

Novartis and the Power of One campaign

What is Power of One?

Novartis and Malaria No More are joining forces to help close the malaria treatment gap and accelerate progress in the fight against malaria. Over 300 million treatments are needed to close the treatment gap in Africa between now and the end of 2015.

Through a new global fundraising campaign called Power of One, the public will be able to provide malaria treatments for children in Africa: every dollar donated by the public will fund a full treatment course for a child diagnosed with a case of malaria.

Novartis will support the campaign financially until 2015 and also donate up to three million full courses of its pediatric antimalarial to match treatments funded by the public, hence doubling the impact of these donations.

Some of the world's most innovative companies are participating in Power of One, including Alere who is providing malaria rapid diagnostic tests, Time Warner, Twitter and others.

Power of One uses the latest social and mobile technologies, enabling people to donate, follow the journey of their donation, recruit their personal networks and share the experience. This campaign has the potential to make malaria the first disease beaten with the help of mobile technology.

The campaign will officially launch to the public in September 2013 in the U.S. and later rolled out to more countries across Europe and beyond.

Why is Novartis partnering with Malaria No More on Power of One?

Every minute in Africa, a child dies of malaria, a disease that is preventable and treatable. By teaming up with Malaria No More, we hope to help raise awareness and funds for malaria, and ultimately reach more patients. No other cause presents the opportunity to save lives or improve livelihoods on such a massive scale.

Power of One is a natural extension of our company's commitment to improve access to antimalarial treatments. The campaign will help us move closer to our vision of a malaria-free world by helping to close the treatment gap and accelerate progress toward malaria elimination.

Why was Zambia selected as the initial focus of Power of One?

Zambia was the first African country to make the bold switch in treatment guidelines from chloroquine to ACTs. It is a critical country in the fight against malaria, and the government has decided to elevate efforts to fight the disease.

As a result, the Power of One campaign is stepping up alongside the Zambian government, as well as other key partners including John Snow, Inc. (JSI), PATH/MACEPA, Peace Corps, and the United States



President's Malaria Initiative (PMI) to help the country achieve universal coverage of testing and treatment and drive down malaria morbidity and mortality.

The first batch of Novartis antimalarial treatments under the Power of One campaign reached Zambia in July and the second is scheduled to reach Zambia in fall.

Novartis is particularly pleased that Zambia is the first beneficiary for the Power of One campaign as it has had a longstanding relationship with the Zambian government, supporting its efforts to meet immediate and anticipated malaria needs.

What is the Novartis Malaria Initiative?

The Novartis Malaria Initiative is one of the largest access-to-medicine programs in the healthcare industry. The Initiative focuses on improving access to treatment, helping communities deliver better healthcare and investing in research and development into the next generation of antimalarials.

Since 2001, the Novartis Malaria Initiative has delivered more than 600 million artemisinin-based combination therapy (ACT) treatments without profit to the public sector of 60+ malaria-endemic countries.

Novartis is constantly looking for innovative ways to contribute to the fight against malaria:

- In the last two years, Novartis scientists have discovered two new classes of antimalarials which if successfully developed, will represent a major breakthrough in the fight against the disease.
- Novartis has pioneered the use of mobile phones, the Internet and electronic mapping to improve health in Africa, through SMS for Life – a program that helps to prevent stock outs of antimalarials in public health facilities.
- Novartis has launched a program to expand access to ACTs by ensuring that quality-assured treatments make it to private outlets and that they are sold at a low price – a sustainable business model that is not subject to donor funding.

What is the Novartis corporate responsibility strategy?

Our ambition in corporate responsibility is to expand access to healthcare by reaching more patients with our medicines. Novartis is well positioned to achieve this aspiration because it is the only diversified healthcare company with global reach that is a leader in branded prescription medicines, eye care, generic medicines, OTC medicines, and animal health.

We focus our corporate responsibility activities in three areas. First, we work to control and eliminate diseases like malaria and leprosy. Second, we pioneer business approaches to tackle health problems of under-served low-income patients. Third, we expand adaptive research targeting under-served patients while continuing to focus on neglected disease research and scientific education.

More information

- www.malaria.novartis.com
- www.Po1.org