

IMOLE DEVELOPMENT INITIATIVE FOR AFRICA [IDIA AFRICA]



Problem

- To reduce mortality resulting from Malaria infection in 100,000 households of different rural communities in Lagos State.
- To ensure that SDG 3, 4, 8 and 13 is achieved in these communities. This is in a bid to ensure that the world is a safer haven for all to live in.

Solution

We aim to break the cycle of malaria infection in our communities through awareness programs, testing and referral to primary health centres.

Also, we aim to empower each of these communities with skills needed to achieve Goals 3, 4, 8 and 13.

Marketsize

There are over 100 million Malaria cases with over 300,000 deaths per year in Nigeria.

UNICEF recorded that about 10.5 million children are not in school even though primary education is close to free and compulsory

Competition

- Leap Africa

Revenue model

Grants, Donations, Corporate Sponsorships and exhibition fair charges.

GTM strategy

Partnership with communities, schools, UN Parastatals, NGOs, corporate organizations to carry out their CSR as well as local and international organizations.

Traction:

More than 1000 households reached for Malaria cases

More than 1300 students reached to empower them with academic materials i.e Library

5 communities reached with a population of at 5000 family members to do free malaria screening

Who are the leaders?

Mr. Niyi Akindayomi - ED

Mr . Akindele Akinlosotu – Project Manager

Mr. Tunji Okediji – Community Engagement Officer

Raising people, Building Nations...



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