

Private Sector Companies in Ghana's Central and Western Regions Increase Support for Malaria Prevention for Their Workforce



Families of workers of Benso Oil Palm Plantation show their newly acquired ITNs

Malaria Safe in Action: Eight Companies Take the Lead

At least eight companies in Ghana's Central and Western Regions signed onto the Malaria Safe Initiative, an employer-based malaria prevention program. Designed by the United Kingdom Department for International Development-funded Private Sector Malaria Prevention (PSMP) project, it supports employers in protecting workers and communities from malaria. According to PSMP, which Johns Hopkins Center for Communication Programs implements, companies are "Malaria Safe" if they use four pillars of action: malaria education, prevention, visibility, and championing the fight against malaria. All eight companies have implemented all the pillars.

The eight companies in this region that signed on to the PSMP Malaria Safe partnership and engaged in malaria safe actions are Zeal Environmental Technologies, Norpalm Ghana Limited, Benso Oil Palm Plantation, AngloGold Ashanti Iduapriem Limited, Golden Star Wassa Limited, Golden Star Bogoso/Prestea Limited, Twifo Oil

Palm Plantation, and the Ghana Rubber Estates Limited. In all, 263 senior officers and various levels of managers from these companies were trained in workplace Malaria Safe actions; 149 are beginning to function as malaria champions and peer-educators in malaria prevention at their various workplaces.

These companies are beginning to see many benefits from the PSMP project partnership, including:

- a. Small subsidies for select industries on ITNs purchased (offered to companies that meet PSMP's selection criteria)
- b. Education of employees and community volunteers, facilitated by the PSMP project
- c. IEC materials (flyers and posters) supplied by the PSMP project
- d. Access to a PSMP-designed dashboard tool for monitoring and evaluating absenteeism due to malaria, and malaria control activities the companies are undertaking at the workplace and in the

community

From August 2017 to May 2018, Malaria Safe companies purchased and distributed 23,000 insecticide-treated nets (ITNs) to workers, their families, and community members. By mid-2019, PSMP anticipates that these and other companies will buy and distribute another 20,000 ITNs.

PSMP Engagement of Coalitions—Advocacy for Malaria Prevention

PSMP is also involved in advocacy in the Central and Western Regions to encourage corporate membership institutions to support malaria prevention activities. These institutions include the Association of Ghana Industries, Sekondi-Takoradi Chamber of Commerce and Industry, the Ghana Cocoa Foundation, the Ghana Employers Association, and the Ghana Chamber of Commerce and Industry, to name some.

Malaria Safe Recognition Awards

To provide further motivation to the companies active in malaria prevention, PSMP—with the Western Regional Coordinating Directorate, Western Regional Health Administration, and Malaria Safe Companies—organised the first ever Western Region Malaria Safe Recognition Awards event in Takoradi in November 2017. The event included scores of corporate attendees and media. During the event, 11 companies received awards for their contribution to malaria control: AngloGold Ashanti Iduapriem Gold Mine, Benso Oil Palm Plantation, Twifo Oil Palm Plantation, Zeal Environmental Technologies, Golden Star Bogoso/Prestea Mines Ltd., Golden Star Wassa Mines Ltd., Goldfields Ghana Limited, Eni Ghana Ltd., Samartex Ghana Ltd., Perseus Mining Limited, and Norpalm Ghana Limited.

These companies are now models to encourage other private companies in Ghana to develop and implement their own malaria prevention programs for their workplaces.



Leaders of the winning companies display their awards.

Lessons Learned

Sustaining the engagement of private sector companies in malaria prevention requires continued advocacy and involvement of the leadership of corporate sector parent institutions and coalitions. It also requires advocacy with key decision makers in the private sector, at the right time in the company's budgeting cycle to enable companies to integrate planning and budgeting for malaria control activities during their regular project planning cycle. In addition, encouraging lead companies to serve as models for others in making malaria prevention a key area of corporate social responsibility for their employees and communities encourages the creation of local centres of learning among corporate organisations. These efforts can create solid foundations for expanding coverage of private sector engagement and sustainability for their malaria control actions.



PSMP is a three-year project funded by the United Kingdom Department for International Development (DFID) and operated by the Johns Hopkins Center for Communication Programs (CCP). The purpose of the PSMP is to catalyze private sector engagement in malaria control, in particular in the supply and distribution of Long Lasting Insecticidal Nets (LLIN).