

UP government announces new initiatives to eradicate malaria in Bareilly

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Mortein and Malaria No More come together to launch Mission Zero Malaria



Reckitt's well-known household insecticide brand, Mortein has launched 'Mission Zero Malaria' with support from the Government of Uttar Pradesh (UP) in Bareilly.

Aligned with India's goal to eliminate Malaria by 2030, Mission Zero Malaria has been launched with Malaria No More, as an implementation partner and aims to enhance health awareness and inspire the adoption of desired behavior change within the community, health system, and government bodies of the region.

As per the World Health Organisation, in the South-East Asia region, India accounts for 82.5% of malaria cases which is majority of the malaria burden. In 2019, 70% of the officially reported cases of malaria in Uttar Pradesh, India, came from only 2 districts, Bareilly and Budaun. Bareilly witnessed sudden and unexplained outbreaks of malaria and dengue in recent times. 2019 saw an outbreak of both malaria and dengue, and 2021 saw an outbreak of dengue. In 2022, more than 40% of malaria impacted people under the age of 18 with about 7% impacting children up to the age of 5.

Due to the consistent rise in Malaria cases in the district of Bareilly, Uttar Pradesh government took various steps to mitigate the risk and help those suffering from vector-borne diseases. However, the public and private sectors complement each other and help strengthen the system. Therefore, it is critical that the private sector collaborates with the public sector to help construct health infrastructure and facilitate healthcare provision to enhance malaria elimination efforts.

Mortein and Malaria No More will play a significant role in healthcare delivery to the targeted beneficiaries to control and eradicate Malaria in Bareilly. This partnership will ensure investments, access to technology, and innovation that can be leveraged to lessen the burden of Malaria in the district.