

Research. Advocate. Save children's lives.

An ancient scourge, malaria kills one million people each year. The majority of these deaths occur in children under the age of five in sub-Saharan Africa. Malaria overburdens health systems and depresses economic growth by at least 1.3 percent in endemic countries. It also has a catastrophic microeconomic effect - especially on the workforce in Africa, where a poor family can spend 25 percent of its income.

APCO Worldwide (APCO) communication and global health specialists from government, civil society, business and media help clients understand the economic and social toll malaria takes, and develop effective communication strategies to lessen the impact of malaria. Our public affairs and strategic communication work on behalf of clients - corporations, governments and product development partnerships - engages our team of experts directly in the fight against malaria.

In the past 10 years, world attention to this neglected disease has increased exponentially. Global activity since 2000 has escalated the war against this mosquito-borne disease of poverty. The World Trade Organization's Millennium Development Goals call for all member states of the United Nations to halt and begin to reverse the incidence of malaria by 2015. The G-8 nations have pledged to do more to fund programs that protect children from malaria and increase research and development into new interventions. The President's Malaria Initiative in the United States has provided enhanced foreign assistance for malaria-endemic countries. The Global Fund and the Bill & Melinda Gates Foundation have catalyzed creative new ways donors can contribute to the fight. New product development partnerships have filled once-empty pipelines with hope of new anti-malarial drugs - and even a vaccine.

As a member of the Global Business Coalition to Fight AIDS, Tuberculosis and Malaria (GBC), APCO continues to deploy our global network to assist clients with strategic communication, philanthropy, e-strategy project management and public affairs as they work toward a malaria-free world.

EXPERIENCE

PATH Malaria Vaccine Initiative

The Malaria Vaccine Initiative (MVI) is a key product development partnership, whose mission is to accelerate the development of promising malaria vaccine candidates and ensure their availability in the developing world. In 2004, clinical trials of an MVI-funded vaccine developed by GSK Biologicals led to a scientific breakthrough in an historic "proof-of-concept" study on the largest pediatric safety and efficacy trial ever conducted. APCO consultants in Europe, Africa and North America are honored to provide strategic counsel, executive positioning and communication support to MVI and its partners as it continues its revolutionary and groundbreaking role to develop the first-ever vaccine against malaria.

Corporate Malaria Strategy Development

A Fortune 10 company with a significant global commitment to addressing malaria asked APCO to assist with a communication strategy for and grants management of its Africa Health Initiative in the United States, Europe and across key countries in Africa. APCO's assistance includes counseling a high-level executive in preparation for speeches; strategically placing op-eds; conducting media relations and providing stakeholder relations.

Medicines for Malaria Venture

As one of the conveners of the Malaria Research & Development (R&D) Alliance, the Geneva-based Medicines for Malaria Venture (together with MVI) asked APCO to design and implement a sophisticated online survey tool to capture the global financial flows of malaria R&D funding. APCO leveraged the resources of its worldwide network to encourage any organization with ties to malaria R&D to respond to the survey. APCO's innovative survey tool allowed the Malaria R&D Alliance to capture real-time global malaria R&D funding numbers, and thus to report the first credible numbers in more than a decade. The survey findings were presented in a comprehensive study during a major global health conference. Through outreach to key media, APCO secured global coverage for the launch of this benchmark study, which was first announced

by Bill Gates. In addition, APCO's offices in Europe and South Africa provide communication, positioning and public affairs support to the Medicines for Malaria Venture.

BIO Ventures for Global Health

BIO Ventures for Global Health (BVGH) is a nonprofit organization harnessing the resources of the biotechnology industry to create new medicines for use in the developing world. As its core mission, BVGH builds new market-based solutions that help companies accelerate product development to meet global health challenges and break down barriers to industry involvement in the fight against malaria and other neglected diseases. APCO provided strategic consultation as BVGH sharpened its communication messages to media and policymakers about its groundbreaking work. APCO also assisted BVGH in executive positioning, media relations, stakeholder outreach and online communication strategy.

Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria

APCO advised GBC leadership on message development, and strategic communication and supported GBC in engaging businesses in China and Russia. Our work for the GBC in China was especially focused in Beijing where APCO provided strategic counsel and support for the coalition's China debut - advising on communication with stakeholders, including patient advocates, government and UN officials, academics and the nongovernmental organization community. This work culminated in the first official GBC business meeting in Beijing, and the Business-AIDS Summit in March 2005, which was attended by 400 business leaders and Vice Premier Wu Yi.

Most recently, APCO colleagues from Europe, the United States, Russia and Asia are assisting the GBC with branding, stakeholder engagement and media relations as the coalition expands its work to include malaria and tuberculosis - and as it completes its merger with Transatlantic Partners Against AIDS.