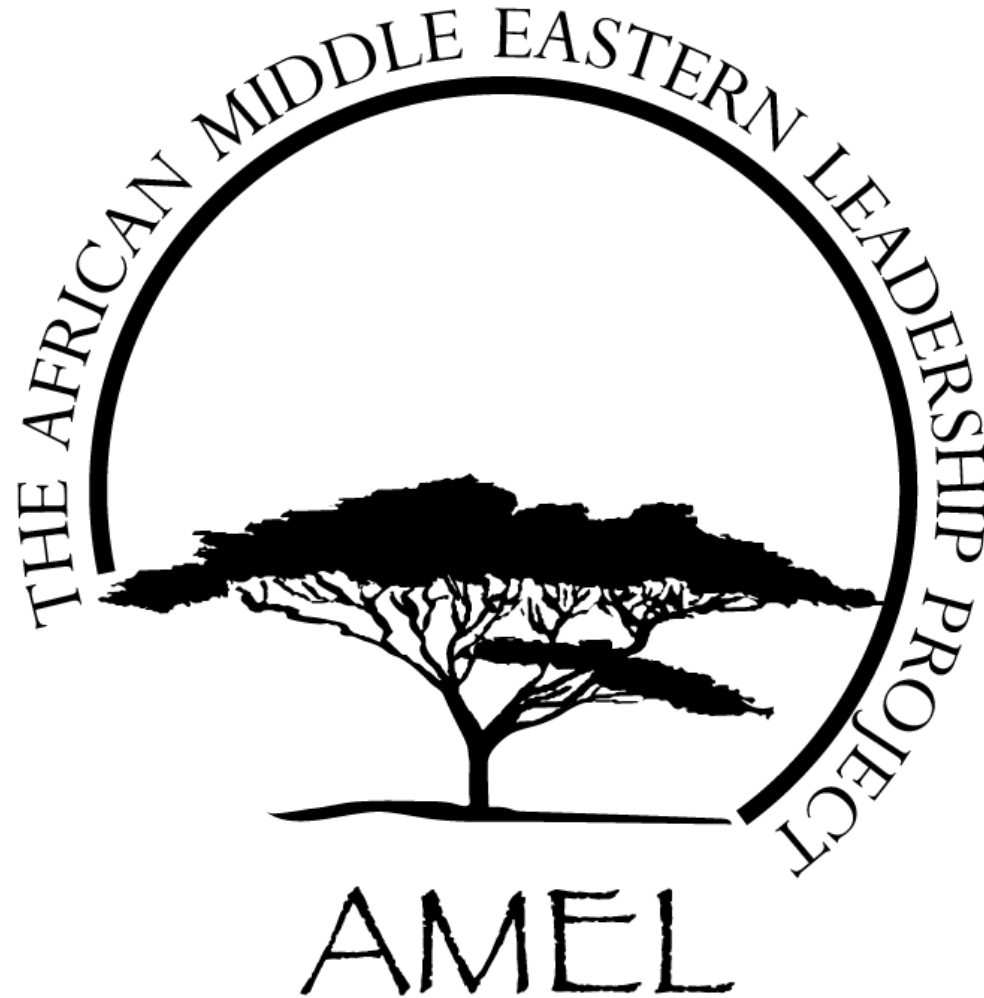


## COVID-19 Response



**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

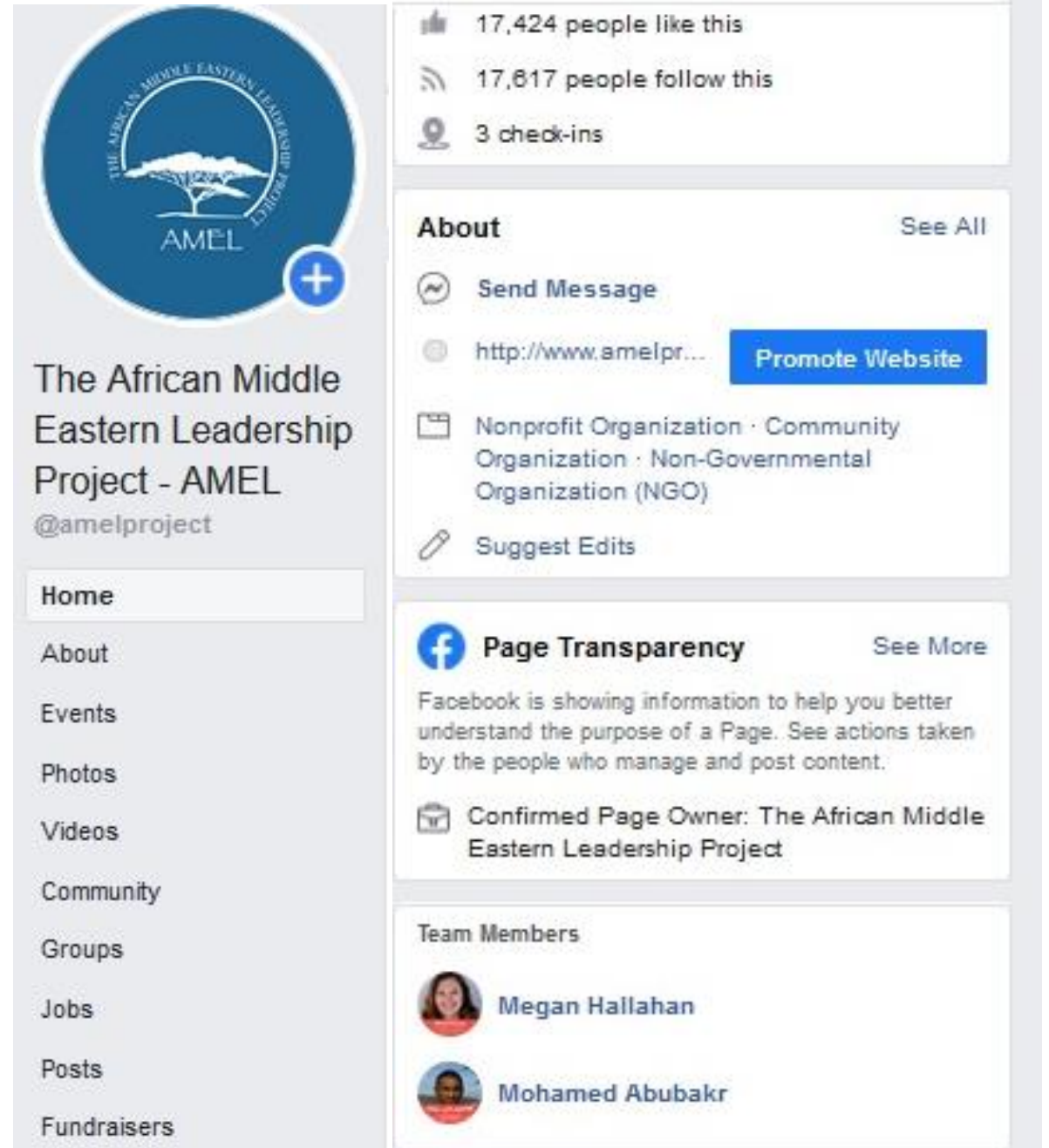
## Mobilizing for Health Outcomes

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

**Crowdsource 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



The screenshot shows the Facebook profile page for 'The African Middle Eastern Leadership Project - AMEL'. The profile picture is a circular logo with a tree and the text 'THE AFRICAN MIDDLE EASTERN LEADERSHIP PROJECT' and 'AMEL'. The page has 17,424 likes and 17,817 followers. The 'About' section identifies it as a Nonprofit Organization, Community Organization, and Non-Governmental Organization (NGO). The page is verified as a Confirmed Page Owner. Team members listed include Megan Hallahan and Mohamed Abubakr. The left sidebar shows navigation options: Home, About, Events, Photos, Videos, Community, Groups, Jobs, Posts, and Fundraisers.

# 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



The African Middle Eastern Leadership Project - AMEL

Posted by Mohamed Salih Abubakr  
Friday at 7:58 PM · 🌐

ሰለም ሰለም ውድ ኢትዮጵያዊያን ወንድሞቼ እና አህቶቼ እንደሚታወቀው የኮረና ቫይረስ ወረርሺኝ ለአለም ትልቅ ስጋት ከሆነ ሰምቦት-ሰት ብሎአል። በሃገራችንም በቅርቡ 9 ግለሰቦ... See More

See Translation

**የኮሮናቫይረስ በሽታ ምልክቶች ከታዩብኝ ምን ማድረግ አለብን?**

- ባለቸካይ በ18 የሰዓት መሰሪያ 8335 ላይ በመደወል ማወቅና የህክምና እርዳታ መጠየቅ።
- የህክምና እርዳታ ሰጪ ቡድን እስኪደርስ እራሳችንን ከሰዎች በመለየት እና በእንደ ክፍል ውስጥ ለብቻ ጥንቅቅ መቆየት።
- በምርመራቤት እና በምርመራቤት ወትት እርንና እርንጫን በላይት ወይም በክንድን እጥፋት መስፈርት።
- የተጠቀሙበትን ላይት ክዳን ባለው ቆይታ ማጠፊቀሚያ ውስጥ ማስወገድ።
- የደየንባቸውን ክፍሎችና የህክምናውን እቃዎች በደምብ በባህርና በውሃ ማፅዳት።
- በየቦታው አለመትፋት።

ለገለገልን ለገለገልን ለገለገልን 8335 ደድቡ።

**የኮሮና ቫይረስ በሽታ (ኮቪድ-19) ለመከላከል የሚከተሉትን ጥንቃቄዎች ይፈፀሙ**

- እንደምን በውሃና በባህርና እውቅና ይታጠቡ ወይም እልባ ላለፊ የጸርግ ማሽን /ብታይዘር/ እንደምን ያደራጁ።
- ሰዎች በሚጠቀሙበት ቦታዎች ላይ ሳይሆኑ።
- ባለ ላይ ማጠፊቀሚያ ላይ ሳይሆኑ በ2 እርግጽ ይፈፁ።
- እንደምን ላይታጠቡ እይንዎን፣ እርንና እና እርንጫዎን እይንኩ።
- ያለባቸው የእንባትና የላላ ማጠፊቀሚያ ላይ ይጠቀሙ።

ለገለገልን ለገለገልን ለገለገልን 8335 ደድቡ።



The African Middle Eastern Leadership Project - AMEL

Published by Mohamed Salih Abubakr (?) · March 19 at 3:48 PM · 🌐

كونوا بحير أينما كنتم و دتم سالمين .  
الرجاء ترك الإقنعة للكواثر الطبية و المصابين، و عدم تخزينها بأعداد كبيرة للاستعمال الشخصي من قبل المعافين.



The African Middle Eastern Leadership Project - AMEL

### Advertising Summary

March 10 - April 8, 2020

**Performance** ⓘ  
Mohamed Abubakr spent \$328.35 on 12 ads in the last 30 days.

Currently viewing Last 30 days

Reach	Post Engagements	Link Clicks
1.5M	460.2K	8,789

\*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



Nicholas Opiyo, Human Rights Lawyer, Founder of Chapter Four Uganda



Rima Sghaier, Digital Security Expert



Prof. Larry Diamond, Stanford University

## Founders & History



**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