

# KICK OUT<sup>TM</sup> MALARIA NIGERIA

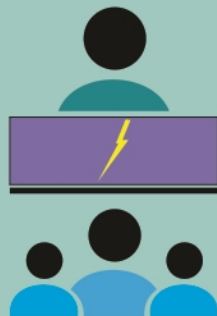
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## KICK OUT MALARIA

STORYBOOKS ► APPS ► GAMES



### National Stakeholders (MDAs) Edition

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The KICK OUT MALARIA Story and Game series helps CHILDREN **ACQUIRE, PRACTISE, AND RETAIN** THE CRUCIAL KNOWLEDGE THEY NEED TO **COMBAT MALARIA** and other preventable diseases in a fun, active, and engaging way.



# KICK OUT MALARIA STORYBOOKS, APPS AND GAMES FOR SCHOOLS NATIONAL STAKEHOLDERS (MDAs) EDITION

## PRODUCT OVERVIEW

### Who

According to reports, Nigeria has approximately 97 million malaria cases and 300,000 deaths annually. It is also estimated that over 173 million Nigerians are at risk of malaria infection. Children are the most affected and they account for over 80% of the total malaria infection and death cases.

### What

Every child deserves to live. When children are healthy, they perform at their best in school and stay alive to fulfil their dreams.

### Where

Families in Nigeria spend trillions of naira out-of-pocket to treat malaria every year. In many places across Nigeria, this is a huge burden on both their finances and health systems causing poverty and untold hardship. We believe that when children are well informed, a lot will be achieved in eradicating malaria. This will also ease the heavy burden on the overstretched health sector and ensure that the limited resources are evenly distributed to improve their livelihoods.

### When

There is no better time than now, as more and more people, especially children, are affected by malaria on a daily basis. With our Kick Out Malaria products, we are giving power to the children, and the resources they need to defeat malaria.

### Why

While so much has been done to eradicate malaria in Nigeria with over \$1 billion spent by institutional donors between 2014 - 2017 alone, and more than NGN 2 trillion spent out-of-pocket on malaria treatments by Nigerian families yearly, malaria still remains a major development problem in Nigeria, and the disease keeps spreading all over the country. We attribute this occurrence to lack of proper education among the people most vulnerable to malaria epidemic, who are mostly children. With our Kick Out Malaria products, we are addressing the root cause of malaria to proffer a lasting solution to the disease.

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### What's More

Like malaria, neglected tropical diseases (NTDs) are affecting more than 100 million people across Nigeria. The Kick Out Malaria Story and Game series are thoughtfully designed to provide a lasting solution to those diseases.

## PRODUCT DESCRIPTION

Kick Out Malaria Storybooks, Story Apps, and Computer Video Games are created to help children and families across the world adopt a healthy lifestyle for their well-being and embrace positive attitudes towards tackling environmental pollution for the common good.

The National Stakeholders edition for The Federal Republic of Nigeria is designed to enlist the support of government at all levels to help children acquire, practise, and retain the crucial knowledge they need to defeat malaria and other preventable diseases in a fun, active, and engaging way. We are calling on Ministries, Departments and Agencies (MDAs) of The Federal Government of Nigeria and all Political Officeholders to buy and donate our Kick Out Malaria products to public schools and libraries across Nigeria.

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## MISSION AND VISION STATEMENTS

To empower, at least, 5 million poor Nigerian children/households to defeat malaria in their communities in the next 3 years, and reduce malaria in Nigeria to, at least, 35% over the next 5 years.

## STRATEGIC PLAN

*National Stakeholders edition for Local Communities*



Yr 1

Yr 2

Yr 3



➔ 200,000 Children/Households

## RETURN ON INVESTMENT

Eradicating malaria will embolden the people to fight poverty, raise their own standard of living and ensure financial prosperity for themselves, which in turn will produce a conducive, prosperous and safe environment for all.



## CUSTOMIZATION OPTION

Each of the Storybooks, Story Apps or Games you order will be customized with the name/logo of your organization (e.g., Donated by MDAs OF THE FEDERAL REPUBLIC OF NIGERIA). We may also request the name and address of the schools/organizations where you are donating the products to customize their Story Apps and Games.

## STORYBOOK SIZE, DIMENSION, AND DELIVERY TIMELINE

Paperback cover edition for students/school libraries, A4 size (8 x 11 inches) with glossy laminated cover printed on quality cardstock and 32 inner pages with call-to-action and practical activities printed on quality paper in full premium colour. Delivery timeline can take between 1 - 3 months depending on a few factors including quantity purchased, production and logistics, and whether a new language translation is requested. Please contact us for more customization options.

## PRODUCT DELIVERY METHOD

S/N	PRODUCT DETAILS	DELIVERY
1	Kick Out Malaria Storybooks	Physical Delivery
2	Kick Out Malaria Story Apps and Games	Physical Delivery or Digital Download

## PRODUCT LIST

S/N	PRODUCT NAME	DESCRIPTION	RETAIL ₦	DISCOUNT %	PROMO ₦
STORYBOOK TITLES					
1	KICK OUT MALARIA: WASTE PICKUP AND DISPOSAL	Printed edition; large print; paperback; A4 size	₦2,000	50% OFF	₦1,000
2	KICK OUT MALARIA: PLUG THE PUDDLES OF WATER		₦2,000		₦1,000
3	KICK OUT MALARIA: CLEAR THE DRAINAGE CHANNELS		₦2,000		₦1,000
COMPUTER VIDEO GAME TITLES					
1	KICK OUT MALARIA GAME 1	DVD Pack (downloadable digital file optional)	₦10,000		₦5,000
2	KICK OUT MALARIA GAME 2		₦10,000		₦5,000
3	KICK OUT MALARIA GAME 3		₦10,000		₦5,000
STORY APP TITLES					
1	KICK OUT MALARIA: WASTE PICKUP AND DISPOSAL – STORY APP 1	DVD Pack (downloadable digital file optional)	₦10,000		₦5,000
2	KICK OUT MALARIA: PLUG THE PUDDLES OF WATER – STORY APP 2		₦10,000		₦5,000
3	KICK OUT MALARIA: CLEAR THE DRAINAGE CHANNELS – STORY APP 3		₦10,000		₦5,000

THESE ARE UNIT PRICES FOR A BULK ORDER OF 10,000 COPIES AND ABOVE.

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