

Experience the fear of malaria

FEEL MALARIA

promotion

To our supporters / Collaborators
The manual to join the campaign

April 2015
Malaria No More Japan

What is “FEEL MALARIA promotion”?

Malaria No More Japan has promoted “FEEL MALARIA” campaign to inform the fear of malaria since the World Mosquito Day, which is observed annually on Aug. 20.

Malaria, one of the world three major infectious diseases along with HIV/AIDS, tuberculosis, mainly occurs in Africa and Asia, and deprives one child’s life in every minute. Half of the world population are still at risk of malaria.

You can remember the last year’s big fuss caused by dengue fever in Japan, however, we tend to treat malaria as someone else’s problem.

Through the “FEEL MALARIA promotion”, we try to put the sticker to send message that ‘like this sticker, a child in Africa contracts malaria without realizing’.

We organized the guerilla event on 20th of August, 2014 in Tokyo and Osaka, Japan. One participant said, “I am so scared what a little thing claims a child’s life.” after explanation.



You can see the footage of the campaign on Youtube
<https://www.youtube.com/watch?v=Cc2d2exiksk>

To join the “FEEL MALARIA promotion”

Malaria No More Japan will provide FEEL MALARIA stickers to our supporters in order to realize the fear of malaria. We have the both Japanese and English stickers, and you can use them for special education program, corporate training program, etc. We can send the stickers as needed (you must pay for the cost price of the sticker, and shipping charge).

When implements the promotion, **PLEASE REFER TO THIS MANUAL**



【DISCLAIMER】

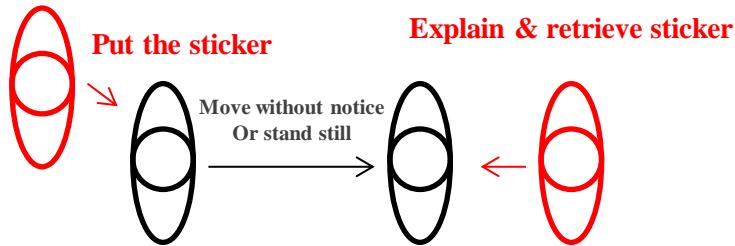
FEEL MALARIA is the event campaign which Malaria No More Japan (hereinafter referred to as MNMJ) organized. When you agreed the purpose of the campaign and implement it, **PLEASE MANAGE WHOLE THE EVENT ON YOUR OWN RESPONSIBILITY.**

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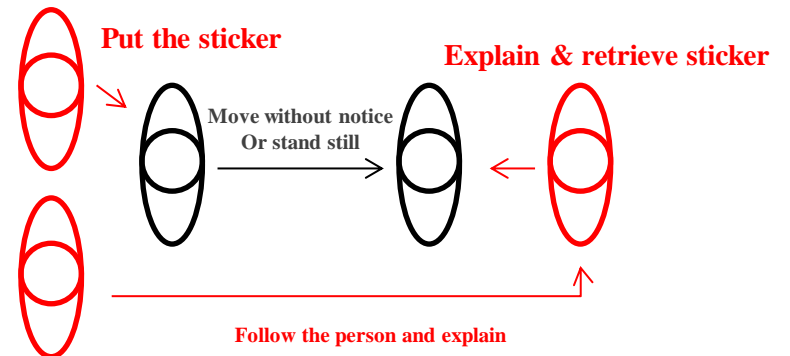
IMPORTANT NOTICE

- "FEEL MALARIA" sticker was created as educational tool for the experience of the fear of malaria, not as fun.
- More than 2 person's role play to put the sticker and to explain the meaning of the sticker is recommended.
- You can use the explanation card attached for explanation of the event.
- You must cope depending on the situation, but please refer to the assumed enforcement patterns below.
- Please prepare to provide the data; pictures or movies, of your event to MNMJ.
- Please pay enough attention to the persons who are put sticker without realizing, please sincerely try to explain adequate information about the event, for success of this enlightenment activity.

[1]wait for explanation

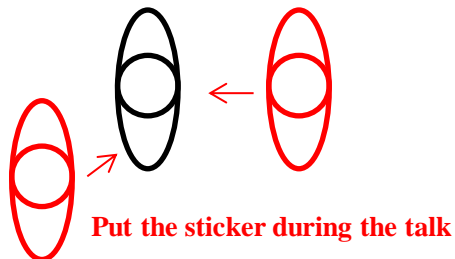


[2]follow and explain



[3]put sticker during explanation

**Put the sticker during the talk about the fear of malaria
After that, explain it and retrieve**



- The "put-the sticker" player tries to do it in silence.
- The "explain" player need to maintain sincere attitude. When explain, please use the explanation card attached and explain your status, purpose, and the sticker is put on, and also ask the person about his/her impression. You can ask 'did you notice the sticker on your cloth?' or 'do you know about malaria?' etc. after explanation, please always retrieve the sticker.
- MNMJ welcome your cooperation for sending our secretariat photos and movies.

IMPORTANT NOTICE

- This “FEEL MALARIA promotion” is a volunteer activity, so please pay enough attention to environment-related to the event.
- If you plan to implement the event in public space like commercial facilities, prior to the event , you need to notify the organization related; government, police and other public institutions, of the event implementation.
- In case of implementing in the company and organization, the following precautions and measures should be taken.
 - ✓ Prevent to organize mass demonstration without deliberate preparation, and MNMJ recommend to organize it for your friends and families at first. When you demonstrate, let’s try to explain them that “I am interested in the fear of malaria, and hope you to know that.”
 - ✓ Prevent to organize the event during normal office hours. If you want to do it during the hours, let’s ask your boss, CSR division officials and/or other responsible person in charge of voluntary activity in your organization. You may implement the campaign at the times at which before starting work , after-hours, and in break time, etc..
 - ✓ When you will implement the event as the part of corporate event, please discuss your colleagues. MNMJ will join the explanatory meeting if necessary.
 - ✓ If you organize it at the venue where alcohol will be served, this unusual circumstance may encourage unnecessary trouble. Please take care of it.





Malaria case was documented in 97 countries and areas and half of the world population is at risk of the disease.

Approx. 200 million people in the world are affected by malaria every year, and an estimated 584,000 people died of malaria in 2013.

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