

Update to Partners: RBM Brand Evolution

Since its founding, the Roll Back Malaria (RBM) Partnership has played a critical role in advancing global efforts to control and prevent malaria worldwide, resulting in one of the best global health success stories of the century. The determined support of RBM partners helped reduce malaria deaths by more than 60%, save almost 7 million lives and prevent more than 1 billion malaria cases between 2000 and 2015, effectively rolling back the deadly and devastating tide of malaria. This tremendous success has set the world on a path to end this disease for good, and put the RBM Partnership in position to focus on the new malaria elimination agenda.

As CEO of the RBM Partnership, I am glad to see the vital activity among partners as the Partnership evolves to build on this legacy and achieve malaria elimination in our lifetimes. Accomplishing this incredible feat will contribute to numerous Sustainable Development Goals including improved health, ending poverty, better access to water and sanitation, and increased access to education.

To do this, we have identified three strategic priorities for the Partnership:

- **keep malaria high on the political agenda** to ensure continued commitment and investment to achieve our common goals;
- **address the gaps and maintain the gains through regional initiatives** to ensure collective progress;
- **advocate for sustained and increased financing** for malaria, including domestic financing.

These priorities will be framed and complemented by a strong foundation of global, regional and country communication and advocacy, and coordination and outreach among partners, both those directly involved in the malaria fight as well as those working across other sectors that are essential to achieve global malaria goals.

Consistent with our renewed focus, the RBM Board reviewed the RBM brand considering the success to-date and our forward-looking ambitious, global goals. We sought and received active input from a broad and diverse set of malaria partners around the world in a Brand Survey and Audit conducted this summer. The perspectives shared gave us critical insights to how the RBM brand is viewed and what it conveys to our many stakeholders.

Key findings included:

- the RBM brand is beloved by many partners;
- there is a clear and strong desire not to move away entirely from the legacy of RBM achievements in the MDG era;
- partners overwhelmingly indicated that the name — *'Roll Back Malaria'* — and call-to-action imagery to “roll back malaria,” reflects the past accomplishment of cutting malaria deaths in half by 2015, but understates the Partnership’s urgent mission to end malaria, as per the WHO GTS and SDG goal 3.3.

Based on these findings, the Board agreed to evolve the RBM brand to honor its legacy, while adding forward-looking elements that affirm our tie to the elimination agenda and determination to work globally to end malaria for good. Since mid-July, a team comprised of the RBM Board Strategic Communications Partner Committee (SCPC) members and SCPC Co-chairs worked with an agency tendered in accordance with UNOPS processes to evolve the RBM brand.

Today, I am pleased to introduce the new name, look and feel:



As we lay out our vision for malaria elimination at the UN General Assembly later this month, the refreshed brand framework will honor the RBM legacy while showing a revitalized, forward-looking and ambitious global mandate.

As RBM Partners, I am counting on your support to enact our multi-sectoral engagement strategy. We will issue new Brand Guidelines in early October, and I look forward to working with all of you as we enter the new phase of the RBM Partnership to End Malaria.

Dr Kesete Admasu
CEO, RBM Partnership to End Malaria

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