

Overview

Amu Mudenda

Overview of FLAME

Sister Agnes Lungu

FLAME examples at the national and sub-national levels

Pastor Dr. Tommy Susiku  
Namitondo

Faith leaders engaging Government Leaders of Faith

Rt. Rev. Bertin Mwale Subi

Faith leaders as trusted health communicators on the  
frontline

Bishop Dinis Matsolo

PIRCOM: Mozambican faith leaders working with the  
government where the government is not

“Fishbowl” conversation

Questions asked by 2 “visitors” at a time

Closing statements

# FLAME: Faith Leader Advocacy for Malaria Elimination

Committed faith leaders from every faith, in every corner of the country, equipped and advocating for malaria elimination at high level and local level.



**FLAME**  
FAITH LEADER ADVOCACY FOR  
MALARIA ELIMINATION





# FLAME structure

- A broad-based network of over 4,000 faith leaders
- active in 138 autonomous self-governing FLAME chapters:
  - 3-national level
  - 33-provincial level
  - 102-district level
- Active in Zambia and Angola (since 2000), Namibia (since 2021), Zimbabwe (since May 2025), and later in 2025 in Mozambique, DR Congo, and Malawi
- Interfaith: including Muslims, Hindus, Bahais, and Christians of all denominations



## **FLAME objectives:**

1. Adoption of policies and strategies that accelerate malaria elimination.
2. Implementation of policies and strategies that accelerate malaria elimination.
3. Allocation of necessary funding for these policies.



# FLAME distinctives:

- Advocacy-focused, not SBCC
- Creating society-wide cultural attitude shifts towards malaria
- Holds the government accountable, rather than being a spokesperson for the government
- Standardized model that is applicable in very different contexts (from national malaria budgets to individual cases of illegal sale of nets)



# FLAME essentials:

## 1. Autonomy:

Faith leaders are not instrumentalized or working for someone else's cause. Faith leaders participate based on their own internal motivation—without force or coercion.

## 2. A movement, not an organization:

FLAME faith leaders are first and foremost leaders in their own faith communities, and that is the authority with which they speak.

## 3. Local tailoring:

Strategy and advocacy priorities determined locally (some decisions made at national level and some at subnational level).

## 4. Contextualization:

local leadership structures of faith communions are respected.

## 5. Partnership:

FLAME works to support national strategic plan, and faith leaders are supported by professionals and other organizations.







# FLAME

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MALARIA ELIMINATION

[www.flamemalaria.org](http://www.flamemalaria.org)

# Sister Agnes Lungu: FLAME examples at the national and sub-national levels



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**Pastor Dr. Tommy  
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Faith leaders engaging  
Government Leaders  
of Faith



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# Rt. Rev. Bertin Mwale Subi:

## Faith leaders as trusted health communicators on the frontline



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# Closing Statements



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