



## CHAPTER 1

# Introduction

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The purpose of this Global Strategy and Booster Program is to translate the World Bank's corporate commitment into a serious effort to close the gap between knowing and doing in malaria control. Implementation of the Global Strategy and Booster Program will increase rapidly the scale and impact of the Bank's support for malaria control at the country level, with a view to reducing the burden of economic loss, impaired development, preventable illnesses, and deaths due to malaria. This effort will facilitate the achievement of results at the country, regional, and global levels, consistent with the emerging themes of the International Development Association (IDA), including achievement of the Millennium Development Goals (MDGs), collaboration with relevant partners, results measurement, and attention to communicable diseases: "IDA will continue its work to combat these diseases and mitigate their effects, both at the country level through disease-specific interventions and support for health systems strengthening, and across countries through regional projects, as well as through support for international initiatives" (IDA 2005).

Following this introduction, the rationale for a major World Bank effort on malaria control is outlined in section 2. Section 3 presents the priorities and business model for the future. This is followed by the Program of Action in section 4, which includes the options in financing and instruments for assisting the countries. Section 5 is on the Malaria Task Force, a Bank-wide group that will be charged with implementation of the Global Strategy and Booster Program. Finally, section 6 presents a results-based monitoring and evaluation framework and draft plan. The appendices provide details and context for much of the foregoing discussions.

The Global Strategy and Booster Program has a dual audience. The primary audience is internal. It includes the corporate, regional, country, and sector units with direct or indirect responsibilities for, or influence on, the Bank's support for malaria control. This internal audience will find the Global Strategy and Booster Program useful in the following ways: placing the malaria control agenda within the broader efforts of poverty reduction, health, and economic development; defining the unmet needs at the country, regional, and global levels; and assisting countries to develop and implement effective programs. The secondary audience is external, including country clients (represented by ministries of finance, planning, economic development and health, malaria control programs, research institutions, the commercial and private sectors, civil society groups, and so forth); members of the RBM Partnership,<sup>7</sup> including regional and country officers in the major multilateral and bilateral organizations and local and international nongovernmental organizations; and financiers of health and malaria control programs. These external clients and partner agencies will find the Global Strategy and Booster Program useful in better understanding the World Bank's work on malaria. This will enable more effective collaboration among the Bank and other institutions in malaria control.