

# Malaria

*Prevention, Awareness and Fundraising  
through Youth Service*

# **NothingButNets.net**

UNITED NATIONS  
FOUNDATION

**MALARIA KILLS**  
SEND A NET.  
SAVE A LIFE.



*In partnership with*

YOUTH SERVICE  
AMERICA



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# UNITED NATIONS FOUNDATION

*WWW.UNFOUNDATION.ORG*

The United Nations Foundation is a platform for connecting people, ideas and capital to help the United Nations solve global problems. The UN Foundation builds partnerships, grows constituencies, mobilizes resources and advocates policy changes to support the UN's work. Focused on select issues, the UN Foundation is helping decrease child mortality, improving disaster relief, protecting the Earth's biodiversity, creating a low-carbon energy future, empowering women and girls, and improving US-UN relations.





# NOTHING BUT NETS

[WWW.NOTHINGBUTNETS.NET](http://WWW.NOTHINGBUTNETS.NET)

The UN Foundation's Nothing But Nets campaign is a global grassroots campaign to save lives by preventing malaria, a leading killer of children in Africa. While the UN Foundation has been working to fight malaria for years, it was a column that Rick Reilly wrote about malaria in *Sports Illustrated*, challenging each of his readers to donate at least \$10 for the purchase of anti-malaria bed nets -- and the incredible response from thousands of Americans across the country -- that led to the creation the Nothing But Nets campaign.

The reaction to Reilly's words made clear that thousands of people were ready to help the million children dying unnecessarily each year of malaria. Within a few short months, readers raised over 1 million dollars. And so came Nothing But Nets.

The UN Foundation has now partnered with groups as diverse as National Basketball Association's NBA Cares, The People of the United Methodist Church and *Sports Illustrated* to bring Nothing But Nets to the public. These Founding Partners are joined by organizational, corporate, multi-media and financial partners to make a significant impact by raising awareness and funds to purchase and distribute bed nets and save lives.

Now, we're asking you to help spread the word about Nothing But Nets, and how easy it is to protect children from malaria with bed nets. Every year between 350 - 500 million people are infected with malaria, and over one million of those infected die from the disease. The majority of these deaths are of children. Long lasting insecticide-treated bed nets (LLINs) can lower malaria transmission by up to 90 percent.

You can save a family. Your church, school, or team can save a village.

Together, we can cover Africa with life-saving bed nets.



# YOUTH SERVICE AMERICA

*WWW.YSA.ORG*

Youth Service America (YSA) seeks to improve communities by increasing the number and diversity of young people, ages 5-25, serving in important roles. Founded in 1986, YSA is an international nonprofit resource center that partners with thousands of organizations in more than 100 countries to expand the impact of the youth service movement with families, communities, schools, corporations, and governments.

YSA WORKS TOWARD THAT MISSION THROUGH THREE CORE STRATEGIES:

- PUBLIC MOBILIZATION CAMPAIGNS
- INCENTIVES AND RECOGNITION
- TOOLS, INFORMATION AND TRAINING





## ABOUT SEMESTER OF SERVICE

*TAKE YOUR PROJECTS ONE STEP FURTHER!*

For over the last decade, millions of American youth have participated in highly visible service projects on Global Youth Service Day and Martin Luther King Day. In 2008, Youth Service America and the Corporation for National and Community Service encourage youth to link these and other events year-round through semester long service-learning projects.

The goal is that diverse youth engage in high-impact projects where they will identify a pressing global issue - such as malaria- affecting their community, the nation, or the world and tackle this issue through strategic service.

See YSA's Semester of Service Strategy Guide to learn more about this program:  
<http://ysa.org/Portals/0/SoS/SoSStrategyGuide.pdf>

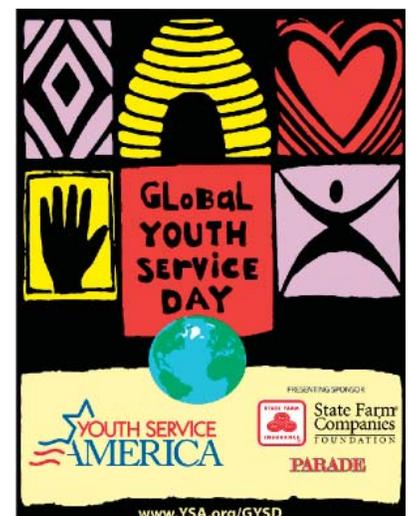
## ABOUT GLOBAL YOUTH SERVICE DAY & WORLD MALARIA DAY 2008

Global Youth Service Day (GYSD) is an annual event that highlights and celebrates the contributions of youth to their communities through volunteer service.

During GSYD, youth in over 100 countries organize service projects to address local needs. In 2008, the event will be held on April 25-27.

Opportunely, World Malaria Day 2008 falls on April 25th, the first day of GYSD! The UN Foundation, Nothing But Nets and Youth Service America would like to invite youth to participate in both these events by engaging in a Nothing But Nets NETS Challenge or other GYSD service project to raise awareness and funds for malaria nets.

Please register your projects at [www.YSA.org/GYSD](http://www.YSA.org/GYSD) and be sure to contact us with your great pictures and stories!





# MALARIA, SERVICE-LEARNING & THIS MODULE

This issue-based module is designed to engage diverse youth in substantive and strategic service-learning initiatives around the critical global issue of malaria.

Malaria is preventable, but it infects nearly 500 million people each year and kills more than one million of those who become infected. Ninety percent of deaths caused by malaria occur in Africa where the disease is a leading killer of children. Every 30 seconds a child dies from malaria.

This module provides fact sheets, project ideas, external resources, fundraising ideas, and awareness opportunities for participants involved in sustainable-solution service projects for malaria.

Youth Service America defines service-learning as strategic service that addresses critically important, unmet community needs while intentionally linking the service back to academic standards in order to develop and support youth learning. A few of the most important objectives in strategic service-learning are youth leadership, diversity, skill-building, reflection, evaluation, community integration and long-term sustainable change.

The Nothing But Nets Netraising Teams exemplify strategic service-learning through participants commitment to malaria and critical action. Not only are Netraisers educating themselves on this pressing global issue but they are raising money to save lives in Africa. The UN Foundation and Youth Service America hope this service-learning resource will further the development of youth leadership and worldwide initiatives to prevent and eradicate malaria.



*A health worker helps set up a bed net in Chad*

Credit: Mike Dubose/United Methodist Church

## WHAT IS NETRAISING?

Throughout this module, you will frequently hear reference to Netraising, being a Netraiser, how to Netraise and so forth. Netraiser Teams are groups who have formed together to get active in the fight against malaria in Africa by fundraising for bed nets. Nothing But Nets oversees these teams by facilitating the donations and sending bed nets to Africa every time a team raises \$10. Netraising is a fun and easy way to make a difference!

Here's how to get involved today:  
[www.nothingbutnets.net](http://www.nothingbutnets.net)



# HOW TO SET-UP A NETRAISING TEAM

## *STEP-BY-STEP DIRECTIONS*

1. Go to [www.NothingButNets.net](http://www.NothingButNets.net).
2. Click on “Start/Find A Netraiser Team” on right side of the page.
3. Click on “New Netraisers – Sign up” on left side of the page.
4. Select an affiliation and click continue.
5. Check “A Team Captain” (After set-up, friends and family can click “A Team Member” to join the team) and click continue.
6. Provide a team name, and then you may choose to provide a team description and/or a team photo. Lastly, provide a team fundraising goal.
7. Provide first name, last name, address, phone number, and e-mail. Also set the team captain username and password and click continue.
8. Confirm information and click continue.
9. Choose whether or not to customize your page and click continue.
10. Choose whether to use your own e-mail address or a Nothing But Nets e-mail address to be the sender of the team announcement and click continue. (If you choose the Nothing But Nets e-mail address, you will enter the contacts whom you would like to receive the e-mail during this step.)

This should lead you to your new team page!

If you have any questions please send an e-mail to [info@nothingbutnets.net](mailto:info@nothingbutnets.net).



# MALARIA QUESTIONS & ANSWERS

*USE THIS Q&A TO RAISE AWARENESS, OR TO QUIZ YOUR NETRAISING TEAM ON THEIR CURRENT KNOWLEDGE OF MALARIA!*

**Q:** What causes malaria?

**A:** Malaria is a disease caused by PLASMODIUM parasites that are spread from person to person by mosquitoes. Mosquitoes act as a vector– they pick up the plasmodium parasites when they bite people infected with malaria and then pass the parasites on to the next person they bite. Malaria parasites are only spread by FEMALE ANOPHELES MOSQUITOES which happen to only bite at night. Only female mosquitoes can transmit the disease.

**Q:** What are the symptoms of malaria and when do they begin?

**A:** Symptoms of malaria include fever and flu-like illness, including shaking chills, headache, muscle aches, and tiredness. If not properly treated, malaria may cause kidney failure, seizures, mental confusion, coma, and death. For most people, symptoms begin 10 days to 4 weeks after infection, although a person may feel ill as early as 7 days or as late as 1 year later.

**Q:** Who is at risk for getting malaria?

**A:** Anyone can get malaria - however, most malaria cases occur among residents of countries where malaria is endemic (occurring on a constant basis), and among travelers to those countries. Pregnant women and children under the age of 5 are at the highest risk of dying from the disease because they have weaker immune systems.

**Q:** Where does malaria occur?

**A:** Malaria occurs in over 100 COUNTRIES AND TERRITORIES around the world. About 40% OF THE WORLD'S POPULATION lives in malaria endemic regions. The dark areas in the map below are at risk for malaria.





**Q:** Does malaria occur in the U.S.?

**A:** In 1951, malaria was considered eliminated in the U.S. Only a small number of malaria cases are diagnosed in the United States each year, mostly in immigrants and travelers returning from malaria-risk areas.

**Q:** How many people suffer from malaria?

**A:** 300 - 500 MILLION PEOPLE are infected with malaria every year, and more than ONE MILLION PEOPLE die from the disease. Every day 25 MILLION PREGNANT AFRICAN WOMEN risk severe illness to their unborn children from a malaria infection.

**Q:** Why is there a particular concern with malaria in Africa?

**A:** 90% of deaths caused by malaria occur in AFRICA, where some 3,000 children die of malaria each day, one every 30 SECONDS. The deadliest strain of malaria exists in Africa and is a leading cause of death amongst African children.

**Q:** What are some of the economic costs of malaria?

**A:** Malaria affects individuals, families, communities and economies – keeping children from school, adults from the workplace and costing the continent of Africa an estimated \$12 billion a year in lost productivity

**Q:** Can malaria be prevented?

**A:** Yes! Using bed nets is the most efficient way to prevent malaria. However, Indoor Residual Spraying, a less widely used prevention method, can be applied to inside walls of houses, killing the mosquito when it lands on the sprayed surface.

**Q:** What are malaria bed nets?

**A:** Long lasting insecticide-treated (LLIN's) nets are a proven, cost-effective measure to significantly reduce malaria infections by up to 90% in high-coverage areas. Each LLIN has insecticide woven into the fabric and when draped over people's sleeping areas, nets prevent mosquitoes from biting and spreading malaria, and even kill the mosquitoes when they land on the net. A family of 4 can sleep under one bed net which can last up to four to five years.



*Four Nobel prizes have been awarded for work associated with malaria to Sir Ronald Ross (1902), Charles Louis Alphonse Laveran (1907), Julius Wagner-Jauregg (1927), and Paul Hermann Müller (1948).*

*To learn more about the Nobel Prizes in malaria and to play some fun, interactive mosquito games, visit:*

*[http://nobelprize.org/educational\\_games/medicine/malaria/](http://nobelprize.org/educational_games/medicine/malaria/)*



## TYPES OF SERVICE-LEARNING ACTION

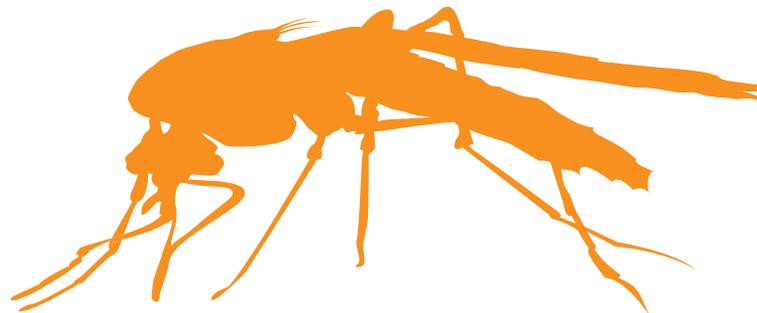
*BEFORE YOU OR YOUR NETRAISING TEAM BEGIN THEIR CRITICAL ACTION PROJECTS, EDUCATE YOURSELVES ON THE VARIOUS TYPES OF SERVICE.*

*DIRECT* – Firsthand service that provides youth with personal connections to specific individuals and causes in need. For example, working firsthand in Africa delivering bed nets.

*INDIRECT* – Emphasizes service through fundraising, awareness, and strategic operation. For example, starting a Netraising Team with your school math class to raise donations for Nothing But Nets bed nets!

*ADVOCACY* – Focus is on writing and communication skills for public purposes. For example, writing your local officials and having them sign a proclamation committing themselves to the malaria cause.

*With advocacy, please check with any program sponsors regarding authorized activities!*





# IDEAS TO ENGAGE YOUR NETRAISER TEAMS

## ICEBREAKER ACTIVITIES

- Stand in a circle. Have one person toss a ball to another person in the circle. The person who catches the ball must shout out a symptom of malaria. If they do not have an answer, they have to sit down. The last one standing is the winner!
- Write down 5 different roles that people play in malaria prevention. For example: a sick child, a pregnant mother, a healthcare worker, a fundraiser and a scientist. Assign the roles to different individuals and have them act out how they would interact with each other in real life. For example, what would happen between the pregnant mother and healthcare worker? React to the role-playing by suggesting how we can strengthen these relationships.
- As a group, discuss the various commonalities you have when it comes to the fight against malaria. Break into groups by shared interests. For example, put everyone together who wants to find a vaccine. Put another group together whose interest is infected children. Have each group write a paragraph about their shared concern. Combine them all to create your Netraiser's mission statement!
- Play the Human Knot game. Form a circle, standing shoulder to shoulder. Place all hands in the middle and have participants grasp another hand across from them. Once all the hands are knotted together, work to untangle yourselves until you form a circle again. Afterwards, talk about what it took to get unknotted. Was it patience, communication, or hard work? What happens when people work well together? What happens during conflict? Talk about teamwork in reflection of the malaria crisis in Africa. What will it take to form unity around prevention and treatment? How do people need to work together to accomplish their goals?



## BRAINSTORMING SESSIONS

*WHILE YOUR NETRAISER TEAMS WILL BE BUSY TRYING TO RECRUIT MEMBERS, RAISE AWARENESS AND FUNDRAISE, IT IS ALSO IMPORTANT TO STAY EDUCATED ON THE LATEST MALARIA ISSUES.*

The goal of Brainstorming Sessions is to further your understanding of malaria, access to resources, and objectives as a team. Prior to each session, assign a newspaper article, interview or video to watch. Everyone should complete the assignment beforehand so that when you are together, you can discuss. While these sessions can include only Netraising Team members, you may also want to invite the larger community as an awareness-raising effort!

### *IDEAS FOR YOUR BRAINSTORMING SESSIONS*

If you haven't already, read Rick Reilly's column about malaria for *Sports Illustrated*. Talk about the importance of raising awareness.

[http://sportsillustrated.cnn.com/2006/writers/rick\\_reilly/04/25/reilly0501/index.html](http://sportsillustrated.cnn.com/2006/writers/rick_reilly/04/25/reilly0501/index.html)

Discover the history of malaria from beginning to end. Discuss what parts of this story had the most impact on you.

<http://www.cdc.gov/malaria/history/index.htm>

Have everyone in the group 'Google News' the word malaria. Each person should read an article from the last six months to share with the group.

<http://news.google.com/>

Each participant should find a malaria resource on the web to bring in and discuss. Compile one Malaria Mind Map of all your findings.

<http://www.mymindmap.net/>

Watch in two-parts the PBS documentary 'Malaria: Fever Wars'. Afterwards, conduct a discussion and share reactions:

<http://www.shoppbs.org/sm-pbs-malaria-fever-wars-dvd--pi-2231958.html>



## USE THE BELOW QUESTIONS TO STIMULATE CONVERSATION:

- What was the purpose of what you read or watched?
- What was the main message that you got from the article or video?
- What were the most important issues addressed?
- What surprised you about the assignment?
- What did you learn about malaria that you did not know before?
- What solutions or outcomes were outlined?
- What did you agree with and what confused you?
- How has this raised your level of awareness?
- How can this new information help with your fundraising efforts?
- What ways can you use this new information to plan future action?



*A health worker assists a family during a clinic*

Credit: MikeDubose/United Methodist Church



# MALARIA SERVICE-LEARNING PROJECTS FOR IN SCHOOL *NETRAISING & AWARENESS*

*THESE ACADEMIC SERVICE-LEARNING EXAMPLES CAN BE INCORPORATED INTO LESSON PLANS OR CURRICULUMS. OR IF YOU ARE A STUDENT, USE THESE IDEAS IN YOUR GROUP PROJECTS OR AFTER-SCHOOL CLUBS.*

## **SOCIAL STUDIES & GEOGRAPHY** – *PROMOTING AWARENESS*

### **EDUCATIONAL ACTIVITY:**

Foster an interest in the developing world by studying which African countries, cultures and occupations are most affected by malaria. Ask yourself the following questions: how does economic status put people at a greater risk for malaria transmission? How does the infrastructure and geography of a region increase or decrease this risk? How is tourism affected by malaria? After you conduct this research, create your own African Malaria Demographics Map. These maps will not only spatially represent the malaria-infected country but they will represent the diverse types of people affected as well.



*Young children smile after receiving their nets in Mali*  
Credit: UN Foundation/Nothing But Nets



## SERVICE-LEARNING CONNECTION:

Donate these maps, complete with keys and explanations of symbols, to other students, teachers and schools studying malaria. Additionally, you can use them to promote awareness with various influential public officials. To further your message, consider putting these maps into pamphlets that describe your research in depth, educate tourists how to protect themselves, or encourage political leaders to see that by studying the demographics of these countries we can advance our fight against malaria.

## RESOURCES:

Example Sudan Demographic  
Map Lesson Plan

<http://www.ncpublicschools.org/docs/curriculum/socialstudies/middlegrades/africa/sudanlesson1demographicmapskills.pdf>

Malaria Tourism Study

[http://www.malaria.org.za/lodi/Overview/malaria\\_and\\_tourism.html](http://www.malaria.org.za/lodi/Overview/malaria_and_tourism.html)

Mapping Malaria Risk in Africa

<http://www.mara.org.za/>



*A woman and child walk with their new nets in Chad*

**Credit: Mike Dubose/United Methodist Church**



## MATHEMATICS — RAISING MONEY FOR NETS

### EDUCATIONAL ACTIVITY:

Study how a particular country in Africa is financially affected by malaria. For example, you can create a cost/benefit analysis that looks at how much money is spent by an organization every year to create bed nets for Nigerians and how this directly affects prevention outcome in this country. Or, create a numerical graph that shows how many doctors there are in Chad per malaria patient and how the ratio relates to quality of healthcare. Consider setting up a hypothetical vaccine plan that would financially demonstrate a future plan for free vaccinations in Zimbabwe, should they one day exist. Lastly, create charts that show how a country's economic infrastructure is at risk because companies are affected by sick employees who can no longer work.

### SERVICE-LEARNING CONNECTION:

Use the above diagrams as a fundraising tool to educate potential bed net donors on the many ways in which small monetary donations are essential. You should also create an "Outcomes of Donating" graph to accompany your statistical analyses. For example, if 10 people donated money for bed nets every year, it would mean that at minimum 10 Africans would be prevented from getting malaria and therefore, the ratio between doctor/patient would decrease resulting in more individualized medical attention.

### RESOURCES:

The Economic Cost of Malaria in South Africa

<http://www.malaria.org/tren.html>

'Comparison of the cost and cost-effectiveness of insecticide-treated bednets'

<http://www.blackwell-synergy.com/doi/pdf/10.1046/j.1365-3156.2001.00700.x?cookieSet=1>



*Did you know that as of 2008, African Malaria Day is now World Malaria Day? Keep in mind that this is a global fight!*



## LANGUAGE ARTS AND WRITING — *PROMOTING AWARENESS*

### EDUCATIONAL ACTIVITY:

Go online to the NYTimes and search the term malaria. Discuss if what you find and read about malaria promotes awareness and motivates people to engage in action. Or, are the articles simply scientific and factual, lacking personal voice? Discuss the ways in which you think journalists could best capture their audiences around the issue of malaria. If you decide that subjective writing has the most appeal, start an international pen-pal friendship with other students in Africa. Ask them how their lives have been affected by malaria and how they imagine their countries changing if malaria was eradicated. Put these pen-pal conversations into narratives that will thoughtfully express people's malaria experiences and the need for awareness and fundraising.

### SERVICE-LEARNING CONNECTION:

Submit your articles to a local or national newspaper. Explain to them the importance of having youth voice in their editorials on malaria, especially since the majority of victims are children. If the article(s) is printed, create a follow-up blog and ask readers to respond to what you wrote. Please submit all narratives to [stories@nothingbutnets.net](mailto:stories@nothingbutnets.net).

### RESOURCES:

NYTimes Article Archive

Search Malaria <http://www.nytimes.com/ref/membercenter/nytarchive.html>

International Pen Pals

<http://www.ks-connection.org/>

Teenagers Tell Stories of Malaria

<http://www.planusa.org/contentmgr/showdetails.php/id/170334>



## STUDIO ART — RAISING MONEY FOR NETS

### EDUCATIONAL ACTIVITY:

Read the children’s book by Malaria No More entitled, ‘Nets Are Nice.’ Consider what makes the book compelling and visually fascinating. From there, design your own children’s book about malaria with individualized artwork. For example, you could creatively draw the stages of malaria from human transmission to symptom onset. Or, write a story that depicts what an African village goes through when its community is affected by malaria and draw pictures to visually tell this tale.

### SERVICE-LEARNING CONNECTION:

Use the children’s books that you have created to fundraise for bed nets. One idea would be to set up a program where donors would pay \$15 per book - \$10 would go to buying an insecticide-treated bed net and \$5 would be contributed to shipping costs to send the books overseas to educate global children on the various effects and implications of education. Use the books as extra incentives for people to help!

### RESOURCES:

‘Nets Are Nice’ Children’s Story

<http://www.malarianomore.org/kids/materials/g1-storybook.pdf>

Picture of the Life Cycle of Malaria

[http://www.cdc.gov/malaria/biology/life\\_cycle.htm](http://www.cdc.gov/malaria/biology/life_cycle.htm)



*A local health worker distributes a net during a clinic in Chad*

Credit: Mike Dubose/United Methodist Church



# MALARIA SERVICE-LEARNING PROJECTS FOR OUTSIDE OF SCHOOL

## NETRAISING & AWARENESS

### CREATE A RIPPLE EFFECT — *BECOME RECRUITERS!*

THE GOAL: TO CREATE SCALE AND SCOPE THROUGH NETRAISING

Challenge another Netraising Team to a “recruiting contest.” See which team can recruit the most members in a month’s time. Prior to beginning, find a handful of donors who are willing to match you \$10 for every person you recruit to your team. Explain to the donors that the more people you have on your team, the more individuals you can reach to promote awareness and fundraise for bed nets.



*The local children in Mali loved being filmed by our crew!*

Credit: UN Foundation/Nothing But Nets

The objective is to expand your prevention efforts to help more at-risk individuals in Africa. Consider this contest “healthy competition.” Don’t look at it from a win/lose standpoint but as a way to catapult your individual teams into enhanced action!

### RESOURCES:

Organizing a Youth-Led Grassroots Campaign

[http://ysa.org/Portals/0/PDF%20Documents/Organize\\_YouthLed\\_Grassroot\\_Campaign.pdf](http://ysa.org/Portals/0/PDF%20Documents/Organize_YouthLed_Grassroot_Campaign.pdf)

How to Recruit Volunteers Through SERVENet

[http://ysa.org/Portals/0/PDF%20Documents/Recruit\\_Volunteer\\_through\\_SERVENet.pdf](http://ysa.org/Portals/0/PDF%20Documents/Recruit_Volunteer_through_SERVENet.pdf)



## **EDUCATE YOUR NEIGHBORS –**

*ORGANIZE A PUBLIC AWARENESS DAY!*

THE GOAL: TEACH YOUR COMMUNITY ABOUT  
MALARIA AND RAISE MONEY FOR NETS

Start off by finding a public space such as a school or a park where you can host this event. Invite one or two high-impact individuals to present a speech during the day. This could be your town mayor or principal, an expert on malaria or a non-profit director. Ask the individual to speak to the crowd about malaria awareness and make a proclamation pledging their dedication to the prevention of malaria.

### **NOTHING BUT NETS SAMPLE PROCLAMATION**

Whereas, malaria kills approximately 300-500 million people each year;

Whereas, every 30 seconds a child in Africa dies from a malaria  
infection transmitted by a mosquito;

Whereas, long-lasting insecticide-treated nets are one of the most cost-effective  
and simple methods of preventing the spread of malaria;

Whereas, Nothing But Nets, a global, grassroots campaign to save lives provides  
individuals with an easy, tangible way to get involved in the global fight against malaria.

Whereas, a \$10 donation to the United Nations Foundation's Nothing But Nets  
campaign covers the cost of purchasing and distributing a net and educating a family..

Therefore, I, Mayor [name] do hereby proclaim this week, [date],  
Nothing But Nets Week in [town or city].

For more information about Governmental Proclamations:

[http://ysa.org/Portals/0/PDF%20Documents/Governmental\\_Proclamations.pdf](http://ysa.org/Portals/0/PDF%20Documents/Governmental_Proclamations.pdf)



## GET THE MEDIA'S ATTENTION - HOST A WALKATHON!

THE GOAL: BROADEN PUBLIC AWARENESS  
AND REACH YOUR FUNDRAISING GOALS

Start by employing a wide number of volunteers willing to organize the event. Get your school on board by using one of their sports fields, have your local television station broadcast the event, and get your community newspaper to advertise the event!

Set a reasonable but exciting monetary goal. Target numbers will give your audience an incentive to help you reach your objectives. The sky is the limit, so encourage donors to pledge as much as they can per mile or lap that you walk!

Create pamphlets, flyers, posters and t-shirts with your Netraising Walkathon logo and date of the event. Distribute them at school or around your community.

In the weeks following the walkathon, send out a big thank-you to your community, the donors, the media station and whoever else contributed acknowledging them as Netraisers and activists in the fight against malaria!

### RESOURCES:

Click here to read about Port Chester Middle School's Malaria Walkathon:

<http://www.nothingbutnets.net/node/196>

Preparing Youth Who Speak to the Media:

[http://ysa.org/Portals/0/PDF%20Documents/Preparing\\_Youth\\_Speaking\\_to\\_Media.pdf](http://ysa.org/Portals/0/PDF%20Documents/Preparing_Youth_Speaking_to_Media.pdf)



*Young mothers and their children with their bed nets in Mali*  
Credit: UN Foundation/Nothing But Nets



# ENGAGE YOUR MEMBERS OF CONGRESS

*START AN EMAIL PETITION!*

THE GOAL: TO HOLD CONGRESS ACCOUNTABLE AND  
ACHIEVE THE SUPPORT OF HUNDREDS

Are you satisfied with U.S. efforts in fighting malaria worldwide? Do you want your State Senator or Representative to hear your concern about malaria, how much money your Netraising Team has raised and what actions you want government officials to take?

If so, then designing an email petition is a great project for your team! Start by writing up a statement of intent. What are your goals in doing this? What are your greatest concerns and what do you envision? Refer to your Netraising Team's Mission Statement.

After you have set forth your objectives, begin the petition. Consider using a free website such as [www.thepetitionsite.com](http://www.thepetitionsite.com) and begin to spread the word!

After you get a substantial amount of e-signatures, send the petition to your congressman or woman. While it might be intimidating to contact someone in government, it will be well worth the efforts to raise awareness and support U.S. efforts to prevent malaria. Be sure to follow-up with thank you letters to both the officials and all the supportive petitioners!

## RESOURCES:

Engaging Government Officials:

<http://ysa.org/Portals/0/PDF%20Documents/tk2007pt8.pdf>

Protect Every Child's Right to Survive:

<http://www.thepetitionsite.com/takeaction/411200543>



# TAKE YOUR NETRAISING ONE STEP FURTHER!

## DEMONSTRATION & STRATEGIC-THINKING

### TEACHING WHAT WE KNOW

One of the best ways to scale up your work as a Netraiser is to DEMONSTRATE to other youth what you do!

The goal is to teach others how to start their own Netraising awareness and fundraising initiatives and to provide them with leadership skills.

DEMONSTRATION is also beneficial to engage the larger community - parents, college faculty, community leaders, etc. – in your efforts.



*Nothing But Nets not only partners with local health workers to distribute nets, but to educate local families as well.*

*Here, a health worker educates a woman on how to use her new bed net.*

Credit: Mike Dubose/United Methodist Church



## GO SCHOOL TO SCHOOL GETTING YOUNG KIDS INVOLVED

Organize your Netraising Team to visit various elementary and middle schools in your community. Talk to the students about malaria, how it affects our global world and how they can get involved. Provide them with tangible ideas on how they can organize as a class to fundraise and engage in a fun service-learning project to promote awareness, raise prevention methods and educate their community!

### NOTHING BUT NET EXAMPLES OF ELEMENTARY YOUTH INVOLVEMENT:

Students speaking about Nothing But Nets at PTA meetings

Kindergarten students rolling pennies to fundraise for Nothing But Nets

5th graders making Nothing But Nets bookmarks to sell at book fairs

### RESOURCES:

How to engage children in Service (age 5-6)

[http://tools.ysa.org/downloads/tipsheets/youngerchildren/Engage\\_Children\\_in\\_Service\(5-6\).pdf](http://tools.ysa.org/downloads/tipsheets/youngerchildren/Engage_Children_in_Service(5-6).pdf)

How to engage children in Service (age 6-9)

[http://tools.ysa.org/downloads/tipsheets/youngerchildren/Engage\\_Children\\_in\\_Service\(6-9\).pdf](http://tools.ysa.org/downloads/tipsheets/youngerchildren/Engage_Children_in_Service(6-9).pdf)



#### **DID YOU KNOW?**

*Malaria's etymological roots are in the Italian language, and "malaria" translates literally as "bad air," a reference to the early belief that the disease was caused by breathing the stale, warm, humid air found around swamps.*



## USE WEB 2.0 TOOLS SUCH AS FACEBOOK TO START NETRAISING TEAMS

There already exist quite a few Nothing But Nets Causes and Networks on Facebook. If you already have a group started, you are on the right track. However, think about using these interactive web tools to teach others how to start their own Netraising Team. For example, you could title your Facebook Group, “Learn How to Fight Malaria as a Netraiser!” Use the blogs, posts and descriptions to provide group members with resources and organizing information.

### NOTHING BUT NETS IS ALSO ON...

MySpace <http://www.myspace.com/nothingbutbednets>

Flickr <http://www.flickr.com/photos/nothingbutnets>

YouTube <http://www.youtube.com/user/nothingbutnets>

## ENGAGE DIVERSE YOUTH THROUGH NETRAISING MENTORING

This is another example of youth teaching youth. This example would detail a preexisting Netraising Team helping another group of youth with disabilities or in juvenile justice homes for example., set up their own Netraising Team. The mentoring team would serve as the guide throughout the process. Engaging diverse youth is very important as this fight involves and affects all individuals from all walks of life!

### RESOURCES:

The Mentor Initiative – fighting malaria in humanitarian crises

<http://www.thementorinitiative.org/>

Engaging Youth with Disabilities in Service

[http://tools.ysa.org/downloads/tipsheets/servicebasics/Engaging\\_Youth\\_with\\_Disabilities\\_in\\_Service.pdf](http://tools.ysa.org/downloads/tipsheets/servicebasics/Engaging_Youth_with_Disabilities_in_Service.pdf)



# WHO, WHAT, WHEN, WHERE, AND WHY?

It is important that as advocates in the fight against malaria that we think STRATEGICALLY and CRITICALLY about the issue.

## CONSIDER THE FOLLOWING QUESTIONS:

What does it mean that almost half of the world's population lives in malaria endemic countries?

According to the CDC, "The average cost for potentially life-saving treatments of malaria is estimated to be \$0.13 for chloroquine, \$0.14 for sulfadoxine-pyrimethamine, and \$2.68 for a 7-day course of quinine." With costs so low, why are death rates so high?

Children are the most vulnerable victims of malaria. Considering that children are not capable of being responsible for themselves as infants and toddlers, what more can be done to protect them?

The Global Fund to fight AIDS, Tuberculosis and Malaria states that, "300 to 500 million clinical cases of malaria are documented each year worldwide." However, does that number include the people who die at home and not in a hospital or clinic? Can we accurately account for all malaria fatalities?

According to the Commission on Macroeconomics and Health, \$2 billion will be needed each year in order to cut malaria infections in half by 2010. However, only \$600 million is currently spent. What more can the United States do to play a role in the fight to eradicate malaria?

The Johns Hopkins School of Public Health tells us that the average low-income African family makes \$68 a year and pays \$19 of it for malaria treatment. What would it be like to spend almost 1/3 of your income on health costs? What can be done to provide free treatments?

*WHILE THESE QUESTIONS ONLY REPRESENT A PORTION OF THE ISSUES THAT WE SHOULD THINK ABOUT, THEY ARE EXAMPLES OF THE BROADER MALARIA PICTURE TO CONSIDER IN OUR ACTION STRATEGIES.*



## EXAMPLES OF NOTHING BUT NETS PROJECTS

Dundee Elementary School, Dundee, MI:

Every classroom participated in a loose change drive to raise money for Nothing But Nets. Flyers were placed all over the school, decorated jugs were placed in the cafeteria and classrooms, and letters were sent home to parents. The loose change drive lasted for two weeks, and certificates went to classes that raised the most money!

Deering High School, Portland, ME:

The boys lacrosse team held two alumni games to fundraise for Nothing But Nets. The team members found sponsors throughout the community to donate t-shirts and raffle prizes, and players wore Nothing But Nets t-shirts.

Lower Richland High School, Hopkins, South Carolina:

The Model United Nations group decided to hold a Nothing But Nets fundraising competition between classes. Group members made flyers to post around the school, which included facts about malaria and competition information. The competition lasted for three weeks and the winning first block class received a free breakfast.



*Nothing But Nets spokesperson Ruth Riley teaches children how to use a bed net in Mali*

Credit: UN Foundation/Nothing But Nets



## BUZZCUTS FINALISTS NOTHING BUT NETS PROJECTS

Buzzcuts is a competition for college students to design their own innovative campus fundraising event.

Below are a few of the 2007 winners:

Middlebury College | Midd10 Humanitarian Challenge:

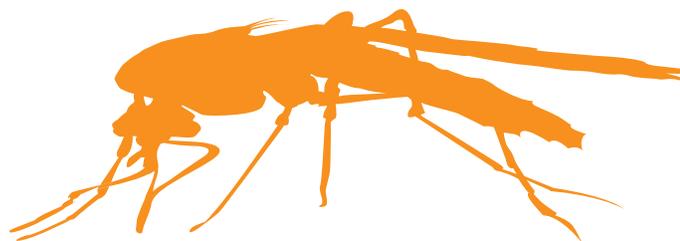
This group held ten events over the course of their fall semester to engage different parts of the college community. The student body was divided into teams that earned points by giving money and participating in educational activities.

West Virginia University | Bite Back:

This group created an awareness campaign about malaria. As students completed three assigned activities, they received a bracelet. One said “B” for believe, the next “U” for understand, and the final “G” for give - all spelling out BUG!

Harvard University | Net ‘em and Bug ‘em:

Volunteers in mosquito costumes walked around campus “biting” people, while others in net suits walked around visibly immune. This dramatization was followed by a presentation about malaria and a fundraising pitch to students and faculty.





# GET ACTIVE ON GLOBAL YOUTH SERVICE DAY & WORLD MALARIA DAY 2008!

*GLOBAL YOUTH SERVICE IS THE WORLD'S LARGEST ANNUAL WEEKEND OF SERVICE IN WHICH YOUTH FROM OVER 100 COUNTRIES CONTRIBUTE TO THEIR COMMUNITIES BY TAKING ACTION!*

How exciting that in 2008, World Malaria Day falls on the same weekend as GYSD! This is a unique opportunity for youth to engage in service projects that address malaria and its role as a global health crisis. More exciting, this is a chance to participate in specific GYSD projects to raise money for Nothing But Nets bed nets. Whether you are a registered Netraiser Team or a single young person wanting to help, Youth Service America and the UN Foundation encourage you to reach out to your resources and get active in the fight against malaria!

Please visit [www.ysa.org\gysd](http://www.ysa.org\gysd) for resources, tipsheets and grant opportunities. Don't forget to register your project with YSA and send your project descriptions to [netchallenge@nothingbutnets.net](mailto:netchallenge@nothingbutnets.net). We look forward to highlighting your efforts!

Following you will find an exciting and detailed project idea for your GYSD and World Malaria Day initiative!



*Children are at an especially high risk for death caused by malaria*

Credit: Mike Dubose/United Methodist Church



## HOST A NOTHING BUT NETS CHALLENGE!

*Friday April 25, 2008 marks the first ever World Malaria Day. The United Nations Foundation's Nothing But Nets Campaign—a global, grassroots effort to prevent malaria in Africa by delivering long lasting insecticide-treated bed nets—is teaming up with millions of Americans to take action and help cover a continent. It's never been easier to send nets and save lives.*

YOU can make a difference by becoming a part of this life-saving NETwork. And you've already taken the first step – logging on to [www.NothingButNets.net](http://www.NothingButNets.net)!

So what next? In recognition of World Malaria Day, host a NETS Challenge – a sporting event that raises funds for bed nets and saves lives – between April 21 and April 25. Americans across the country will be hosting these challenges throughout the week of World Malaria Day, and you can join in the effort! Grab your friends, family, neighbors, classmates, and anyone else you know interested in having fun and saving lives.

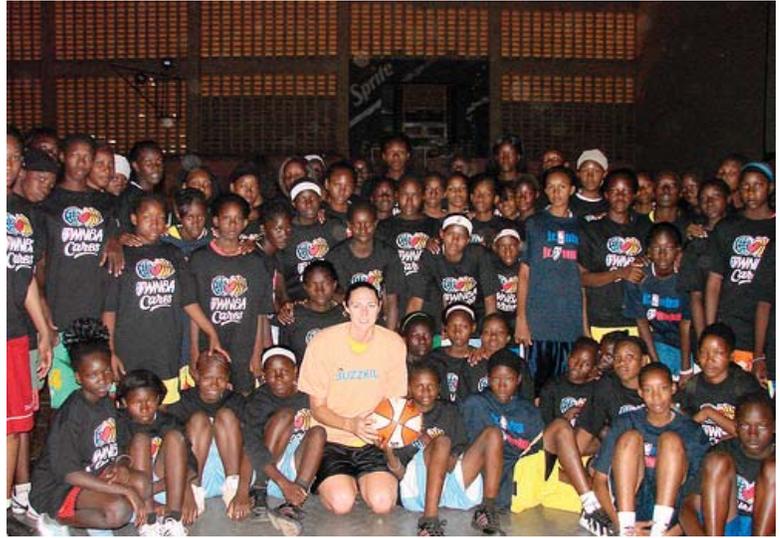
Use the tools below to help organize your event! And don't forget, log on to [www.NothingButNets.net/NETSChallenge](http://www.NothingButNets.net/NETSChallenge) and fill out a registration form, or e-mail us at [netschallenge@NothingButNets.net](mailto:netschallenge@NothingButNets.net), to tell us about the great event you're planning! We'll mail you a Nothing But Nets wristband if you let us know about your challenge and you may end up on our web site!

### IDEAS YOU CAN USE TO GET STARTED:

- Host a 3 vs. 3 soccer or basketball tournament at school or with your friends
- Challenge your teachers, faith leaders and parents to a game
- Schedule a volleyball tournament or game at your local recreation center, church or synagogue
- Think creatively – find a way to incorporate nets into a sport that doesn't traditionally use them, like bowling, golf, billiards or running.



## START PLANNING!



*During a net distribution in Mali, Nothing But Nets spokesperson*

*Ruth Riley hosted a basketball clinic for local youth*

Credit: UN Foundation/Nothing But Nets

Start a Netraiser Team at [www.NothingButNets.net](http://www.NothingButNets.net) or communicate with your existing Netraiser Team about your event. Set a goal and recruit teammates. Tell them about your upcoming NETS Challenge and invite them to participate or donate to your team to help you raise funds for nets.

Talk to your community about getting involved. Seek out local religious groups, sports clubs, community service groups, schools and friends and family to participate in your event.

Download/create materials to promote your event, such as posters and signs. Post them around your town to attract people to join your challenge! You can download FREE promotional materials from [www.NothingButNets.net/downloads](http://www.NothingButNets.net/downloads) to spread the word about your event and Nothing But Nets.

Get media coverage. Let your local media know about your event. Call the local newspapers, TV, and radio stations to see if they're interested in covering your story or providing free advertising space. Invite your school paper out to your event. Use the press release template found on at [www.NothingButNets.net/NETSChallenge](http://www.NothingButNets.net/NETSChallenge).

Be prepared. Make sure you have a plan for how your event will be organized, who will volunteer to help you set up and run your event, and what materials you'll need to make it run smoothly. For example, where will you hold your event? A local park or gym? How do you go about reserving the space? See the event checklist for helpful answers.



## **BELOW IS A CHECKLIST TO HELP PLAN AND EXECUTE YOUR NOTHING BUT NETS CHALLENGE!**

### **WEEK 1:**

- Pick and design your NETS Challenge event – a 3 vs. 3 tournament, race, etc!
  
- Set your goals. How many nets are you trying to fund?
  
- Decide who you want to invite to participate in your event. The entire community? Your classmates? Who is this event most geared towards and how can they help?

### **WEEK 2:**

- Book your venue; the earlier, the better. And don't be afraid to ask the community to donate space! For example, approach your local YMCA to see if you can use the gym for an afternoon.
  
- Contact the people can help make your event a success. Reach out to friends and family with volunteer jobs. Contact community businesses with ideas for donations – prizes, food, and advertising space.
  
- Spread the word! Advertise your event – post flyers, blog about it, post in your local paper's events calendar, and call on local community groups to help you get the word out!



### Week 3:

- Contact Nothing But Nets. Let us know that you're hosting this event and what we can do to help! E-mail us at [netschallenge@NothingButNets.net](mailto:netschallenge@NothingButNets.net). We'll mail you a Nothing But Nets wristband if you let us know about your challenge!
- Gather the final materials you'll need for the event, such as soccer balls, timers, etc.
- Finalize your plans. Hold a meeting with event volunteers and call your venue/distributors to make sure everything is confirmed and on schedule.

### Week 4: Week of World Malaria Day – April 25!

- Host your event! Arrive early with your volunteers to set-up. Bring along Nothing But Nets sign-in sheets and allow enough time to register participants in your challenge. And most importantly, have fun!
- Blog about your event. Send Nothing But Nets a short summary of your event, along with a couple of photos and sign-in sheets. We may feature your event on our web site, and will mail you a Nothing But Nets wristband! E-mail us at [netschallenge@NothingButNets.net](mailto:netschallenge@NothingButNets.net), or send mail to:

The United Nations Foundation  
Nothing But Nets Challenge  
1800 Massachusetts Ave, NW, Suite 400  
Washington, DC 20036

Visit [www.NothingButNets.net](http://www.NothingButNets.net) to learn more about the malaria, the Nothing But Nets Campaign, and how individuals across the world are getting involved.



# PROJECT QUESTIONNAIRES

*REFLECTION AND EVALUATION*

**IN ANY GREAT PROJECT, WHETHER IT IS  
FUNDRAISING OR AWARENESS,  
REFLECTING UPON YOUR WORK IS ESSENTIAL.**

By answering the following questionnaires for your Netraising team as well as for Nothing But Nets and Youth Service America, you will help to ensure that efforts to prevent malaria globally and to engage youth in high-impact service projects will continue to improve.



*Elizabeth McKee Gore and Katherine Miller of the UN Foundation, along with spokesperson Ruth Riley, pose with local women following a distribution in Mali.*

Credit: UN Foundation/Nothing But Nets



## FOR THE NETRAISING TEAM

*Please use this reflection to improve upon your group efforts and to acknowledge your successful work as prevention advocates and bed net fundraisers! You can also find this evaluation at [www.NothingButNets.net/Downloads](http://www.NothingButNets.net/Downloads).*

What were your initial goals and did you meet them?

What was your greatest fundraising success?

What was your greatest awareness-raising success?

Were you able to effectively recruit new team members and if so, how?

How did you connect your Netraising projects with your school and academic goals?

What essential information did you learn about malaria during the process?

How did you advance your efforts in the fight against malaria?

What would you change about your Netraising efforts to a) raise more money for bed nets and b) to increase malaria prevention in other ways?

How would you like to see the fight for the malaria prevention improve globally?

How will you engage in future action taking advantage of the information you have expressed in this evaluation?





## FOR NOTHING BUT NETS

*Please fill out this evaluation and send it back with pictures to [stories@nothingbutnets.net](mailto:stories@nothingbutnets.net). Your answers will help strengthen Nothing But Nets malaria campaign and resources for Netraisers!*

What is your most compelling Netraising story?

What is your proudest accomplishment in your fight against malaria?

What do you consider most important about your role in bed net fundraising?

How can Nothing But Nets best highlight your success?

If you could change one thing about your work as a Netraiser what would it be?

What resources do you need for your work that you don't currently have?

Do you have any pictures that you can share for the Nothing But Nets website?

How can we better connect you with other Netraisers and Netraising teams?

Is there any additional information that the United Nations Foundation and Nothing But Nets malaria campaign can provide you?

Feel free to leave us any additional comments...!



## FOR YOUTH SERVICE AMERICA

*Please fill out this reflection and send it to [kthurman@ysa.org](mailto:kthurman@ysa.org).  
Your answers will contribute to YSA's effort to engage millions of diverse youth in issues-based service-learning and community change!*

How many youth did you engage in your Netraising efforts?

What is the diversity of your youth participants (age, race, economic status, gender, youth with disabilities and youth from vulnerable circumstances)?

What skills did you gain that will help to improve your academic achievement and career interests?

What specific outcomes has your service had on your community?

How would you like to see your work improve in terms of scale or quality?

What does "creating change" mean to you as a youth?

Can you think of specific examples for youth to get more involved in their communities?

What about this resource did you like and dislike?

Feel free to leave us any additional comments...!



## RESOURCES, RESOURCES, RESOURCES!

Children For Children's Sweat For Nets Curriculum

<http://www.childrenforchildren.org/index.php?q=node/27>

Malaria No More's Scholastic Materials

<http://www.malarianomore.org/kids/educational-materials.php>

SWAT Malaria

[www.swatmalaria.org](http://www.swatmalaria.org)

Global Health Reporting Malaria Overview

<http://www.globalhealthreporting.org/malaria.asp>

The Johns Hopkins Malaria Research Institute

<http://malaria.jhsph.edu/index.html>

Malaria Foundation International

[www.malaria.org](http://www.malaria.org)

Network Against Malaria

<http://www.networkagainstmalaria.blogspot.com/>

Voices For a Malaria-Free Future

[www.malariafreefuture.org](http://www.malariafreefuture.org)

National Geographic 'Malaria: Global Killer'

<http://science.nationalgeographic.com/science/health-and-human-body/human-diseases/malaria-article.html>

Roll Back Malaria Partnership

<http://www.rbm.who.int>

Africa Fighting Malaria

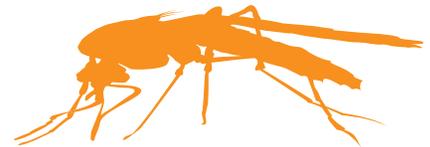
[www.fightingmalaria.org](http://www.fightingmalaria.org)

Centers for Disease Control and Prevention

<http://www.cdc.gov/malaria/>

World Health Organization

<http://www.who.int/topics/malaria/en/>



*A Chadian woman sits under her new bed net*

Credit:  
Mike Dubose/United Methodist Church



**NothingButNets.net**

UNITED NATIONS  
FOUNDATION

*In partnership with*

**YOUTH SERVICE  
AMERICA**