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Press Release

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NEW ALIMA CAMPAIGN HIGHLIGHTS THE POWER OF AFRICAN TALENT AND EXPERTISE TO MEET THE CONTINENT'S HEALTH CHALLENGES

WE ARE THE SOLUTION IS DESIGNED AND ANIMATED BY FRENCH-SENEGALESE ARTIST LOSSAPARDO

NEW YORK, FEBRUARY 10, 2022 – Medical humanitarian organization ALIMA (The Alliance for International Medical Action) launched a new artistic awareness campaign featuring the paintings and animations of French-Senegalese artist and musician Lossapardo. The campaign upends the traditional narrative of African countries relying on Western aid interventions by emphasizing the power of home-grown talent and expertise.

The animated short, titled *We Are The Solution*, takes viewers on an emotional, visually dramatic journey of a young boy who turns a childhood tragedy into his life's calling of becoming a doctor in his country of origin. *We Are The Solution* highlights the critical importance of the local medical response central to ALIMA's work. [View the campaign video here](#) and follow the conversation online with #WeAreTheSolution.

"The response to health crises must come from the people who understand the issues best – this is how you build trust among communities," said Lossapardo, whose drawings have been featured in the *New York Times*, *The New Yorker*, and other internationally renowned publications. "I welcomed this opportunity with ALIMA to use my art for something much bigger." The artist's characteristic interplay of illustrations, digital art, and music is on full display in the campaign.

ALIMA, which is headquartered in Dakar, Senegal, has current medical interventions in 13 countries on the African continent. Long-standing partnerships and alliances with ministries of health and other local organizations allow its medical staff access to difficult-to-reach areas, a central part of the organization's mission that is highlighted in the campaign.

"ALIMA is a unique player in the international NGO space," explains Charlie Kunzer, Executive Director of ALIMA USA. "Over 98% of our staff are local to the countries where we operate. This



new campaign emphasizes the knowledge, expertise, and cultural understanding that comes from a truly local response to emergencies. Lossapardo’s remarkable artistry brings these ideas to life through vivid and emotional storytelling.”

In the short film, the young man is captivated by a mysterious white cloth that appears throughout his life, and in the end, the cloth transforms into a doctor’s coat symbolizing the character’s calling to save lives in his country. This cloth also symbolizes ALIMA’s work that is woven into the social fabric of the communities they serve.

ALIMA is transforming humanitarian medicine to adapt to the new challenges of the continent. Most recently, ALIMA has responded to the COVID-19 pandemic, providing more than 500,000 vaccines to people in seven countries—including some of the hardest-to-reach communities in the world—in the face of glaring vaccine inequities. ALIMA has also been at the frontlines Ebola outbreaks, developed innovative responses to childhood malnutrition, and led research studies to better inform the future of quality healthcare in sub-Saharan Africa.

The campaign video can be viewed on the [We Are The Solution webpage](#).

About ALIMA:

[ALIMA \(The Alliance for International Medical Action\)](#) is a medical humanitarian NGO based in Dakar, Senegal that partners with local health actors to provide quality care to people in 13 African countries during emergencies and crises. ALIMA was founded in 2009 by humanitarians proposing a new model of medical intervention that combats unequal access to medical progress. Guided by the fundamental principles of partnership, local presence, and research and innovation, ALIMA has treated over seven million people and led more than 30 research projects with a focus on malnutrition, malaria, Ebola, COVID-19, and Lassa fever. More than 98% of ALIMA’s staff are from the countries where they work.

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#WeAreTheSolution