

*BBC reports on the fight against sleeping sickness.*



## Broadcasting the SOS campaign

**PUBLIC BROADCASTER**, the BBC World Service, recently broadcast two reports and ran an article on its website, highlighting the Stamp out Sleeping Sickness (SOS) campaign and subsequent initiatives to eradicate the disease in Northern Uganda. As the BBC explained, the campaign involves a unique approach, in which cattle are effectively used as live bait to prevent the deadly sleeping sickness parasite, trypanosome, from infecting people in rural communities.

The initiative began in 2006, when IKARE financed an emergency intervention in Northern

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Uganda to help avoid a potential sleeping sickness catastrophe in the region. Since then, IKARE has been actively involved in funding and supporting the fight against sleeping sickness, thereby helping to save thousands of lives. As the BBC reported: “These results were achieved as part of the Stamp Out Sleeping Sickness campaign, a partnership created in 2006 by the University of Edinburgh, the University of Makerere, IKARE, Ceva Sante Animale and the Government of Uganda. SOS is estimated to have saved up to \$400 million in human health care costs. It has also generated increased productivity of \$25 per head of cattle per year in these poor communities.”

Underlining the importance of this work, the initial research from the University of Edinburgh was identified as one of the top 20 examples

(out of 7,000 revised) of UK further education institutions benefiting global development.