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BUZZ AND BITE MALARIA PREVENTION CAMPAIGN

This is an impassioned plea to help prevent malaria. In the time it takes to read this letter, a child will die of this devastating disease. Malaria accounts for one death every 30 seconds. Malaria kills more than 1 million people every year. Each year, between 350 million and 500 million people are infected with malaria.

Yet malaria is a preventable disease. We know that malaria is caused by mosquitoes. We know how to prevent malaria infection by stopping mosquitoes.

I believe the *Buzz and Bite* public service announcements are a wonderful, multi-cultural communicating tool to encourage people to prevent malaria. Animated characters are a non-threatening, non-authoritarian vehicle for communication. Frequent playing of these PSAs has the potential to capture the imagination of people through humour to act to prevent malaria.

These highly effective tools are being adapted into 40 languages in order to reach in their own language over 80% of the world's population at risk of getting malaria. This is a global campaign that should be used by all broadcasters, NGO's, hospitals, doctors, educators and others.

I congratulate all those who have been involved in creating the *Buzz and Bite* PSAs. It is not easy to create a global campaign across cultural boundaries. They have made a superb contribution to the campaign against malaria infection in providing material free of charge that can be easily understood by most people irrespective of language or culture.

Use these PSAs, this is a great campaign that can truly save lives. We can control and perhaps eradicate malaria. **Spread the message.**

God bless you

+Desmond M Tutu Archbishop Emeritus