casos en Panamá se produjeron entre las poblaciones indígenas. Además, aunque los pueblos indígenas solo constituyen aproximadamente el 8% de la población total de Nicaragua, representan alrededor del 27% de todos los casos de malaria.

Panamá, Guyana y Nicaragua se encuentran entre algunos de los países que participan en los esfuerzos de colaboración regional para el control de la malaria que han comenzado a trabajar para acortar las diferencias entre las poblaciones indígenas y no indígenas mediante la combinación de sus propios recursos, con la asistencia técnica patrocinada por USAID. En la comunidad indígena Misquito de Waspán, ubicada en la remota Región Autónoma del Atlántico Norte (RAAN) de Nicaragua, el Programa Nacional de Control de Malaria ayudó a reducir drásticamente el número de casos de malaria de 1.900 durante el período comprendido entre los años 2001 a 2006, a 340 casos entre 2007 a 2011. La disminución de los casos en este municipio (población 47.231 en 2005) se produjo como resultado de un enfoque de prevención y control basado en la comunidad que fue implementado por los voluntarios locales que hablan misquito que llevaron a cabo actividades de educación, diagnóstico, tratamiento y control de la larva del vector de la malaria. Se requiere acción continua considerando que Waspán es uno de los pocos municipios de Nicaragua que donde se sigue presentando la transmisión local de la malaria.

Una manera en que USAID apoya el progreso continuo en la prevención y control de la malaria es mediante la planificación de los enfoques en colaboración con los ministerios de salud en la cuenca del Amazonas y Centroamérica que tienen en cuenta el impacto de las actividades sobre las poblaciones indígenas. Los países de la región reconocen cada vez más la importancia de enfocarse en los pueblos indígenas con el fin de evitar el resurgimiento de esta enfermedad prevenible y tratable entre sus poblaciones. USAID apoya los esfuerzos de planificación y de investigación formativa de los países para guiar las mejoras en la distribución de servicios de salud y garantizar que todas las poblaciones en situación de riesgo de la malaria tengan acceso a un diagnóstico y tratamiento adecuados.

Para más información, visite: <http://www.usaidami.org/>.



## COMUNICADO DE IMPRENSA

7 de agosto de 2014

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### **Avançam os esforços para o controle da malária e a proteção dos povos indígenas nas Américas**

#### **Os povos indígenas são a chave para reduzir ainda mais o número de casos de malária**

A Agência para o Desenvolvimento Internacional dos Estados Unidos (USAID), a Organização Pan-Americana da Saúde (OPAS) e os parceiros da Iniciativa Amazônica contra a Malária (AMI) unem-se a outras organizações para comemorar o Dia Internacional dos Povos Indígenas no dia 9 de agosto de 2014. Este ano, o tema é "Preencher a lacuna: a realização dos direitos dos povos indígenas". Apesar de os dados da OPAS/OMS mostrarem que o número de casos de malária caiu 60% na região das Américas de 2001 a 2012, povos indígenas ou ameríndios continuam a sofrer com uma incidência maior e desigual da doença na região. Juntamente com outros grupos de alta mobilidade, como garimpeiros e trabalhadores migrantes, as comunidades indígenas costumam enfrentar um risco mais elevado de malária devido à distância, condições de vida e serviços de saúde inadequados. Dados oficiais mostram que apesar de as etnias indígenas constituírem apenas 10% da população total da Guiana e do Panamá, 30% dos casos confirmados de malária na Guiana e 89% dos casos confirmados no Panamá ocorreram entre pessoas indígenas em 2013. Além disso, embora os povos indígenas representem aproximadamente 8% da população da Nicarágua, eles respondem por cerca de 27% de todos os casos de malária.

O Panamá, a Guiana e a Nicarágua estão entre o grupo de países que participam dos esforços de colaboração regional para o controle da malária, que já iniciou trabalhos para preencher a lacuna entre as populações indígenas e não indígenas, contando com recursos próprios e com assistência técnica patrocinada pela USAID. Na comunidade indígena de Waspán da etnia misquito, localizada na distante Região Autônoma do Atlântico Norte (RAAN) da Nicarágua, o programa nacional de controle da malária ajudou a reduzir significativamente o número de casos da doença, que caiu de 1900 no período de 2001-2006 para 340 casos em 2007-2011. A diminuição do número de casos nesse município (que tinha 47.231 habitantes em 2005) aconteceu como resultado de uma abordagem comunitária de prevenção e controle utilizada por voluntários locais que falavam a língua misquito e que realizaram atividades de educação, diagnóstico, tratamento e controle vetorial. São necessárias ações contínuas, uma vez que Waspán faz parte de um número relativamente restrito de municípios nicaraguenses onde a transmissão local da malária ainda persiste no país.

Uma das maneiras em que a USAID apoia o progresso contínuo na prevenção e no controle da malária é mediante o planejamento de abordagens, em colaboração com os ministérios de saúde dos países da região amazônica e da América Central, que levam em consideração o impacto que as atividades terão nos povos indígenas. Cada vez mais, os países da região reconhecem a importância de focar os povos indígenas a fim de evitar o ressurgimento mais amplo dessa doença que pode ser evitada e tratada. A USAID apoia os esforços de planejamento e pesquisa dos países com vista a orientar melhorias no atendimento de saúde e assegurar que toda população em risco tenha acesso a diagnóstico e tratamento adequados.

Para maiores informações, favor visitar <http://www.usaidami.org/>.



**FOR IMMEDIATE RELEASE**

August 7, 2014

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## **Advancing efforts in malaria control and protecting indigenous peoples in the Americas**

### **Indigenous peoples are key to achieving further reductions in malaria**

The United States Agency for International Development (USAID), the Pan American Health Organization (PAHO), and partners of the Amazon Malaria Initiative (AMI) join other actors in observing the International Day of the World's Indigenous Peoples on August 9, 2014, which this year focuses on "Bridging the gap: implementing the rights of indigenous peoples." Although PAHO data shows that the number of malaria cases declined by 60% in the region of the Americas from 2001-2012, indigenous or Amerindian peoples experience an unequal share of the remaining burden of disease. Along with highly mobile groups such as gold miners and migrant workers, indigenous communities tend to face a higher malaria risk due to remoteness, living conditions, and inadequate health services. Official data shows that although indigenous ethnicities make up only 10% of the total population in both Guyana and Panama, 30% of Guyana's and 89% of Panama's confirmed cases of malaria occurred among indigenous populations in 2013. In addition, while indigenous peoples make up roughly 8% of the total Nicaraguan population, they account for around 27% of all malaria cases.

Panama, Guyana, and Nicaragua are among select countries that participate in regional collaborative efforts for malaria control that have begun work to close the gap between the indigenous and non-indigenous populations by combining their own resources with USAID-sponsored technical assistance. In the indigenous Miskito community of Waspán, located in Nicaragua's remote North Atlantic Autonomous Region (RAAN), the National Malaria Control Program helped to dramatically reduce the number of malaria cases from 1,900 during the period from 2001-2006, to 340 in 2007-2011. The decrease in cases in this municipality (population 47,231 in 2005) occurred as a result of a community-based prevention and control approach that was implemented by local Miskito-speaking volunteers who conducted malaria education, diagnosis, treatment, and anti-larval control activities. Continuous action is required considering that Waspán is one of a small number of Nicaraguan municipalities that continues to have local transmission of malaria.

One way that USAID supports continued progress in malaria prevention and control is by planning approaches in collaboration with Ministries of Health in the Amazon basin and Central America that consider the impact of activities on indigenous populations. Countries in the region increasingly recognize the importance of focusing on indigenous peoples in order to avoid widespread reemergence of this preventable and treatable disease. USAID supports country planning and formative research efforts to guide improvements in the delivery of health services and ensure that all populations at risk of malaria have access to proper diagnosis and treatment.

For more information please visit <http://www.usaidami.org/>

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### Annex 3: Samples of Social Media Engagement

Below are examples of successful posts from the past quarter:

Facebook

**Amazon Malaria Initiative**  
Posted by socialmedia@linksmedia.net [?] · August 11

Have you read the latest AMI newsletter from July 2014? If not, check it out now! <http://bit.ly/1rNprBa> #malaria #CDC #PAHO #WHO #USAID

**AMAZON MALARIA INITIATIVE**  
AMI Quarterly Bulletin • July 2014  
Volume 1, Issue 3

Like · Comment · Share ↻ 3 Shares

235 people reached Boost Post

**Amazon Malaria Initiative** shared a link.  
 Posted by socialmedia@linksmmedia.net [?] · August 18

500 days left until the 2015 target date to achieve the MDGs, including #malaria reduction goals #mdgmomentum <http://bit.ly/1pW9iK4>



**Partnership fuels MDGs progress for women and children | Devex**  
[www.devex.com](http://www.devex.com)

One of most important contributions of the Millennium Development Goals to global development is uniting partners around a common agenda. For women's and children's health, progress has been fueled by a partnership comprising more than 300 stakeholders, including 70 governments, led by U.N. Secretar...

Like · Comment · Share

331 people reached Boost Post

**Amazon Malaria Initiative**  
 Posted by socialmedia@linksmmedia.net [?] · August 21



Like · Comment · Share 4 2 Shares

347 people reached Boost Post

 **Amazon Malaria Initiative** shared a link.  
Posted by socialmedia@linksmidia.net [?] · August 28

Smartphone app that detects malaria in blood has the potential to save thousands! #Malaria #technology #medicine <http://bit.ly/1orfoOB>



**Smartphone app detects presence of malaria in blood**  
[www.canhealth.com](http://www.canhealth.com)

Technology for Doctors Canada's Information Technology Magazine for Physicians

Like · Comment · Share 👍 2 ➦ 2 Shares 

255 people reached **Boost Post**

Twitter

 **AMI @AmazonMalaria** · Sep 17

Check out the [@SIAPS\\_Program](#) latest Policy Brief for malaria control in remote areas of Amazon basin countries!  
[siapsprogram.org/publication/al...](http://siapsprogram.org/publication/al...)

🔄 1 ★ 3 ⋮

 **AMI @AmazonMalaria** · Aug 18

More [#MDGMomentum](#) since 2000 the Region of the [#Americas](#) has decreased [#malaria](#) mortality by 72% [#MDG6](#) via [@pahowho](#) [bit.ly/PAHOMalariaRep...](http://bit.ly/PAHOMalariaRep...)

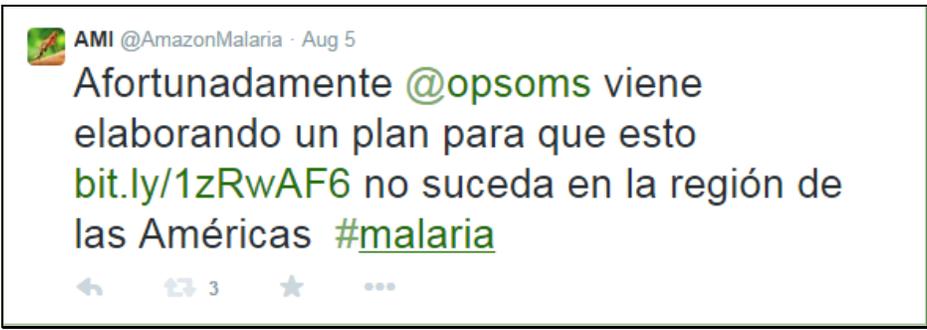
🔄 4 ★ ⋮

 AMI retweeted

 **U.S. Pharmacopeia @USPharmacopeia** · Aug 8

Pharmacopeia - Learn about the origins of standards-setting for global public health [bit.ly/1B0gSJr](http://bit.ly/1B0gSJr)

🔄 1 ★ ⋮



Instagram

## Annex 4: Google Doodle Proposal

August 29, 2014



To: [proposals@google.com](mailto:proposals@google.com)

CC: [rechalar@linksmedia.net](mailto:rechalar@linksmedia.net), [acotrina@usaid.gov](mailto:acotrina@usaid.gov)

Subject: Proposal :: Malaria Day in the Americas :: November 6, 2014

Dear Google Design Team,

On behalf of USAID's Amazon Malaria Initiative, we hereby submit a Google Doodle in observance of Malaria Day in the Americas on November 6, 2014. The awareness day was established by Pan American Health Organization (PAHO) member countries in 2007. Malaria awareness is very important in the Americas region, where an estimated 120 million people in 21 countries are at risk of the disease. Please find a mock-up of our Google Doodle idea attached here.

Each letter of the Google Doodle captures the research, the history, and the context of malaria prevention and control efforts in the Americas:

- The microscope in the form of the letter G symbolizes proper laboratory diagnosis of malaria.
- The first O is the bust of Charles Louise Alphonse Laveran, the researcher who first detected malaria parasites in the blood of patients on November 6, 1880.
- The second O is a depiction of malaria parasites under a microscope.
- A map of the region of the Americas takes the place of the second G. Note that the Amazon basin is the sub-region of the Americas most heavily affected by malaria.
- A house on stilts acts as the L and represents the adaptive approach that is needed for malaria control according to shifts in the epidemiological context. *Anopheles* mosquitoes are the vectors for the malaria parasite. Insecticide-treated bed nets serve as a personal protective measure that can help shield individuals from the bite of malaria mosquitoes as they sleep. However, vector resistance to insecticides and parasite resistance to antimalarial medicines are common.
- The capsules forming the letter E represent pharmaceutical management and quality control of antimalarial medicines. The availability of effective treatment is paramount, considering that 30-50% of medicines for malaria found worldwide are substandard or counterfeit.

We urge Google to support the worthy cause of saving and improving lives by promoting effective prevention and control of malaria in the Americas via a multilingual, multi-country Google Doodle campaign. We encourage you to use this Google Doodle idea on the country pages of Belize, Bolivia, Brazil, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Nicaragua, Panama, Peru, Suriname, Venezuela, and the United States this coming November 6, 2014.

More information about Malaria Day in the Americas can be found on the PAHO malaria page in both [English](#) and [Spanish](#).

Sincerely,

The USAID/AMI Communication Component