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Takeda launches "United Against Dengue" (UAD) in conjunction with ASEAN Dengue Day (15 June)

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Multi stakeholder collaboration is structured around three strategic pillars: Educate, Advocate, and Support



In conjunction with ASEAN Dengue Day, The International Federation of Red Cross and Red Crescent Societies (IFRC) Asia Pacific and Takeda unveiled **"United Against Dengue" (UAD)**, a multi-year regional collaboration aimed at strengthening dengue prevention and management across the region. The collaboration aims to enhance community resilience, promote policy advocacy and support.

Led by IFRC and Takeda, the regional collaboration is dedicated to supporting the World Health Organization (WHO) and ASEAN goal of eliminating preventable dengue deaths by 2030. The launch of UAD was held on 12th June in Kaula Lumpur, Malaysia.

With dengue cases continuing to rise across Asia due to factors such as changing climate conditions, increased urbanization, and population growth, a new regional collaboration has been launched to contribute to ongoing efforts in addressing this growing public health threat.

Strategic focus on Education, Advocacy and Support

The collaboration is structured around three strategic pillars: **Educate, Advocate**, and **Support.**

1. **Educate:** Build community resilience and readiness through impactful disease education and early preparedness. Efforts include community awareness campaigns, volunteer training using the Epidemic Control for Volunteers (ECV) toolkit, and hygiene promotion through community engagement. Enhanced surveillance systems and early action protocols will also be introduced to guide community responses and improve outcomes.

2. **Advocate**: Ensure the sustainability of preventative measures through policy work and stakeholder engagement. This includes working closely with policymakers, medical societies, and community organizations to support the integration of dengue prevention, management and control into national strategies. Regional and national alignment across public health stakeholders is also prioritized to drive unified action and strengthen health system resilience for long-term impact.
3. **Support**: Provide care and assistance to communities and individuals affected by dengue.

"Through **UAD**, we aim to empower communities across Asia and beyond to take charge of their health and unite against dengue. Our focus is clear – to educate communities, advocate for sustainable dengue prevention measures, and support affected individuals and communities with care and assistance. The collaboration with Takeda reinforces WHO and ASEAN Member States' commitment to combating dengue through sustainable solutions, improving access to preventive health services, education, and healthcare support to reduce its impact on communities," said **Juja Kim, Deputy Regional Director for Asia Pacific, IFRC.**

"Joining forces with IFRC, we aim to strengthen the foundation of community resilience by advancing disease literacy, enhancing early action capabilities, and empowering local health systems. **UAD** is designed to strengthen and complement existing public and community efforts to combat dengue collectively and ensure that communities are better equipped to anticipate, prepare for, and respond to dengue outbreaks," said **Dion Warren, Area Head of India & Southeast Asia (I-SEA), Takeda.**

"By collaborating across sectors, including governments, NGOs, medical societies and communities, and leveraging our collective strengths and resources, we can tackle dengue's complex challenges more effectively and achieve greater impact, together. This collaboration is a call to action, underscoring the urgent need for unified, multi-sectoral action."

L-R Dion Warren, Area head, India and Southeast Asia, Takeda; Professor Datuk Dr Zulkifli Ismail, Chairman, Asia Dengue Voice and Action (ADVA) and Chairman of Dengue Prevention Advocacy Malaysia (DPAM); Ambassador Shikata Noriyuki, Ambassador of Japan to Malaysia; Juja Kim, Deputy Regional Director for Asia Pacific, IFRC; Dr Deepa Gamage, Public Health Specialist, Disease Control WHO Representative Office for Malaysia, Brunei Darussalam and Singapore at the United Against Dengue launch event.