COVID-19 Response

Promoting COVID-19 Prevention Practices to 100M+ in Africa and Middle East
Problem

Health Infrastructure in most of Africa and the Middle East is lacking, with more than 500 million people living more than 2 hours from the nearest hospital, where ventilators, supplies and personnel are scarce.

Misinformation & Mistrust have been identified by the World Health Organization as major obstacles to combatting COVID-19, further complicating the response.

Millions Will Die if COVID-19 spreads in communities of Africa and the Middle East, a region that is home to 1.7 billion people and most of the world’s refugees.
Solution

**Mobilize 100 Leaders** in the AMEL alumni network across 32 countries to create localized content, and share these practices with their communities.

**Educate Millions** through targeted social media ads and content promoting health best practices in local languages, created by local leaders.

**Provide Community Online** for our activists and global supporters through online lectures featuring experts and young leaders in affected countries.
Mobilize Thousands

Our Existing Networks and Advocacy

AMEL has trained 100 activists who are respected young leaders creating positive change in their communities.

Our leaders are from 32 countries, including: Algeria, Cameroon, Cote d’Ivoire, Egypt, Ethiopia, Ghana, Iraq, Kenya, Malawi, Morocco, Nigeria, Sudan, Syria, Tunisia, Uganda, Yemen and Zimbabwe, among others.

Mobilizing for Health Outcomes

Disseminate COVID-19 prevention ads on the social media sites where most young people spend their time & get their news.

Crowdsolve content and translations for the ads from African and Middle Eastern leaders in our network.

Host webinars for our activists so they are prepared with the tools and knowledge to support their communities.

Identify and highlight local partners that might be doing the best work, but not yet internationally recognized.
Educate Millions Rapidly

What We’ve Done So Far
AMEL has already reached 1.6 million people (& counting) through Facebook posts and ads in Arabic, Amharic, French, English, Swahili, and more.

Low Ad Costs because there is little competition for Facebook ad space in Africa & the Middle East.

What We Want to Do
Reach 100M+ people with educational materials in even more languages

Create simpler viral content because current messaging is too confusing

Reach the most vulnerable, like people in crowded refugee camps*

Direct people to local organizations that can provide additional support

*According to the UNHCR, 84% of the world’s refugees are housed in camps in developing countries, especially in Africa and the Middle East
Provide Community Online

**What We’ve Done So Far**

We train young leaders online through the AMEL Institute, training 100 in 2019, and 250 by the end of 2020.

**What We Want to Do**

Leverage Our Online Education Platform to host training sessions related to COVID-19 response and supportive gatherings for our students who may be struggling.

Bring Leaders from Affected/Vulnerable Communities on Zoom webinars to share updates and to receive training and support as they confront COVID-19 in their communities.

Learn About the Human Rights and Democracy implications of COVID-19 in various countries from experts like Larry Diamond and Nicholas Opiyo.
Mohamed Abubakr, President of AMEL

Sudanese Human Rights Activist currently based in Washington, DC

Started First NGO at Age 14, an aid organization responding to genocide in Darfur

Founded 9 NGOs, assisting and empowering people across the Middle East & Africa (MEA)

Leveraged Online Tools to train and mobilize thousands of young activists across the MEA region

Megan Hallahan, Executive Director of AMEL

Former Director of YaLa Young Leaders, an online movement of Middle Eastern/North African youth

Designed eLearning Curricula in citizen journalism, activism, peace/conflict, leadership, etc.

Trained Thousands of young leaders across the Middle East and Africa

Medal of Valor recipient for her work helping Yemeni peace and interfaith activist in danger