



Merck Foundation First Ladies Initiative **MFFLI** – VC Summit



31st August 2020



Prof. Dr. Frank Stangenberg-Haverkamp

Chairman of the Executive Board and Family Board of E. Merck KG and Member of the Merck Family, Chairman of Board of Trustees of Merck Foundation

Prof. Dr. Frank Stangenberg-Haverkamp is the Chairman of the Executive Board and Family Board of E. Merck KG and Member of the Merck Family, Chairman of Board of Trustees of Merck Foundation.

He was born in 1948 in Dorsten, Germany.

Following his German University entrance qualification (Abitur) he served with the German Air Force, which he left as Lieutenant. At the University of Freiburg/Br, he studied economics and economic history.

After completing his studies, he worked at Commerzbank and the Investment Bank Baring Brothers and Hambros in London.

In 1984, he was elected to the Board of Partners of E. Merck KG and has been the Chairman of the Board since 2004.

In January 2014, he was elected as the Chairman of the Executive Board and the Family Board of E. Merck KG.





Merck Foundation First Ladies Initiative -Summit MFFLI –Video Conference 31st of August 2020



MFFLI - SUMMIT is a platform of **African First Ladies - the “Merck More Than a Mother” Ambassadors**. The MFFLI is established by Merck Foundation with the aim to discuss challenges, define solutions, measure impact and share experience to ensure continuous improvement and exchange variable aspects of different cultures in order to build Healthcare Capacity in many fields such as: Cancer, Fertility and Diabetes care capacity. The MFFLI Summit also aims to localize and/or standardize specific messages that can raise awareness and create a culture shift across Africa with regards to the below objectives:

- **Breaking the Stigma around infertile couples in general and infertile women in particular.**
- Empowering Girls and Women through Education in general and in STEM in particular.**
- Improving access to quality & equitable healthcare solutions.**





Dr. Rasha Kelej

CEO of Merck Foundation
President of Merck More Than a Mother
One of 100 Most Influential Africans
(2019,2020)

Chief Executive Officer of Merck Foundation, President of Merck More Than a Mother, President of Merck Foundation Alumni, President of Merck Foundation First Ladies Initiative (MFFLI). She is also the Chairperson of Merck Foundation's annual platform, the Merck Africa Asia Luminary and Chairperson of UNESCO Merck Africa Research Summit (MARS).

Rasha Kelej has been recognized as one of the 100 Most Influential Africans (2019) by New African Magazine for the poignant More Than a Mother Movement, which has touched many hearts.

Rasha Kelej was born in February 1972 in Egypt.

She holds a degree in Pharmacy from Alexandria University and an MBA from Robert Gordon University, Scotland.

Rasha Kelej has more than 25 years of experience in International Pharmaceutical Industry and Healthcare & Social Development, having joined the industry in 1994. Rasha Kelej joined Merck in 1996 where she has undertaken many leading commercial roles in addition to serving as the Chief Social Officer and Head of the Global Social Responsibility & Market Development, SVP of Merck Healthcare from 2013 until June 2017.

In this position, she developed a structured and coherent CSR strategy and introduced programs since 2013 with the aim to build healthcare capacity, raise community awareness, break the stigma of infertility and empower women & youth through education and STEM. This subsequently led to the development and formation of Merck Foundation; the philanthropic arm of Merck Germany as nonprofit organization established in 2017.





Rasha Kelej has developed many impactful programs such as Merck Capacity Advancement Program, Merck Cancer Access Program, Merck More Than A Mother, Merck Foundation First Ladies Initiative (MFFLI) and Merck STEM for women and youth. These programs are focused on building healthcare capacity and improving access to health in Africa and developing countries.

One of the most successful programs that she created and presided is the historic campaign “Merck More Than a Mother” and its innovative initiatives which aims to empower childless and infertile women through access to information, health, change of mind set and economic empowerment.

She is working closely with 18 African First Ladies as Ambassadors of “Merck More Than a Mother” in their countries, to break the stigma around infertility and empower infertile women.

Some of the initiatives of “Merck More Than a Mother” include Health Media Training, Media Recognition Awards, Fashion Awards and Film Awards. She is also working closely with local artists to develop local songs to break the stigma of infertility in their communities. More than 18 songs have been developed so far.

She has successfully established strong partnerships with African First Ladies, Governments, Ministries of Health, Gender, Education, Information & Communication, Academia, Global & Local Societies, media, art and not for profits organizations which has contributed significantly to the success of their programs.

Rasha Kelej has received many awards for her contribution towards advancing healthcare capacity and women empowerment from African Governments & First Ladies as well as from the International Federation of Business and Professional Women - BPW-Int.

These awards recognize her contribution, through Merck Foundation, towards empowering African women in the field of Research and Healthcare and empowering underprivileged women who live with infertility in Africa and developing countries.

She has also been a member of Human Resources Science and Technology Cluster of African Union (ECOSOCC) in 2016.

Rasha Kelej created an inspiring pan African song called ‘My White Army’, as her personal contribution to thank the doctors and nurses fighting on the front lines of the coronavirus battle, who are risking exposure to the virus so everyone else can stay home and stay healthy. The song featuring singers from 11 countries in three languages Arabic, English and French, has been well appreciated by the African media.



MFFLI- SUMMIT GOALS:

The MFFLI- VC - Summit will be the platform to discuss the strategy of implementing of Merck Foundation programs and the launch & follow up of the initiatives of "Merck More Than a Mother" (MMTM) Campaign and/or "Educating Linda" program with the aim to integrate social media, media and art to sensitize the communities, break infertility stigma and empower girls through Education in Africa.

1) Discuss and define both regional and local interventions with their detailed strategy and execution plans to:

A- Defining Partnership model /plan with media to explore and select different platforms to deliver the awareness messages through TV, Radio, Print and on-line.

Forms of partnership with media will be:

- Merck Foundation Health Media Training and MF Media Recognition Awards: Providing Regional and local Health Media Training for English, French and Portuguese speaking countries.
-Announcing the call for application for Regional "**Merck Foundation Media Recognition Awards**".

B- Art has many popular forms in Africa and it can be a critical tool to influence communities and raise awareness about many sensitive topics, therefore different projects will be defined to cooperate with art in all forms such as creating songs, films, paintings, sculptures, and fashion designs.

Projects will be in the forms of:

1. The Launch of competitions in some countries in partnership with Technical Training Institutions or Universities to encourage young talents to create work to achieve our objective and deliver awareness messages that can empower girls through education and empower infertile & childless women, sensitize communities and families to break the infertility stigma, promote girls' education and be the voice of the voiceless.

- **Merck Foundation Film Awards**
- **Merck Foundation Fashion Awards**
- **Merck Foundation Art Awards**

Building capacity via providing training to educate the young talents and technical students in art, film making and fashion design on how to capitalize on their talent to employ art to sensitize their communities on cultural and health issues. In some countries, same concept will be applied for raising awareness about Educating girls through "Educating Linda" Program such as; Angola, Liberia, Namibia, Burundi, Malawi and Niger.

Creating local songs in English, French, Portuguese and local languages with popular song writers and singers from each country to address the youth in order to create a real culture shift and raise awareness about breaking the stigma of infertility or empowering girls through education.

Creating films in partnership with local film makers either documentary, docudrama or drama to deliver the messages of breaking the stigma of infertility and empowering girls through education.

Launch of "**David's story**" Storybook that been created for children and youth to emphasize and strengthen family values of love and respect from early age.

Launch of "**Educating Linda**": an inspiring storybook that been created to promote Girls' Education in African communities.





2- Defining interventions to build professional fertility care capacity in public sector to help improve access to equitable and quality solutions for infertile couples in partnership with Ministries of Health through First Ladies' Offices.

3- Follow up on the execution of the new online Postgraduates education programs for African doctors in the new available specialties in English such as : one year diploma and two year master degree in the fields of Respiratory Medicines, Acute medicines, Cardiovascular medicines, Sexual and Reproductive medicines and Endocrinology.

4- Sharing best practices and successful pilot projects with each First Lady and her technical team to ensure continuous improvement and inform new partners.

5- Discussion of the agenda of First Ladies (MFFLI) members at the new edition of Merck Africa Asia Luminary in Zambia.

6- Discuss challenges and find solutions to ensure the program sustainability, continuous improvement, better engagement and community involvement.

7- Streamlining and alignment to ensure consistency and coherent structured approach across the continent to achieve concrete and measurable impact.

8-Providing training for First Ladies' technical teams to enable them to achieve the agreed objectives, following Merck Foundation Guidelines and follow up on Merck Foundation programs of providing training and fellowships in different sectors.

9- Creating social media and media kit/campaign to ensure community involvement and engagement and ensure the visibility required to build advocacy for our cause at all levels across Africa and the rest of the world.





H.E. Mrs. AUXILLIA MNANGAGWA

**The First Lady of the Republic of
Zimbabwe**

Born on 21 March 1963 in Mazowe District in Mashonaland Central, she grew up in Chiweshe near Rosa Business Centre where she did both her primary and secondary education.

After completing her secretarial studies at Silveira House in Chishawasha, she joined the Ministry of Manpower and Development in 1981. She also worked with the Central Intelligence Organisation until 1997 – 1982 when she left to undertake studies in Environment and Tourism at the University of Zimbabwe.

Two years after leaving the country to pursue studies in hotel and tourism administration in Switzerland, she graduated in 2001.

She married His Excellency the President Cde. E.D. Mnangagwa in 1984.

She graduated with a Masters in Business Administration Degree at the Midlands State University 2008 graduation.

She is currently undertaking a PhD with the Midlands State University.

She became the First Lady of the Republic of Zimbabwe on the 24th of November 2017.

POLITICAL LIFE

The First Lady is a member of the ruling party ZANU PF.

She is the Deputy Secretary for Environment and Tourism in the ZANU PF Politburo.

She is the Patron for Youth and Tourism in ZANU PF spearheading youth empowerment through tourism.

As the ZANU PF Deputy Secretary for Environment and Tourism, in the Politburo she contributed to the launch of a historical tourism initiative in the city of Masvingo.

She was also honoured as Patron of Environment by the Ministry of Environment Water and Climate in recognition of her passion and hard work towards environmental preservation.

She has been a Central Committee Member since 2009 to date.

In 2014 she was elected to become a Member of Parliament representing Chirumhanzu-Zibagwe Constituency.

She worked on a number of empowerment projects on behalf of ZANU PF.



When she became the First Lady she resigned as a Member of Parliament for others to contest given her wider national role as the First Lady. She was honoured as the Patron for Environmental Philanthropy by the Ministry responsible for Environment Water and Climate in recognition of her passion and hard work towards environmental preservation. She is a former Chairperson of Pan African Parliament for the Southern African Region.

PHILANTHROPIC WORK

Passionately known as Amai, the First Lady is a champion of the needs of the vulnerable in society. Even prior to becoming the First Lady, she has footprints demonstrating a passion for the needs of the vulnerable. She was instrumental in the establishment of women's banks in Silobela, Zhombe, Kwekwe, Chirumanzu-Zibagwe, Mvuma and all constituencies in the Midlands Province. She encouraged women empowerment through ownership of livestock and handcrafts (sewing knitting and claypot moulding) She also promoted tiling of rural homes as a way of promoting good hygiene. She also was instrumental in promoting women in cross border trading as a means of self sustenance. On assumption of her role as First Lady she has intensified her initiatives of empowering the vulnerable by forming the Angel of Hope Foundation.

As Founder and Patron of the Angel of Hope Foundation, she has spearheaded philanthropic work spreading its wings to the most marginalised communities and advocating for the preservation of their culture, for example the San people (bush men) and Doma community.

Through her Foundation the First Lady has visited communities and institutions donating foodstuffs, bed linen, stationary, ICT and medical equipment, and initiating comprehensive self help projects like fishponds, nutrition gardens, orchards and free range chicken rearing.

In recognition of her selfless work towards women and children's health the First Lady was appointed as Ministry of Health and Child Care's Ambassador for Maternal and Child health.

The First Lady is an active member of the Organisation of African Ladies against HIV/AIDS, who is known for actively engaging the youth on sexual health matters discouraging premarital sex.

She has been facilitating free medical specialists services to marginalised communities.

She has also been providing accessible and free cervical, breast and prostate cancer screening through her mobile clinic screening programme.

The First Lady launched the National Human Papillomavirus Vaccination (HPV), an anti-cancer programme expected to benefit over 800000 girls aged between 10 and 14.

The First Lady has been actively advocating for safe sanitary wear in girls and women and has been donating sanitary wear including reusable sanitary wear.

She has been applauded by the Ministry responsible for Primary and Secondary education and other stakeholders for her keen interest in addressing and engaging adolescents by way of interactive sessions on a countrywide Schools Programme discussing issues around child abuse, early marriages, teen pregnancies, drug abuse, bullying and school drop outs.

The First Lady hosts a series of Family Fun Days aimed at promoting wellness and recreation in especially women and the elderly.





H.E. Mrs. ESTHER LUNGU

The First Lady of the Republic of Zambia

Her Excellency, Mrs. Esther Lungu is the current First Lady of the Republic of Zambia and Founder of the Esther Lungu Foundation Trust. Since assuming her tenure as First Lady in 2015, Mrs. Lungu has utilized her distinguished position to reinforce her passion for uplifting the wellbeing of humanity which work she has been doing for more than 23 years.

Mrs. Lungu has levered her position to focus on the economic empowerment of women living in rural and hard to reach areas. She advocates for the empowerment women and girls; maternal and child health; and for persons with disabilities. Her Excellency has joined global leaders to press for the elimination of child marriage, discrimination against persons with disabilities; and elimination of gender-based violence.

Through her Foundation, Mrs. Lungu is co-financing food processing equipment for women in agriculture; low cost boarding houses for girl's education; waiting shelters for mothers in rural areas, mobilizing health equipment for hard to reach areas, supporting community health workers, drilling of boreholes for clean drinking water and assistive devices for children with disabilities.

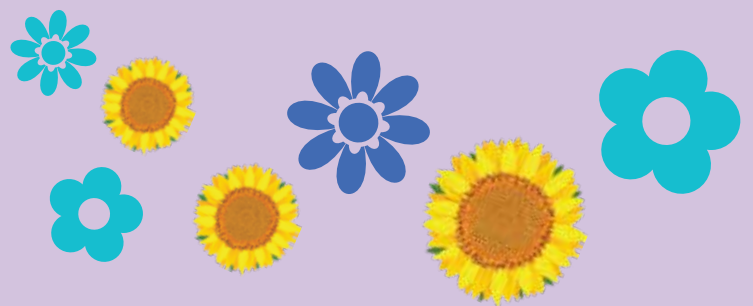
Her Excellency Mrs. Esther Lungu is a member of the Organization of African First Ladies Against HIV and AIDS, she is also a member of the Stop Cervical and Breast Cancer First Ladies Forum, she is patron of the Lafarge Foundation in Zambia, she is also the patron for SOS Children Villages in Zambia.

During the Starkey hearing Floundration 17th Annual Awards Gala in July 2017 in Minneapolis U.S.A., the First Lady was awarded as the 2017 Humanitarian Honoree alongside actor, director, writer and founder of the Eastern Congo Initiative Ben Affleck; the Wilf Family Foundations; FedEx and Scott Borchetta and Sandi Spike Borchetta of Big Machine Records and Music Has Value. With this award, the First Lady of Zambia joins other notable individuals like former British Prime Minister Tony Blair and Bill Clinton, George W. Bush, Archbishop Desmond Tutu, Sir Richard Branson, actress and philanthropist Jennifer Garner and many others since to receive this award since its introduction in the year 2000.



She has also been awarded by the Medical Association of Zambia for her advocacy work on health for rural communities and she has been recognized for supporting persons with hemophilia in Zambia, resulting in significantly improving their quality of life by the World Federation of Hemophilia.

Her Excellency Mrs. Lungu has also been decorated by Lions Clubs International with the Presidential Pin for her outstanding work to uplift humanity since assuming office as First Lady.





H.E. Mrs. FATIMA MAADA BIO

The First Lady of the Republic of Sierra Leone

Sierra Leone First lady, Fatima Maada Bio was born on 27th November 1980 to a Sierra Leonean mother, Tidankay Jabbe and a Gambian father, Umar Jabbe. The First Lady was born in Kono district, Eastern Sierra Leone where her mother hailed and father settled as a businessman. Mrs. Fatima Maada Bio grew up in Kono and attended the Ansarul Islamic school before she completed her secondary education at the St Joseph Convent Secondary School in Freetown.

Mrs. Fatima Maada-Bio later traveled to London where she pursued a Bachelor degree of Arts with Honors in Performing Art from the Roehampton Institute in London and Bachelor of Arts with honors in Journalism at the University of the Arts, London College of Communication.

The First Lady's degree in Performing Arts propelled her to start a very successful career in the African Film Industry in London and stardom as one of the elegant Nollywood Actresses, scriptwriter and executive producer. Mrs. Fatima Bio wrote and produced the movie, "Battered", which put her on the limelight in the movie industry. Furthermore, Mrs. Bio has received several awards including;

1. Miss Africa in 2000
2. "Best Supporting Actress" for the movie Mirror Boy
3. In 2011 "Best Actress Award" from the Black Ethnic, Fashion and Film Industry in the UK.
4. In September 2013, Mrs. Fatima Jabbe-Bio was voted the best female actress at the African Oscars in Washington DC, from a list of 32 nominees in Africa People's Choice Best Actress category.
5. Pan-African "Woman of the Year Award" awarded by All African Media based in Ghana.
6. Prestigious Gweses First Lady Honorary Award at the Global Women Economic & Social Empowerment Summit. According to Dr. (Mrs.) Bola Olabisi FRSA, the award is in recognition of our First Lady's outstanding achievements that impact the socio - economic development and empowerment of women.

Beside her battery of laurels, First Lady Fatima Bio won the Gathering of African Best (GAB) Awards for her exceptional contribution to promoting a positive image of Africans around the world. This is important because her determination to build and motivate in every area goes beyond the shores of Sierra Leone.



Mrs. Fatima Bio, the multiple award winners, is a pioneer of the President's vision of unity, patriotism and hard work to build Sierra Leone for it to be one of the greatest nations in African with positive lives of its citizens.

In 2018 at the United Nations headquarters in Geneva, Switzerland, the conference "Girls with no name" is an unapologetic look on the issue of child prostitution in West Africa, using Sierra Leone as a case study.

Mrs. Bio delivered a speech at the conference in tagged "Girls with no name". It was hosted by the United nations at their headquarters in Geneva Switzerland. Mrs. Bio did not mince words and spoke objectively and gave an unapologetic insight on the issue of child prostitution in West Africa. She said sometimes these kids provide for their families through prostitution. This is absolutely not the responsibility of a child, but it is a social reality we face today.

Her prowess and strategy was noticed by the nation during the 2018 elections in Sierra Leone. She took a proactive role. She was able to broker peace easily amongst warring parties. Her down to earth communication skills was not only due to her formal education, but also her affinity with the grassroots.

At the Commonwealth Heads of Government meeting in London, the Queen of England was excited to meet with Africa's newest first Lady. The Queen was impressed with her tenacity in helping to change the perception of the role of women in politics.

In the West Africa sub-region, Mrs. Bio is building personal relations with other Ladies. She has a unique ability to make people buy into her vision. This is straitened by the fact that she leads by example.

The First Lady has been working tirelessly to put Sierra Leone on the map and also bring out the potential of its citizens. Mrs. Fatima Bio loves children and has been working on realistic short and long term goals that are impacting on the well-being of children across the world. She passionately promotes women rights and equality thus fondly refers to the women of Sierra Leone as "Women of Substance".

In line with the Government's vision, First Lady, Mrs. Bio believes education is key. Her philanthropic character is inborn and she is a fantastic role model that leads by example. Her greatest strength is her ability to achieve any goal she sets. Some say it is divine, but people close to her will say it is pure, undiluted hard work, others still will say it is a combination of both divine intervention and hard work.





H.E. Dr. Mrs. AISHA MUHAMMADU BUHARI

**The First Lady of The Federal
Republic of Nigeria**

Her Excellency Mrs. Aisha Muhammadu Buhari is the wife of the President of the Federal Republic of Nigeria, General Muhammadu Buhari, who was inaugurated on 29th May 2015. Her twenty-nine years of marriage to the former Head of State is blessed with five children and two grandchildren. She hails from Adamawa State, North-Eastern Region of Nigeria. Her grandfather Alhaji Mahmoud Ribadu, who was a prominent politician and Nigeria's first Minister of Defence.

Mrs. Buhari has a Master's Degree in International Affairs and Strategic Studies (MIASS) from the Nigerian Defence Academy (NDA), Kaduna and a Bachelor of Arts (BA) Degree in Public Administration from Ambrose Ali University (AAU), Ekpoma.

Prior to acquiring her higher degrees, Mrs. Buhari pursued a career in Beauty and fashion and obtained a Diploma in Beauty Therapy from the Carlton Institute of Beauty Therapy, Windsor, United Kingdom and specialized in Permanent Make-up, Mesotherapy and Micro-dermabrasion, as well as a Certificate from a French beauty school, Academie Esthetique in Dubai, United Arab Emirates (UAE), on Japanese Gold Facial and Towel-folding Techniques.

She is the Founder/Chief Executive Officer (CEO) of Hanzly Spa and Principal of Hanzly Beauty Institute, Kaduna and Abuja. She served as a Resource Person for the National Board for Technical Education (NBTE) on Beauty Therapy and Cosmetology, and has also participated in curriculum development for the NBTE.

In her almost fifteen years in the beauty industry, she has trained, mentored and supported hundreds of Nigerians. She is an advocate of Women and Girl-child education.

She is a mother of five children with two grandchildren. Her life philosophy is: "If there is no corruption in governance and public life, there would be enough resources in any nation to meet the important needs of the common people, especially women and youth".



AISHA BUHARI FOUNDATION/FUTURE ASSURED PROGRAMME

Her Excellency, Mrs. Aisha Buhari birthed initiated the Future Assured Programme under her foundation: Aisha Buhari Foundation and has so far achieved the following successes:

- Medical outreach
- Women and Youth Empowerment
- Women and Youth Educational Programmes Support to victims of insurgency
Protection of the rights of women and children Recognitions and Awards
- Global TB Champion and Ambassador
- UNAIDS Ambassador, Nigeria
- National Nutrition Ambassador
- National Consumer Protection Ambassador
- Recipient of UNICEF Special commendation and award of excellence for humanitarian service in recognition of her selfless service to humanity, especially children's education.
- Woman of Valor Award-Nigerian Association of Georgia, USA
- Award of Doctor of Humanity (HonorisCausa Sun Moon University, South Korea August 2018 ,13
- World leadership Award on Humanitarian activities by Ajou University, Suwon, South Korea.





S.E. MADAME AÏSSATA ISSOUFOU MAHAMADOU

**La Première Dame de la République
du Niger**

Aïssata Issoufou est née en 1959 à Mainé Soroa, une localité de Diffa au Niger. Elle fait partie des premières femmes à avoir choisi de suivre la filière scientifique au Niger.

En 1978, son baccalauréat S en poche, elle quitte le Lycée d'Excellence des Jeunes filles de Niamey et poursuit ses études à l'Université de Niamey. Elle obtient en 1983 un DUES en Physique-Chimie et sa licence l'année suivante.

En 1986, elle obtient une Maîtrise en Chimie, un diplôme d'Experte en Valorisation des Minerais puis un DESS en Exploitation et Valorisation des Ressources du Sous-sol de l'École Nationale Supérieure de Géologie de Nancy (ENSG/ CESEV), en France.

La Première Dame Aïssata Issoufou entame ainsi une brillante carrière d'ingénieure chimiste en tant que Chef de division minéralurgie (Département Traitement du Minerais), à la SOMAIR ARLIT-NIGER, tout en soutenant son époux dans son combat politique au sein du Parti Nigérien pour la Démocratie et le Socialisme (PNDS Tarayya). Son amour pour les sciences et techniques lui a d'ailleurs valu la reconnaissance du célèbre magazine Amazons Watch en tant que Pionnière des STEM (Science, Technologie, Ingénierie et Mathématiques) au Niger.

Suite à l'accession du Président Issoufou Mahamadou à la Magistrature suprême en 2011, elle décide de se consacrer à sa plus grande passion : l'humanitaire, afin d'accompagner les actions de son époux et renforcer la visibilité de sa gouvernance. Elle fonde ainsi la Fondation "Guri Vie Meilleure" qui œuvre inlassablement pour le bien-être de la population notamment les couches sociales les plus vulnérables : les femmes et les enfants. L'éducation et la protection de l'environnement occupent également une place de choix dans les axes prioritaires de la fondation.

Son engagement fort et les multiples actions de terrain menées au profit des plus démunis lui a valu de nombreuses reconnaissances.



A titre d'exemple, elle obtient en 2012 le Prix CRANS MONTANA pour son implication et son plaidoyer dans la valorisation de la main d'œuvre féminine dans tous les secteurs socio-économiques du pays. Plus récemment en mai 2018, c'est à Marrakech qu'Aïssata Issoufou reçoit le prix de la Femme Visionnaire d'Afrique, par Believe In Africa, à l'occasion du Congrès Africain Femme et Agriculture dont elle est la Marraine. Sacrée Championne de la lutte contre le Paludisme en Afrique et Marraine de (1) la lutte contre les Hépatites virales, (2) la lutte contre le Sida au Niger, (3) la Tuberculose, elle joue un rôle très actif dans l'amélioration des conditions d'accès aux soins de santé de la population.

Membre active de l'Association des Premières Dames contre le VIH Sida (OPDAS) et de l'Organisation des Première Dames d'Afrique pour la Paix, Aïssata Issoufou est une dame profondément humaine, naturellement maternelle et de compatissante.





H.E. Mrs. MONICA GEINGOS

**The First Lady of the Republic of
Namibia**

Mrs. Monica Geingos, First Lady of the Republic of Namibia is a qualified lawyer. Before becoming the First Lady in 2015, Madame Geingos was the Managing Director of Namibia's largest private equity fund served on the Boards of large public and private sector companies as either Chairperson or Deputy Chairperson. She was awarded National Honours (Most Distinguished Order of Namibia) for "outstanding contribution to the socio-economic development of Namibia" and was inducted into the Namibian Business Hall of Fame. She has also received numerous awards such as the Namibian Business Personality of the Year and Most Innovative Entrepreneur of the Year.

Mrs. Geingos has previously been ranked by various global organisations and publications as one of Africa's top 100 Economic Leaders. Due to her extensive corporate experience, she was a long-standing member of high level policy advisory Boards such as the President's Economic Advisory Council, the SWAPO Party Think Tank and the National Council of the Namibia Chamber of Commerce and Industry, with the mandate to advise on National Policy formulation and implementation.

As First Lady, Mrs. Geingos has combined her rich experience as an entrepreneur with President Geingob's war on poverty and inequality. Through the One Economy Foundation, the First Lady has initiated numerous programs which focus on breaking the poverty cycle. A flagship project in this regard is the One Nation Fund which provides micro business owners, who operate on the periphery of the economy, access to collateral free loans, entrepreneurial training and mentorship. Another flagship program is the Talented Individual Programme, an educational fellowship which provides talented children from low-income families the opportunity to access quality education, while concurrently developing their characters by providing them with a full spectrum of financial and psycho-social support.



Mrs. Geingos is also a UNAIDS Special Advocate for Young Women and Adolescent Girls. This is a perfect fit with the One Economy Foundation's #BeFree Movement, a youth-driven program which concerns itself with the challenges holding young people back from reaching their potential. Madame Geingos is also the Chairperson of the Urban Poor Fund International Board and has recently been appointed to serve on the Oxford African Studies Centre International Advisory Board.





H.E. DR. ISAURA FERRÃO NYUSI

The First Lady of the Republic of Mozambique

Birth and Family Tree

Isaura Gonçalo Ferrão was born in Tete, the capital city of Tete Province, on the 2nd of October 1962. Born to Gonçalo Firmino Ferrão, a post office public officer, and Florinda Aires, a teacher and later a public officer working for Mozambique Telecommunications, both deceased.

In Nampula city of, Isaura Gonçalo Ferrao met and married Engineer Filipe Jacinto Nyusi with whom she has four children, three boys and a girl. Having adopted the surname of her husband her full name became Isaura Gonçalo Ferrao Nyusi.

Childhood

During her childhood, and for a long time, Mrs Nyusi had her father absent due to his imprisonment on the island of Mozambique, as a result of his involvement with FRELIMO (then Mozambique Liberation Front).

Descended of a Christian family, she was educated in an exemplary manner and spent most of her childhood in her homeland in Tete with her mother, grandmother Florência and her mother siblings, the source of inspiration for her simplicity, moderation, assertiveness, love, peace, compassion and affection for the Motherland. She learned Nyungue (her mother tongue), Portuguese and other essential skills in her tradition such as being a good listener, hospitality, respect for others, calm, fraternal love for children, elderly, disabled and the ailing.

Primary and Secondary Education

At the age of six Isaura Gonçalo Ferrão Nyusi moved to the Town of Malema District in Nampula Province, where she attended and successfully completed her primary education, at Santa Maria de Malema College.

Later, she attended secondary school at Santa Teresinha do Menino Jesus Mission, in the Administrative Post of Mutuáli. She was later transferred to Sofala Province, where she successfully completed her secondary education at Samora Machel Secondary School in Beira.



In 1975, following the national independence, Mrs Nyusi developed her self-esteem and pride of being Mozambican. It was so that her passion for teaching and learning began, but also the desire to see Mozambican teachers in Mozambican schools.

High Education

Her thirst for knowledge increased over time and her academic life continued. Enrolling at Universidade Católica de Moçambique, Faculty of Education and Communication she successfully completed the Bachelor degree in Human Resource Management and BA in Social Communication, in Nampula Province.

Professional Experience

Professionally, Isaura Ferrão Gonçalo Nyusi's first job was in education and later worked for Mozambique Railways Company. She later worked for the National Institute for Disaster Management, in Maputo province.

As a professional, she attended several capacity building courses with particular emphasis to training in Accountancy and Human Resource Management.

Engagement in Political Life

Mrs Nyusi's participation in political life was moderate. While in Nampula Province, she participated in various activities and events as a member of the Mozambican Women Organization (OMM). In addition, she was also involved in several socio-cultural development activities in collaboration with the Office of the Nampula Province Governor's Spouse.

Vision and Mission

Isaura Gonçalo Ferrão Nyusi became the 4th First Lady of the Republic of Mozambique following her husband, His Excellency Engineer Filipe Jacinto Nyusi, investiture as the President of Mozambique on 15 January 2015.

Henceforth, her mission, through her Office, is to expand the capacity of the President's interventions, thus contributing towards the consolidation of a united and peaceful Mozambique, of cohesion and social solidarity among Mozambicans in pursuit of sustainable development based on permanent training of the human capital.

Mrs Nyusi's vision is of a society of peace, harmony and social justice. A society that has the person at the core of every action and that values the creative potential and the participation of each Mozambican towards development.

In pursuing her mission and vision, Mrs Nyusi recently became the Patron of the Model Maternity and Wards Certification in Mozambique, a Ministry of Health initiative.





H.E. Mrs. MONICA CHAKWERA

**The First Lady of the Republic of
Malawi**

Her Excellency Mrs. Monica Chakwera is the wife of Dr. Lazarus McCarthy Chakwera, who was sworn in as the sixth President of the Republic of Malawi on 28th June, 2020. Her forty-three years of marriage to the Head of State is blessed with four children and twelve grandchildren. She hails from Mwazisi in Rumphu District, Northern Malawi.

Mrs. Chakwera is a Chartered Accountant and a member of the Association of Chartered Certified Accountants (ACCA). She is also a qualified Social Worker with a Bachelor of Arts in Social Work Degree from the University of the North, in South Africa.

Prior to qualifying as a Chartered Accountant and as a qualified Social Worker, Mrs. Chakwera pursued studies in Business Studies where she was awarded a Diploma by the University of Malawi, The Polytechnic.

In a career spanning four decades, until her retirement in 2017, Mrs. Chakwera worked with several international organisations such as the British Council, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Plan International, the Irish Embassy as well as the accounting firm, Deloitte.

In 2014, Her Excellency Madame Chakwera founded the Shaping Our Future Foundation, an organization that is concerned with the development of the village girl, a cause she is passionate about and that is inspired by her own roots in the village where she was raised with seven siblings. Because of the poverty in her family home, Mrs. Chakwera had her education paid for by **Save the Children**, an international development organization whose maxim is **"around the world, too many children still start life at a disadvantage simply because of who they are and where they are from."** From this, Save the Children has a bold ambition: we believe in a world in which all children survive, have the chance to learn, and are protected from abuse, neglect and exploitation." It is this experience that has made her an advocate of Women and Girl-child education.



SHAPING OUR FUTURE FOUNDATION

Her Excellency, Mrs. Monica Chakwera aspires that her Shaping Our Future Foundation, will be able to work in the most hard to reach areas of Malawi where girls in dire poverty will be provided with scholarships to pursue their education and achieve their dreams in life. She hopes that the young girls will be linked with direct sponsors who will also act as mentors, with Shaping Our Future Foundation helping with all administrative procedures and processes. This work will also be done through existing structures called Village Development Committees. Her dream is to ensure that her Foundation addresses the gap left by other Development Non-Governmental Organisations. To this effect, upon assuming the Office of First Lady, she has had discussions with organisations such as World Vision International and the United Nations Population Fund (UNFPA) to assess possibilities of forming a working partnership. She is confident that with the Village Development Committee's capacity built and working in conjunction with other support groups, one other group that is ostracized in society, teen age mothers, will find their way back to school.

Her Foundation also aspires to work with street children, another group that is also left out in society and yet if the right things are done, they would become responsible citizens not only in Malawi but to the rest of the world.





H.E. Mrs. CLAR MARIE WEAH

The First Lady of the Republic of Liberia

First Lady Clar Marie Duncan-Weah, the wife of Liberia's 24th President, H. E. George Manneh Weah, is a nurse by profession, a successful business woman and a humanitarian.

Early Life and Education:

Clar, born in Kingston, Jamaica, is the youngest of seven siblings. In her early teens, she migrated along with her family to the United States of America. She earns a Nursing license and a Bachelor degree in Health Sciences from the City University of New York.

Personal Life:

Clar met George Weah, then a soccer super star, in the early 90's at Chase Mahanttan Bank in New York while serving as a customer representative. They married on 26th June 1993, and are blessed with three children – Martha, George Weah, Jr., and Timothy.

Career

First Lady Weah has worked as a customer representative at the Citi Bank and Chase Manhattan Bank in New York. She established and managed several businesses including two successful and renowned restaurants in New York, Jamaica Breeze.

As a nurse, Clar Weah worked at Jamaica Hospital, she led a humanitarian mission to cater for hundreds of disadvantaged children through various boys and girls homes in Jamaica.

Clar also spent her spare time helping as a youth soccer coach with the main purpose to keep the children off the streets.

Following the election of her husband as President of Liberia, Clar embraced her new role as First Lady of the Republic of Liberia.



She has since devoted her services to programs and social projects aimed at improving the lives of the disadvantaged people of Liberia. These include orphans, street children, the elderly, women and girls and the rural women among others.

Clar Hope Foundation:

Ambassador Clar M. Weah is the Founder of Clar Hope Foundation, established in February 2018. The Foundation’s goal is to create an equitable society in Liberia where women and children are healthy, educated and fully empowered to have a prosperous life.

Titles:

Ambassador of the Confederation of African Football (CAF) and Women Soccer in Africa





S.E. MADAME DJÈNÈ CONDÉ

**La Première Dame de la République
de Guinée**

Madame Conde Djènè, aujourd'hui Première Dame de la République de Guinée, est née dans la ville sainte de Kankan connue sous le nom de Nabaya.

Elle fit ses études primaires avec brio à l'école Dramé Oumar de Kankan.

Après son admission au CEP, elle prit la route du Collège Almamy Samory Touré devenu aujourd'hui lycée Almamy Samory Touré pour ses études secondaires.

Son admission au BEPC lui donna encore le goût de poursuivre ses études. Ainsi elle se retrouvera successivement au Lycée 2 Août et 1er Mars à Conakry où elle décrocha le Baccalauréat.

Assidue et brillante, elle fera son entrée à la Faculté des Sciences Sociales et de la Nature (FASSONA) de Donka, avant de gagner Paris en 1984 pour décrocher d'abord une licence en Sociologie générale à la prestigieuse Université Jussieu de Paris 7 puis une maîtrise en Sociologie option « Information-Communication » avec mention.

A Paris 7, elle soutient sa thèse de mémoire sur le thème : Racisme dans la Presse Française une étude comparative des trois grands quotidiens à savoir Le Monde, Le Figaro et Libération.

Immédiatement après ses études universitaires et post universitaires elle commença à travailler à l'Agence de la coopération culturelle et Technique (ACCT) maintenant devenue Agence de la Francophonie, à Paris durant 8 ans sous différentes responsabilités :

D'abord Chargée de la publication d'un bulletin d'information technique du suivi des activités des Chefs d'Etat aux Sommets de la Francophonie (Rédaction et diffusion dans les pays membres) ;

Assistante du Directeur de la Communication où elle s'occupait de la synthèse et rédaction des fiches et rapport de mission ; préparation et tenue d'un dossier de presse;

Gestionnaire informatique; gestion et encodage des données de dossiers des Ressources Humaines, puis elle assumait les fonctions de Conseillère à l'Emploi au sein de l'Organisation (Francophonie)

Après de loyaux services rendus à la Francophonie, elle quitte cette Institution en 2001 au profit de l'Agence Nationale pour l'Emploi (ANPE) de Paris où elle occupera les fonctions suivantes jusqu'en Avril 2010 date à laquelle elle rentre définitivement au pays pour s'engager dans la lutte politique à côté de son époux :

- Conseillère à l'emploi à l'Agence Nationale pour l'emploi (ANPE) maintenant dénommée « Pol Emplois à Paris ». A cette Agence, Madame Condé Djènè s'occupait essentiellement du recrutement, de la mise en relation (intermédiation entre l'offre et la demande), mise en œuvre des méthodologies de recherches d'emplois et du bilan des acquis personnels et professionnels.

Depuis Avril 2010, en patriote convaincue et soucieuse de l'avènement du changement tant souhaité par le peuple de Guinée, Madame Condé Djènè s'est investie et continue de s'investir corps et âme, dans la Campagne Présidentielle en Guinée à côté de son époux.

Après les réalités constatées au cours de la campagne, elle jette les bases de la fondation PROSMI. Cependant, elle reste convaincue que le défi reste entier tant le pays est en souffrance dans tous les domaines. Elle promet avec conviction de rester aux côtés du professeur Alpha CONDE pour accomplir et conduire la Guinée vers le changement.

Suite à l'élection de son époux, Pr. Alpha Condé en 2010, qui lui confère le statut de Première Dame, Madame Djenè Condé a pris le temps de l'écoute, en allant à la rencontre des citoyens guinéens, à travers tout le pays. Elle a enregistré leurs préoccupations et surtout leur espoir. Elle a alors acquis la conviction, qu'ensemble nous avons le pouvoir d'agir et de bâtir auprès du gouvernement, la Guinée de demain. C'est pourquoi Madame Djenè CONDE a décidé de créer la FONDATION PROSMI en mars 2011.

En plus de son programme phare, la PTME, la Fondation concentre ses activités sur quelques domaines essentiels au développement d'une société unie et prospère : La santé, l'éducation, l'environnement, la Promotion de la Paix et de l'Unité et les Actions Humanitaires.

- Présidente de la Fondation PROSNI
- Ambassadrice africaine de bonne volonté pour l'eau et l'assainissement, récompensé par CREPA
- Ambassadrice de l'UNICEF pour la Nutrition.





H.E. Mrs. REBECCA AKUFO-ADDO

**The First Lady of the Republic of
Ghana**

Born on the 12th of March 1951 to Justice Jacob Hackenburg Griffiths-Randolph, Speaker of Parliament in the Third Republic of Ghana and Frances Phillipina Griffiths-Randolph (nee Mann), Rebecca Naa Okaikor Akufo-Addo spent her formative years in Accra, Ghana. She attended Achimota Primary School and Wesley Grammar School in Accra. She continued her education at the Government Secretarial School and subsequently started her career at the Merchant Bank of Ghana. She relocated to the United Kingdom and pursued further education, becoming a legal secretary and going on to work for several prominent multinational law firms, including Clifford Chance and Ashurst Morris Crisp.

She is a passionate philanthropist with a keen interest in issues that impact women and children. She co-founded the charity, Infanta Malaria Prevention Foundation in 2005 to support the national effort to reduce malarial infections in infants and young children. Since 2017, the charity has added the eradication of malnutrition to its scope of work, having recognized the inter-relation between malaria and malnutrition, particularly in children. She has also donated generously to several other causes.

As First Lady, she has established The Rebecca Foundation with a focus on the well-being of Ghanaian women and children through the implementation of sustainable, collaborative and high impact strategies. Education of children, the health of women and children and economic empowerment of women are the three main intervention areas under the Rebecca Foundation.

In response to avoidable deaths of women and children as a result of lack of space and inadequate equipment, the First Lady raised funds to construct a mother and baby and Paediatric Intensive Care unit at the second Tertiary health institution in Ghana- the Komfo Anokye Teaching Hospital, in her first year as First Lady. The Rebecca Foundation is also constructing a Paediatric Intensive Care Unit and helping to finance the construction of a hostel for parents of children on cancer treatment at Ghana's premier hospital, the Korle Bu Teaching Hospital, in the capital Accra.



Mrs Rebecca Akufo-Addo is the premier ambassador for HIV/AIDS, in Ghana with a focus on elimination of mother to child transmission and actively works with the Ghana AIDS Commission and other partners to ensure Ghana meets all its HIV/AIDS targets. As the West African Chair of the Organization of African First Ladies Against HIV/AIDS (OAFLA), she is a strong advocate for sound adolescent reproductive health and elimination of practices that affect the well-being of adolescents. She is also a patron of the Schools for the Blind and Deaf, Cancer Voices, a coalition of Non-Governmental Organizations against all cancers and is championing interventions to support childhood cancer sufferers and their families.

She is married to the President of the Republic of Ghana, Nana Addo Dankwa Akufo-Addo and they have five daughters and five grandchildren. She loves floristry and also enjoys interior decoration.





H.E. Mrs. FATOUMATTA BAH-BARROW

**The First Lady of the Republic of
The Gambia**

The First Lady of the Republic of The Gambia, Her Excellency Fatoumatta Bah Barrow was born on 5th August 1974 in Banjul. Her father, Abdoulie Bah, was a local business man, whereas her mother, Isatou Jallow, was mostly known amongst the community for her compassion and generosity towards the poor and the needy.

From 2000 to 2001, the Her Excellency First Lady worked as a Sales Marketing Agent at an oil company called Elton, and then later worked at a local GSM company named Africell from 2001 to 2008. From 2009, the First Lady was occasionally involved in small business activities and also helped her spouse in his political career debut. As the 2016 presidential elections drew nearer, the First Lady became actively involved in a door to door campaign, seeking support from citizens to vote for her husband, at a time when many feared change, due to circumstances under the former regime.

Such courage and determination for change clearly demonstrated by the First Lady, is a trait that makes her distinct from many others. In an attempt to fulfill the promises made during the vigorous campaign trail, the First Lady wishes to ensure that the people of The Gambia do experience the change that was often envisaged in certain domains.

Therefore, as the First Lady of the Republic, Her Excellency Fatoumatta Bah Barrow instantly became engaged in various humanitarian/charitable organizations and activities targeted at the most vulnerable groups of society, women and children. The public role she assumed predominantly focuses on providing assistance to all Gambians, with a particular focus on women and children to help enhance their lives by ensuring that they have access to quality education, health and social services.

For this reason, the First Lady makes frequent visits to the country's main referral hospital, the Edward Francis Small Teaching Hospital, making donation of medical equipment and helping in facilitation of life-saving surgery for newborn babies amongst other. In her determination to address certain challenges, the First Lady also creates linkages with the private sector and foreign partners by encouraging them to invest in the area of health, education and women's empowerment. With such an all-inclusive approach, it is hoped that major improvement will be made these areas.



Where women are concerned, the First Lady wishes to promote gender equality to naturally empower woman and girls through education. In her efforts in the area of education, the First Lady visited several schools including those where school feeding programmes have been introduced which she hopes would be widely practiced in all schools in the near future. It is her fervent desire to encourage more children especially girls to enroll in schools to attain formal education.

Her Excellency the First Lady is dynamically engaged in addressing peculiar challenges women in The Gambia and other parts of the world face, in an effort to raise awareness and mobilize support necessary for the inclusion of such women in society. She collaborates with various organizations to help break barriers and create opportunities for all women. It is therefore hoped that the areas of health and education amongst others get the support required in terms of medical equipment, training of health personnel, consumables/drugs and all other required materials are obtained.

In the national response to AIDS, the First Lady wishes to embark upon a vigorous advocacy campaign by providing the necessary support and commitment to ensure that the main challenges faced by health workers, HIV patients and adolescents are addressed or significantly reduced. This will bring about positive change and to instill a sense of a spirit of solidarity and partnership amongst key partners in the national commitment and fight against HIV and AIDS.

In view of the above, in May 2017 the First Lady initiated her Foundation entitled 'Fatoumatta Bah-Barrow Foundation – FaBB', in order to pursue her desire to not only bring about change, but to also help save and improve the lives of vulnerable groups of society throughout the country.

Her Excellency the First Lady in August 2018 launched 'Safe Motherhood in the Gambia' and will work with UNFPA and relevant partners as Champion, to restore the dignity of women by promoting their rights sexual and reproductive health by supporting advocacy to government and partners to demonstrate commitment to improving women and girls health by addressing maternal mortality and other issues affecting women such as obstetric fistula, breast and cervical cancer, Gender-Based Violence, including Female Genital Mutilation and Child Marriage in The Gambia. In the same month, she launched the UNICEF Regional project on 'Protection of Children on the Move' and committed to champion and advocate for government and relevant partners to put in place measures for increased protection of children. These measures include supporting awareness and communication activities through dedicated campaigns and the commemoration of the statutory days on the promotion of children rights and child protection, raising awareness among public authorities and populations on child protection, urge stakeholders to take into account the notion of light work or socializing work and strengthen child labour observation and monitoring systems in The Gambia.





S.E. MADAME DENISE NYAKERU TSHISEKEDI

La Première Dame de la
République Démocratique du Congo

La Distinguée Première Dame Denise NYAKERU TSHISEKEDI est aide-soignante de formation et parle couramment français, swahili et lingala. Elle parle assez-bien anglais et tshiluba.

La Distinguée Première Dame Denise NYAKERU TSHISEKEDI est :

- Membre de l'Organisation des Premières Dames d'Afrique pour le Développement (OPDAD),
- Ambassadrice de bonne volonté de du Fond Mondial pour la Population (UNFPA) pour la lutte contre les violences basées sur le genre et l'autonomisation de la femme,
- Championne mondiale des Nations Unies de la Prévention des violences sexuelles liées au conflit, Madame Denise NYAKERU TSHISEKEDI porte le combat de la valorisation de la femme congolaise.

En tant que Première Dame, la Distinguée Première Dame plaide dans sa vision dénommée « Plus Fortes » pour la valorisation de la femme. C'est dans ce cadre qu'elle s'investit à contribuer à l'émergence d'une société africaine dynamique où la femme sera libre, forte, valorisée et apportera du progrès et un regard innovant autour des valeurs de travail, d'éthique, de patience ainsi que de persévérance.

« Plus Fortes » consiste à éveiller les consciences des filles et femmes, de les accompagner dans l'amélioration de leur condition et de leur situation actuelle.

À travers les différentes initiatives et interventions des partenaires, l'engagement de Madame Denise NYAKERU TSHISEKEDI est de permettre aux femmes et aux filles de la RDC et du continent d'être « PLUS FORTES » dans les différents environnements où elles évoluent.



Cette vision « PLUS FORTES » se fonde sur quatre axes :

(1)La santé

Dans l'axe Santé, la lutte de la Distinguée Première Dame porte principalement sur :

- Les maladies silencieuses notamment la drépanocytose et les cancers gynécologiques ;
- La mortalité infantile et maternelle ;
- L'éradication des fistules obstétricales

(2)L'éducation

Cet axe ambitionne de renforcer le leadership des jeunes filles et des adolescentes en vue :

- De leur permettre de réaliser leur potentiel
- D'encourager la formation des filles aux sciences (STEM) ainsi qu'aux nouvelles technologies de l'information pour une « génération plus forte en 2030 »

(3)Les violences basées sur le genre « VBG »

S'agissant des violences basées sur le genre, le but est de participer aux actions de mobilisation des communautés contre toutes formes de violences faites aux femmes y compris le mariage précoce. Il s'agit notamment :

- D'encourager une évolution des modèles comportementaux des hommes et des garçons afin de plaider pour l'égalité des sexes ;
- De développer des centres multifonctionnels avec des services intégrés d'accompagnement des femmes et filles victimes des VBG.

En tant que Championne des Nations Unies de la Prévention de la Violence Sexuelle liée aux Conflits, Madame Denise NYAKERU TSHISEKEDI a pour principales missions suivantes :

- Contribuer à l'éveil de l'opinion publique sur le sujet
- Rallier et Mobiliser ses pairs à la cause
- Soutenir les efforts de mobilisation des ressources nécessaires à la prise en charge des survivant(e)s

Aider à débloquer les tensions politiques qui peuvent entraver l'action préventive

(4)L'autonomisation

L'axe dédié à l'autonomisation vise principalement à :

- Encourager et soutenir l'entreprenariat féminin,
- Promouvoir la capacité des femmes à obtenir des emplois décents, à accumuler des actifs et à influencer les institutions et les politiques publiques

C'est dans le but de matérialiser cette vision et de soutenir son action dans les 4 axes cités que la Distinguée Première Dame Denise NYAKERU TSHISEKEDI a lancé une fondation qui porte son nom, la Fondation DENISE NYAKERU TSHISEKEDI « FDNT ».





S.E. MADAME HINDA DEBY ITNO

**Première Dame de la République
de Tchad**

HINDA MAHAMAT ABDERAHIM ACYL, épouse IDRIS DEBY ITNO, Première Dame du Tchad, est née le 02 avril 1980 à N'Djaména.

Issue d'une fratrie de neuf (09) enfants, HINDA DEBY ITNO est la fille de MAHAMAT ABDERAHIM ACYL, contrôleur des assurances, membre de Gouvernement de juillet 1976 à Septembre 1978 et diplomate de carrière, et de MARIAM ABDERAHIM, cadre à la Caisse Nationale de Prévoyance Sociale (CNPS).

Comme cursus universitaire, Madame HINDA DEBY ITNO, après avoir passé son baccalauréat scientifique série D au Collège Sacré Coeur de N'Djaména en 1999 et obtenu son Diplôme de Technicien Supérieur (BTS) en Finance et Banque à l'Institut d'Administration et des Etudes Commerciales (IAEC) de Lomé au Togo en 2001, est détentrice d'un master (BAC 5+) en Finance et Comptabilité à l'Institut du Génie Appliqué (IGA) de Rabat au Maroc en 2003. Une fois sa formation achevée, en novembre 2003, elle a intégré en qualité de chef comptable au Ministère de la Santé le projet de Renforcement du Système de Santé et d'Appui à la Lutte Contre le VIH SIDA et les Maladies Epidémiques.

Et deux (02) ans après, c'est-à-dire le 2 octobre 2005, elle a épousé le Président de la République, Chef de l'Etat et devint la Première Dame du Tchad.

Sur le plan national, la Première Dame du Tchad, très vite, se fasse remarquer en accompagnant son Epoux et apprécier pour son combat pour le bien-être social de ses compatriotes et particulièrement pour la gence féminine. C'est en sens que le 17 Janvier 2012 était lancé son vaste Plan d'Action pour l'élimination de la transmission mère-enfant du VIH et en faveur de la santé de la reproduction.



Ce Programme avait reçu l'approbation des partenaires au développement notamment l'UNICEF, l'UNFPA, l'OMS, ONUSIDA, OPDAD et bien d'autres partenaires privilégiés du Système des Nations-Unies. A ce vaste plan, d'autres luttes se sont ajoutées telles que celles contre les inégalités sociales, les fistules obstétricales, le cancer du col de l'utérus ; bref une participation notable à la promotion de la santé maternelle et infantile.





S.E. MADAME BRIGITTE TOUADERA

**La Première Dame de la République
centrafricaine**

Titulaire d'une Licence en Lettres Anglaises, Madame Brigitte TOUADERA a travaillé comme Assistante Administrative Bilingue au Cabinet de renommée internationale PriceWaterhouseCoopers Centrafrique. Elle s'est ensuite engagée dans le domaine de la santé de la reproduction en affirmant son leadership comme Secrétaire Générale de l'Alliance du Ruban Blanc de Centrafrique », une coalition mondiale de lutte pour une maternité sans risque, soutenue par le Fonds des Nations Unies pour la Population (UNFPA).

Dans ce cadre, elle a étroitement collaboré avec les autorités nationales, provinciales et locales pour leur implication dans la dynamique de la lutte contre la mortalité maternelle et néo-natale, notamment à travers la Campagne pour l'Accélération de la Réduction de la Mortalité Maternelle (CARMA). Par ailleurs, son désir de porter assistance aux populations vulnérables, l'a conduite à travailler comme bénévole au Secours Catholique Caritas international d'Angers en France.

L'engagement de Madame Brigitte TOUADERA, Première Dame de Centrafrique, dans le domaine de l'assistance aux femmes en général et de la santé de la reproduction en particulier est resté constant. Ce qui explique son intérêt à soutenir la Campagne «MERCK plus qu'une mère» en faveur des femmes victimes de violences physiques et psychologique de son pays.

C'est à ce titre, qu'elle a été désignée lors de la réunion de haut niveau de MERCK, à Abidjan en Côte d'Ivoire en octobre 2016 comme Ambassadrice de la Campagne «MERCK plus qu'une Mère» dans les seize pays africains francophones.



Il est important de souligner que depuis le mois de mai 2016, elle a créé une fondation dénommée « Cri de Cœur d'une Mère » qui œuvre avec beaucoup de réussites dans les domaines de :

- la lutte contre la VIH et le Sida ;
- la santé de la reproduction ;
- les violences basées sur le genre ;
- la lutte contre la drépanocytose.

Quelques actions réalisées :

En octobre 2017, elle a parrainé le lancement du Plan d'Accélération de la prise en charge du VIH chez l'enfant et l'adolescent.

En août 2018, elle a procédé au lancement de la campagne « Santé pour Tous » avec pour slogan « Un corps Sain dans un Esprit Sain ».

Toujours en 2018, avec l'appui financier de l'OIT, la Première Dame à travers sa Fondation a organisé une formation en entrepreneuriat à l'intention des femmes vulnérables aussi bien de la capitale et que de ses villes périphériques.





Son Excellence Angeline Ndayishimiye Ndayubaha

Anncienne Première Dame de la République du Burundi

Son Excellence Madame Angeline Ndayishimiye, de nationalité burundaise, née Angeline Ndayubaha en 1976, est la Première Dame du Burundi depuis le 18 juin 2020, jour d'Investiture de son mari, Son Excellence Evariste Ndayishimiye, Président de la République du Burundi pour un mandat de sept ans.

Son Excellence Angeline Ndayishimiye, licenciée en Sciences Economiques et de Gestion en 2014, a depuis gravi les échelons dans une des Entreprises publiques réputées au Burundi. En effet, après avoir fait ses preuves en tant que Responsable Fret à la SOBUGEA (Société Burundaise de Gestion des Entrepôts et d'Assistance des Avions en Escale) de 2005 à 2010, on lui confiera par la suite le Service Administration et Ressources Humaines en 2010. De 2012, Son Excellence Angeline Ndayishimiye monte en grade et occupe, successivement, le poste de Directeur Administratif et Financier à la SOBUGEA (de 2012 à 2014) et (de 2015 à 2018). Elle a également occupé le même poste à la société Air Burundi (de 2014 à 2015).

Pour mieux honorer ses engagements sociaux, Son Excellence Angeline Ndayishimiye est la Présidente de la Fondation Bonne Action- «Umugiraneza » qu'elle a créée en juillet 2019 et qui a pour mission d'assister les personnes démunies, en particulier les veuves et les orphelins à travers l'éducation, la formation professionnelle, les AGR et l'accès aux soins de santé. Son Excellence Angeline Ndayishimiye a initié et fondé l'association Femmes Intwari, en 2017, regroupant les femmes anciennes combattantes et les épouses des ex-combattants pour la paix et la démocratie suite à la crise que le pays a connue depuis 1993, année où la démocratie a été décapitée. Elle même ancienne combattante, elle a été démobilisée au Grade de Lieutenant en 2004.



Femme leader par nature, Son Excellence Angeline Ndayishimiye est convaincue que la capacité d'écoute est une des grandes qualités requises pour être un bon leader. Celle qui a su développer dès son jeune âge des valeurs d'amour et de compassion, est particulièrement engagée auprès des enfants et des femmes en situation de précarité sociale.

Le couple présidentiel est heureux d'avoir six enfants.





H.E. Mrs. NEO JANE MASISI

**The First Lady of the Republic of
Botswana**

Mrs. Neo Jane Masisi, an accountant by profession has worked for leading organisations within the private sector in Botswana. Driven by her quest for international exposure, she further embarked on a career as an International Civil Servant with the United Nations, serving in three countries; United States of America, Ethiopia and Central African Republic.

Mrs. Masisi started her career in 1994 with Debswana Diamond Company after attaining her CIMA (Chartered Institute of Management Accountants) qualification. Mrs. Masisi worked at the world acclaimed mine, Jwaneng Mine from 1994 to 1999, where her job entailed budgetary control and management accounting for the mine's operations. She decided to serve the mining industry from a different perspective by joining a related sector, Earthmoving Machinery, Barloworld Equipment – Botswana (BEMCO) from 1999 to 2001. From 2004 – 2001 Mrs. Masisi worked for Global Resorts Botswana (Grand Palm) and Kalahari Breweries Limited (KBL).

Mrs. Masisi began her United Nations career at the UN Headquarters in New York, USA from 2004 to 2010. During 2010, she relocated to Addis Ababa, Ethiopia to join the United Nations Economic Commission for Africa. In 2013, inspired by the need for change and new experiences she accepted an assignment with the Integrated Peacebuilding Office in the Central African Republic (BINUCA), in Bangui. This was during the height of conflict in war-torn Central African Republic. She cites this as one of her life changing experiences! Mrs. Masisi returned again to New York from 2016 – 2015 to be part of the Umoja Team, responsible for deployment of an ERP (Enterprise Resource Planning) Implementation project across the United Nations entities worldwide. Mrs Masisi has taken a break from her international service (since March 2018) to support her husband in his new role . Mrs Masisi is committed to the advancement of the girl child and rural women.



Mrs. Masisi has been appointed UNAIDS Special Ambassador for the empowerment and engagement of young people in Botswana.

In addition to her CIMA qualification, Mrs. Masisi holds an MBA from De Montfort University, a qualification she attained in 2004.

Mrs. Masisi was an active member of Junior Chamber Botswana, Jwaneng Chapter, becoming the National Treasurer in 1998. Besides work, Mrs. Masisi enjoys travelling, swimming, tennis, reading, helping others and spending quality time with family.

She married Mokgweetsi Eric Keabetswe Masisi on 3rd January 2002 and are blessed with a daughter, Atsile.





H.E. Mrs. ANA AFONSO DIAS LOURENÇO

**The First Lady of The Republic of
Angola**

H.E Ana Afonso Dias Lourenço was born in Luanda on April 13, 1957. She holds a degree in Economics from Agostinho Neto University.

Mrs. Lourenço has a long experience in economic planning, investment programming and perspective analysis in international organizations and institutions. Mrs. Lourenço attended a postgraduate course in African Studies and Development at the Catholic University of Lisbon, Portugal.

She was Deputy-Minister of Planning and Minister of Planning from 1997 to 2012. In addition to other functions, she was a member of the Board of Directors of the World Bank Group, as Executive Director representing Angola, South Africa and Nigeria from 2012 to 2016.

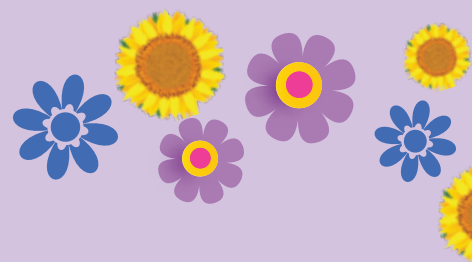
Mrs. Lourenço is the First Lady of the Republic of Angola since September, 2017 and the mother of three girls.

As First Lady, prioritizes initiatives aimed at improving living conditions, well-being and capacity building for the sustainable development of communities, in the field of education, health, environment and culture, with special attention to the young girls, with the mission to contribute for Angola to be a country of which Angolans are proud, rescuing fundamental social and moral values.



S.E. SENHORA ANA AFONSO DIAS LOURENÇO

**PRIMEIRA DAMA DA REPUBLICA
DE ANGOLA**



Ana Afonso Dias Lourenço nasceu em Luanda, no dia 13 de Abril de 1957.

É licenciada em Economia pela Universidade Agostinho Neto.

Tem uma longa experiência em Planeamento Económico, Programação de Investimentos e Análise Prospectiva, em organismos e instituições internacionais. Frequentou um curso de Pós-graduação em Estudos Africanos e de Desenvolvimento, na Universidade Católica de Lisboa, Portugal.

Foi Vice-Ministra do Planeamento e Ministra do Planeamento de 1997 a 2012.

Para além de outras funções, foi membro do Conselho de Administração do Grupo do Banco Mundial, como Directora Executiva em representação de Angola, África do Sul e Nigéria de 2012 a 2016.

É Primeira Dama da República de Angola, desde Setembro de 2017, e mãe de três meninas.

Como Primeira Dama, prioriza iniciativas que visam a melhoria da condição de vida, bem-estar e formação de capacidades para o desenvolvimento sustentável das comunidades, no domínio da educação, saúde, ambiente e cultura, com especial atenção à jovem menina, tendo como missão contribuir para que Angola, seja um país do qual os Angolanos se orgulhem, resgatando valores sociais e morais fundamentais.



Sommet - Initiative des Premières Dames de la Fondation Merck MFFLI - Conférence Vidéo 31 août 2020

SOMMET - MFFLI est une plate-forme **des Premières Dames Africaines** - les Ambassadrices de « **Merck Plus Qu'une Mère** ». Le MFFLI est créé par la Fondation Merck dans le but de discuter des défis, de définir des solutions, de mesurer l'impact et de partager les expériences pour assurer une amélioration continue et échanger des aspects variables de différentes cultures afin de renforcer les capacités de soins de santé dans de nombreux domaines tels que : le Cancer, la Fertilité et le Diabète.

Le Sommet du MFFLI vise également à adapter et / ou normaliser des messages spécifiques qui peuvent sensibiliser et créer un changement de culture à travers l'Afrique en ce qui concerne les objectifs ci-dessous :

- **Briser la stigmatisation autour des couples infertiles en général et des femmes infertiles en particulier.**
- **Autonomiser les filles et les femmes à travers l'éducation en général et dans les STEM en particulier.**
- **Améliorer l'accès à des solutions de santé de qualité et équitables.**

Les Premières Dames Africaines de plus de 18 pays participeront au Sommet MFFLI - VC pour discuter des sujets suivants :

- La mise en œuvre des programmes de la Fondation Merck et son suivi et présenter l'impact de différents programmes dans leurs pays, en tant que notre partenaire à long terme et ambassadrice de « Merck Plus Qu'une Mère » et / ou « Éduquer Linda »
- La réponse de la Fondation Merck à la pandémie de coronavirus et à son impact.
- Approuver les nouvelles dates pour la 7e édition « Merck Africa Asia Luminary » à Lusaka, Zambie 2021 et suggérer des mesures spéciales à prendre en ce qui concerne la conduite d'une telle conférence post-pandémie de coronavirus (la nouvelle norme).
- Définir une date pour la réunion virtuelle des conseillers techniques des Premières Dames pour suivre la mise en œuvre du plan d'action et l'issue du sommet du MFFLI.

OBJECTIFS DU SOMMET MFFLI :

Le Sommet MFFLI - VC sera la plateforme pour discuter de la stratégie de mise en œuvre des programmes de la Fondation Merck et du lancement et suivi des initiatives de la campagne « Merck Plus Qu'une Mère » (MMTM) et / ou du programme « Éduquer Linda » avec l'objectif d'intégrer les réseaux sociaux, les médias et l'art pour sensibiliser les communautés, briser la stigmatisation liée à l'infertilité et autonomiser les filles à travers l'éducation en Afrique.

1) Discuter et définir les interventions régionales et locales avec leur stratégie détaillée et leurs plans d'exécution pour :

A- Définition du modèle / plan de partenariat avec les médias pour explorer et sélectionner différentes plates-formes pour diffuser les messages de sensibilisation à la télévision, à la radio, dans la presse écrite et en ligne.

Les formes de partenariat avec les médias seront :

- Formation des Médias sur la Santé et Prix de Reconnaissance des Médias de la Fondation Merck: Fournir des formations régionales et locales aux journalistes sur la santé pour les pays Anglophones, Francophones et Lusophones (langue portugaise). L'annonce de l'appel à candidatures régional pour le « Prix de Reconnaissance des Médias de la Fondation Merck ».





B- L'art a de nombreuses formes populaires en Afrique et il peut être un outil essentiel pour influencer les communautés et sensibiliser sur de nombreux sujets sensibles, par conséquent différents projets seront définis pour coopérer avec l'art sous toutes ses formes telles que la création de chansons, films, peintures, sculptures et les créations de mode.

Les projets prendront la forme de :

1- Le lancement de concours dans certains pays en partenariat avec des Institutions de Formation Technique ou des Universités pour encourager les jeunes talents à créer du travail pour atteindre notre objectif et délivrer des messages de sensibilisation qui peuvent autonomiser les filles par l'éducation et autonomiser les femmes infertiles et sans enfants, sensibiliser les communautés et les familles à briser la stigmatisation liée à l'infertilité, promouvoir l'éducation des filles et être la voix des sans voix.

- **Prix du Film de la Fondation Merck**
- **Prix de la Mode de la Fondation Merck**
- **Prix de l'Art de la Fondation Merck**

- Renforcement des capacités en fournissant une formation pour éduquer les jeunes talents et étudiants techniques en art, réalisation de films et création de mode sur la façon de capitaliser sur leur talent afin d'utiliser l'art pour sensibiliser leurs communautés sur les questions culturelles et de santé. Dans certains pays, le même concept sera appliqué pour sensibiliser sur l'éducation des filles à travers le programme « Eduquer Linda » tel que ; Angola, Libéria, Namibie, Burundi, Malawi et Niger.

- Créer des chansons locales en anglais, français, portugais et dans les langues locales avec des auteurs et chanteurs célèbres de chaque pays pour s'adresser aux jeunes afin de créer un véritable changement de culture et de sensibiliser sur la façon de briser la stigmatisation liée à l'infertilité ou à autonomiser les filles à travers l'éducation.

- Création de films en partenariat avec des cinéastes locaux, soit un documentaire ou une pièce de théâtre pour transmettre les messages de briser la stigmatisation liée à l'infertilité et l'autonomisation des filles à travers l'éducation.

- Lancement du livre d'histoires « L'histoire de David » qui a été créé pour les enfants et les jeunes afin de souligner et de renforcer les valeurs familiales d'amour et de respect dès le plus jeune âge.

- Lancement de « Eduquer Linda » : un livre de contes inspirant qui a été créé pour promouvoir l'éducation des filles dans les communautés africaines.

2- Définir des interventions pour renforcer les capacités professionnelles de soins de fertilité dans le secteur public pour aider à améliorer l'accès à des solutions équitables et de qualité pour les couples infertiles en partenariat avec les Ministères de la Santé à travers les Bureaux des Premières Dames.

3- Suivi de l'exécution des nouveaux programmes de formation post universitaire en ligne pour les médecins africains dans les nouvelles spécialités disponibles en anglais telles que : diplôme d'un an et master de deux ans dans les domaines de Médecine Respiratoires, Médecine aigus, Médecine Cardiovasculaires, Médecine Sexuels et Santé Reproductive et Endocrinologie.

4- Partager les bonnes pratiques et les projets pilotes réussis avec chaque Première Dame et son équipe technique pour assurer une amélioration continue et informer les nouveaux partenaires.

5- Discussion de l'ordre du jour des membres des Premières Dames (MFFLI) lors de la nouvelle édition de « Merck Africa Asia Luminary » en Zambie.

6- Discuter des défis et trouver des solutions pour assurer la durabilité du programme, l'amélioration continue, un meilleur engagement et une implication communautaire.

7- Rationalisation et alignement pour assurer la cohérence et une approche structurée cohérente à travers le continent pour obtenir un impact concret et mesurable.

8- Offrir une formation aux équipes techniques des Premières Dames pour leur permettre d'atteindre les objectifs convenus, conformément aux directives de la Fondation Merck et suivre les programmes de la Fondation Merck sur les formations et de bourses dans différents secteurs.

9- Créer des réseaux sociaux et des kits / campagnes des médias pour assurer l'implication et l'engagement de la communauté et assurer la visibilité nécessaire pour renforcer le plaidoyer pour notre cause à tous les niveaux à travers l'Afrique et le reste du monde.

Iniciativa das Primeiras Damas da Fundação Merck- Cimeira MFFLI -Video Conferência 31 de agosto de 2020

A CIMEIRA - MFFLI é uma plataforma **das Primeiras Damas Africanas** - as Embaixadoras da **"MERCK MAIS QUE UMA MÃE"**. A MFFLI é estabelecida pela Fundação Merck com o objectivo de discutir desafios, definir soluções, medir impacto e partilhar experiências para garantir melhorias contínuas e trocar aspectos variáveis de diferentes culturas para capacitar pessoal de saúde em muitos campos, tais como: capacitação em tratamento de Cancro, Fertilidade e Diabetes. A cúpula de MFFLI também tem como objectivo localizar e / ou padronizar mensagens específicas que podem aumentar a consciencialização e criar uma mudança de cultura em toda a África em relação aos objectivos abaixo:

- **Quebrar o estigma no seio de casais com infertilidade em geral e mulheres com infertilidade em particular.**
- **Empoderar as mulheres e as raparigas através da educação em geral e em STEM em particular.**
- **Melhorar o acesso a soluções de serviços de saúde de qualidade e equitativas.**

Primeiras Damas Africanas de mais de 18 países participarão na Cúpula de MFFLI -VC para discutir os seguintes tópicos:

- a implementação de programas da FM e seu acompanhamento e apresentar o impacto de diferentes programas nos seus países, como nossos parceiros e Embaixadoras de longo prazo do "Merck mais do que uma mãe" e / ou "educar Linda".
- Resposta da Fundação Merck à pandemia do Coronavírus e seu impacto.
- Aprovação de "novas datas para a 7ª edição" da Merck África Ásia luminária "em Lusaka, Zâmbia 2021 e sugerir medidas especiais a serem tomadas em relação à realização de uma enorme conferência depois da pandemia do Coronavirus (o novo normal).
- Definir uma data para a reunião técnica virtual de assessores das Primeira Damas para acompanhar a implementação do resultado da Cúpula do MFFLI e Plano de Acção.

OBJECTIVOS DA CIMEIRA- MFFLI:

A Cúpula do MFFLI - VC será a plataforma para discutir a estratégia de implementação de programas da Fundação Merck e o lançamento e acompanhamento das iniciativas da campanha "MERCK mais do que uma mãe" (MMTM) e / ou do programa "Educar Linda" com o objectivo de integrar os meios sociais, a mídia e a arte para sensibilizar as comunidades, quebrar o estigma da infertilidade e capacitar as raparigas através da educação em África.

1) Discutir e definir tanto as intervenções regionais como locais com suas estratégias detalhadas e planos de execução para:

A- definir modelo/plano de parceria com mídia para explorar e selecionar diferentes plataformas para transmitir as mensagens de consciencialização através da TV, Rádio, Imprensa e online

As formas de parceria com a mídia serão:

- Formação de jornalistas em saúde da Fundação Merck e Prémios de jornalismo da FM: Fornecer formação de jornalistas de saúde a nível regional e local para países de línguas inglesa, francesa e portuguesa. - Anúncio de convite à apresentação de candidaturas ao Prémio de Jornalismo Regional da Fundação Merck"





B- A arte tem muitas formas populares em África e pode ser uma ferramenta crítica para influenciar as comunidades e aumentar a conscientização sobre muitos tópicos sensíveis, portanto, diferentes projectos serão definidos para cooperar com a arte em todas as formas, como criar canções, filmes, pinturas, esculturas e designs de moda.

Os projetos serão em forma de:

1- Lançamento de competições em alguns países em parceria com instituições técnicas de inquérito ou universidades para incentivar jovens talentos para criar trabalho para alcançar nosso objectivo e transmitir mensagens de consciencialização que possam empoderar as raparigas através da educação e mulheres com infertilidade e sem filhos, sensibilizar comunidades e famílias para quebrar o estigma da infertilidade, promover a educação das raparigas e ser a voz dos sem voz.

- Prémio do Filme da Fundação Merck

- Prémio de Moda da Fundação Merck

- Prémio de Arte da Fundação Merck

- cursos de capacitação para treinamento de jovens talentos e estudantes técnicos em arte, fabricação de filmes e moda sobre como capitalizar o seu talento para empregar a arte para sensibilizar suas comunidades em questões culturais e de saúde. Em alguns países, o mesmo conceito será aplicado para aumentar a conscientização sobre educar as raparigas através do programa "Educar Linda", como; Angola, Libéria, Namíbia, Burundi, Malawi e Níger. -Criando músicas locais em línguas inglesa, francesa, portuguesa e locais com escritores e cantores de música popular de cada país para abordar os jovens com vista a criar uma mudança real de cultura e aumentar a conscientização sobre quebrar o estigma da infertilidade ou capacitar as raparigas através da educação.

-Criar filmes em parceria com os cineastas locais documentários, documrama ou drama para transmitir as mensagens sobre o quebrar do estigma da infertilidade e capacitar as raparigas através da educação.

- Lançamento do livro "David's Story" que foi criado para crianças e jovens para enfatizar e fortalecer os valores familiares do amor e do respeito desde a tenra idade.

- Lançamento de "Educar Linda": um livro de histórias inspirador que foi criado para promover a educaraparigas nas comunidades africanas.

2- Definir intervenções para construir a capacidade profissional de tratamento de fertilidade no sector público para ajudar a melhorar o acesso a soluções equitativas e de qualidade para casais com infertilidade em parceria com os ministérios de saúde através dos Gabinetes das Primeiras Damas.

3- Acompanhamento da execução dos novos programas de formaçpós-graduada on-line para médicos africanos nas novas especialidades disponíveis em inglês, tais como: diploma de um ano e mestrado de dois anos nas áreas de Medicina Respiratória, Medicina Aguda, Medicina Cardiovascular, Medicina Sexual e Reprodutiva e Endocrinologia.

4- Compartilhar melhores práticas e projectos piloto com cada Primeira Dama e sua equipa técnica para garantir melhoria contínua e informar novos parceiros.

5- Discussão das agenda das Primeiras Damas, membros da MFFLI na nova edição da Luminária Merck Marca Ásia na Zâmbia.

6- Discutir desafios e encontrar soluções para garantir a sustentabilidade do programa, melhoria contínua, melhor participação e envolvimento da comunidade.

7- simplificação e alinhamento para garantir consistência e abordagem estruturada coerente em todo o continente para alcançar um impacto concreto e mensurável.

8- Oferta de formação para as equipas técnicas das Primeiras Damas para permitir que eles possam alcançar os objectivos acordados, seguindo as Diretrizes da Fundação Merck e acompanhamento dos programas da Fundação Merck de fornecer formação e bolsas de estudos em diferentes sectores.

9- Criar campanha/kit da mídia e de mídia social para garantir o envolvimento e o engajamento comunitário e assegurar a visibilidade necessária para construir a advocacia para a nossa causa em todos os níveis em toda a África e no resto do mundo.

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