



## PHOTO & CAPTION

### Senegal Strings Up 615,000 Bednets



Photo: USAID/Senegal/Richard Nyberg

***Rougiatou Diallo settles down for a nap with her two children, Serigne Fallou (age 3) and Mame Cor (age 1) in the district of Guédiawaye near Dakar.***

As the local proverb goes: “People’s preferences are different, which is why everything sold in the market finds a buyer.”

That’s why the President’s Malaria Initiative (PMI) is using several different methods of making insecticide-treated bednets available to the Senegalese. First and foremost, PMI targets those physically most vulnerable to malaria (pregnant women, young children, and people living with HIV/AIDS), by delivering 196,872 long-lasting nets into their hands at no charge. Pregnant women and young children took home an additional 134,413 nets after chipping in a small co-payment in

one of the 24 districts where a subsidized voucher system has begun. PMI teamed up with community organizations to help families re-treat 125,632 older mosquito nets with insecticide, renewing their protective value. Finally, for those Senegalese who prefer their choice of bednets, or the convenience of popping into a pharmacy anytime to pick one up, PMI partners have helped introduce and market new net brands to retail outlets, with a resulting 158,060 nets sold retail. In total, PMI has distributed 614,977 bednets throughout Senegal.

One beneficiary, Rougiatou Diallo, a mother of two in the Guédiawaye district near Dakar, received a net when she took her children to participate in a combined micronutrient-bednet campaign in May 2007. She was so pleased about the free net that “came from the Americans” that her family bought a second net at the nearby health center, using the two nets to protect her and her six children from malaria. Seven months after receiving the net, she said that no one in the family has fallen ill with malaria, mosquitoes do not venture into their bedrooms as frequently... and those that do fly in die and can be swept off the floor the next morning.