

Conference Call Summary:

Conference call with malaria experts from the United Nations Foundation and the United Nations High Commission on Refugees from November 19, 2008

Who: Daniel Carucci, Vice President of Global Health at the UN Foundation

Elizabeth Gore, Executive Director of Nothing But Nets and Executive Director of Partnerships and Alliances at the UN Foundation

Heiko Hering, Public Health Information Officer, Public Health and HIV Section at UNHCR

Welcome and introductions - Amy DiElsi

- Overview of United Nations Foundation and partnership with UNHCR

Daniel Carucci

- o The United Nations Foundation is a public charity created in 1998 with entrepreneur and philanthropist Ted Turner's historic \$1 billion gift to support UN causes and activities. We are an advocate for the UN and a platform for connecting people, ideas and resources to help the United Nations solve global problems.

- o For several years, the UN Foundation has been working with UN agencies and other anti-malaria groups, beneath the Roll Back Malaria umbrella, to foster partnerships that raise awareness about and support for malaria prevention. In 2006, the UN Foundation created its grassroots campaign, Nothing But Nets, with a diverse group of partners, to provide an easy way for concerned individuals to join the global fight to combat malaria.

- o An urgent need. UNHCR has identified an immediate and urgent need for 275,000 long-lasting, insecticide-treated bed nets for refugees living in 27 temporary camps in Uganda, East Sudan, Kenya and Tanzania. The UN Foundation, through its Nothing But Nets campaign, has issued a fundraising appeal to raise the funds necessary to provide these life-saving nets.

- o Malaria kills. Nets can save lives. Malaria is the leading killer of refugees in Africa. Insecticide-treated bed nets can stop the spread of the disease.

- o The UN is there. Working in these four African countries, UNHCR recognized this need to cover the more than 630,000 people with anti-malarial bed nets and immediately sought assistance from the UN Foundation to help provide these nets. This is a clear example of the UN's life-saving work coordinating humanitarian emergencies. Only the UN has the reach to figure out what needs to be done and coordinate the response.

- o It is easy to help. The UN Foundation, through the Nothing But Nets campaign, is engaging everyone from the UN to the NBA and the Union

for Reformed Judaism to people in towns across America to help raise funds to send 275,000 nets to these refugee camps in need. Individuals can go to www.NothingButNets.net to send a net and save a life.

- Brief update on the Nothing But Nets campaign and experience with Chad

Elizabeth McKee Gore

- o This holiday season, even in tough economic times, we can still lend a hand and help save lives with only \$10.

- o In 2006, the UN Foundation created its grassroots campaign, Nothing But Nets, with a diverse group of partners, to provide an easy way for concerned individuals to join the global fight to combat malaria.

- o Inspired by sports columnist Rick Reilly, tens of thousands of people have joined the campaign. Founding campaign partners include the National Basketball Association's NBA Cares, The People of the United Methodist Church, and Sports Illustrated. Other partners include VH1, The Mark J. Gordon Foundation, AOL Black Voices, The Wasserman Foundation, Major League Soccer's MLS W.O.R.K.S., the Women's National Basketball Association, and Rotarians' Action Group on Malaria.

- o A donation of \$10 to Nothing But Nets covers the cost of purchasing a long-lasting insecticide-treated bed net, distributing it and educating communities on its use.

- o To date, Nothing But Nets has raised more than \$20 million, and by the end of 2008, will have distributed more than 2 million nets to children and their families in Africa. Tens of thousands of individuals have become involved, including professional athletes, youth and corporate CEOs.

- o Last year, I was impressed with the quick response across the country to help send 40,000 emergency bed nets to refugees and internally displaced persons in Chad. Within 4 weeks, we raised the \$400,000 needed to send nets and save lives. That success proves that we can take on this bigger challenge.

- o You as communicators have the ability to use the power of the pen, or keys, to make a difference through writing about malaria and ways your readers can help.

- Brief overview of the impact of malaria on refugees in Africa

Heiko Hering

- o There are currently 11.5 million refugees total around the world, 2.5 million in Africa alone. Many of those refugees are susceptible to malaria all year long, the other .5 million are susceptible during the one or two rainy seasons a year.

o Currently, refugees in Uganda, Sudan, Kenya and Tanzania suffer from the highest rate of malaria mortality. Rates of malaria within these refugee camps have begun to skyrocket as a result of poor living conditions and lack of resources.

o More than 630,000 refugees have been displaced as a result of the spreading crisis in Darfur and other regional crises, which have forced many refugees to live in the camps for extended periods of time. As the next rainy season approaches, those living in temporary camps—one half of whom are children and three quarters of whom are women and children—are now threatened by malaria.

o While malaria is endemic in these refugee camps year-round, the upcoming rainy season begins in December, making the urgency even greater to get nets to these camps. As the next rainy season approaches, the refugees living in these camps will become even more vulnerable, as heavy downpours leave pools of standing water, which provide an ideal breeding ground for deadly parasite-carrying mosquitoes. (The two rainy seasons in Eastern Africa stretch from July to August and December to January.)

o In addition worsening conflicts in the DRC, Somalia, Eastern Sudan have created more and more refugees fleeing for their safety to refugee camps where individual cases of Malaria continue to increase due to poor living conditions and overcrowding.

o This can be successfully prevented by using the insecticide treated bed nets, which protect the individual under the net, and by the nets actually killing the mosquitoes the entire camp has a reduced chance of infection.

o If we can cover the entire refugee population we would significantly reduce malaria deaths worldwide.

Question and Answer Session:

Q: Matt Cordell, UN Dispatch

How do you balance the organizations ongoing work while starting this new campaign?

A: Elizabeth Gore, Executive Director of Nothing But Nets

Our goal has always been to raise \$10 for one net at a time, and then our bigger goal is to cover the entire continent of Africa with nets. With this in mind, we attempt to target the populations most vulnerable to malaria. So that is why we chose Africa, then on top of that since refugees are an even more vulnerable subset of the greater population we have decided to focus our efforts on this particular group. Therefore we are accomplishing our ultimate goal, but fulfilling the need as it arises, for specific populations. We also work closely with the Global Fund.

Q: Shannon Raybold

What are your plans after you target those four main countries?

A: Elizabeth Gore, Executive Director of Nothing But Nets

Our goal is to focus first on these four countries because they have the highest rates of malaria. After we accomplish this goal we will focus on continuing to work with UNHCR wherever they need assistance to prevent malaria and save lives.

Q: Patty Baker, FoodShedPlanet.com

I know Rick Reilly was the Genesis for this campaign, I remember reading his article when it was first published and how impressive the power of the pen really is. That being said, are you doing any consumer/constituent outreach surrounding this campaign, with selling sports tickets, or surrounding the holidays?

A: Elizabeth Gore, Executive Director of Nothing But Nets

Well our three biggest partners are the NBA, the WNBA, and MLS. These partners help us to get out our messaging through their networks, as well as to do events in major cities and help us with fundraising initiatives. For example the NBA's Loul Deng donates money per shot he makes, and MLS is participating in our Los Angeles city tour and is going to kick off our "Text- to-Give" program where you can donate to the Nothing But Nets campaign at the MLS Cup on Sunday November 23, 2008 by texting from your phone. You donate \$5.00 each text and can donate up to 5 times per phone. For the Holiday giving, we encourage people to buy a net in someone's name and then they can send a tribute card, or we recommend individuals check out our Nothing But Nets "Buzz Kill" t-shirts and baseball hats- they make great gifts!

In terms of promotion, our partners advertise on their sites, as well as we have several successful PSAs, some targeting jumbotrons, and others main stream networks, in total we estimate that they reach an audience of 25 million people.

One example is our partnership with VH1. VH1 created its own commercial/PSA that specifically targets the VH1 audience. Our "trendy" approach to this campaign has made it popular with a wide audience of individuals.

Q: Abigail Salisbury, Jurist

I know distribution of any type of aid can be very difficult, do you know of any obstacles that will be specific to the refugee populations and how do you ensure that the distribution of the nets is successful and that they get to the refugees who need them?

A: Elizabeth Gore, Executive Director of Nothing But Nets

Our campaign supports the UN's activities so we count on them to work with different UN agencies and with the host country governments to set up these distributions, sometimes the UN is working with the host country several years prior to the distribution. But I will let Heiko Hering from UNHCR give a little more of the distribution details and history.

Heiko Hering, Public Health Information Officer UNHCR

Although most people only think of UNHCR as a refugee protection agency, it is also required that we take care of refugee needs, and to ensure that countries that signed the Refugee Convention of 1951 are following through on their end of the bargain.

Article 23 of the Refugee Convention actually gives the mandate to give refugees healthcare and so we start from this basis. We are working together with a network of UN agencies, and partners such as the WHO and the Global Fund as well as the countries who agreed to provide refugees with the healthcare they need. This includes the distribution of mosquito nets, vaccinations, and medical treatment.

Q: Pattie Baker, FoodShedPlanet.com

I know that this may seem silly since these nets are obviously saving lives, which is a good thing, however, I was wondering if there were any negative impacts either to individuals, or to the environment, such as the soil or water, from the insecticide used on the nets?

A: Dan Carucci, UN Foundation

The nets that we use are safe and not toxic to either human beings or the environment. The insecticide that is used is specifically designed to target mosquitoes. It is part of a new age of insecticide which targets only specific organisms and integrates the insecticide into the material. For example the bed nets used to be dipped in insecticide. Now, the insecticide is actually inside the fibers of the nets before the nets are assembled. This ensures that the insecticide stays in the net, which makes it last longer and makes it safer. Additionally, because it is considered a disease prevention method, the nets have to be vetted

through the WHO process which means that are "pre-qualified" nets and are safe to both the environment and the people who use them.

• Closing and thank you - Amy DiElsi