



WORLD VISION INTERNATIONAL

**Child Health Now Global Week of Action 2014
Partner Resource Pack**



Welcome

Child Health Now Global Week of Action 1st- 8th May, 2014

Unparalleled progress has been made through the MDGs, with governments, citizens, UN agencies, companies and NGOs all striving to reach these targets. But millions of mothers and children are still uncounted, unseen and invisible to the health systems that could save and change their lives, despite current efforts. If we can seize current momentum and accelerate action to achieve MDGs 4 & 5, many more lives can be saved.

2014 is a critical year for action

This year will be a critical time to leverage the unprecedented global momentum around women's and children's health and nutrition, in support of the Every Woman Every Child movement. By strengthening alliances, acting together and engaging citizens across the world, we can show leaders that there is popular support to 'finish the job' of the MDGs.

As a contribution towards this objective, World Vision's Child Health Now campaign and partners will mobilise children and communities around the world between 1-8 May 2014. Together, we will call for accelerated action on MDGs 4 & 5, highlighting the need to reach the hundreds of millions of unseen, uncounted and invisible children living life on the margins, along with ensuring maternal and child health and nutrition feature prominently in the Post-2015 development framework.

People will take action at local and national events in more than 70 countries, and through social media. Communities most affected, children and youth, schools, churches, faith congregations and mothers' groups in countries around the world will raise their hands and voices to demonstrate their support for child health - their actions will be amplified by high-profile ambassadors and through traditional media.

World Vision would like to work with as many partners as possible; to see calls echoed across the whole spectrum of maternal, newborn and child health and nutrition. This will ensure we reach and mobilise as many people as possible so decision makers hear calls to action from all corners of the world.

Please join in

You will find many ways in which you and your organisation can get involved as outlined in this pack, from showing your support on the global website and through social media, to joining events and activities via national coalitions. Your level of participation is completely up to you.

I look forward to working with you to make this Global Week of Action a far-reaching success as we begin the countdown to the end of the MDGs.

Yours sincerely,



Andrew Hassett
Global Campaigns Director
World Vision International

How can partner organisations get involved?

As a Global Week of Action partner organisation, you have the flexibility to tailor your own messaging and activities under the wider banner of maternal and child survival at the heart of World Vision's campaign. You can share your results directly to inspire and motivate your own audience, at the same time knowing that the final call for change will include your numbers and pledges alongside thousands or even millions of concerned citizens. Coordinated national and global calls for change will drive your message home with decision makers at all levels.

There are five core actions that you can take in order to show your support and participation in the mobilisation, detailed on the next page, but there are a few simple things we ask of all partners:

- Agree to having your organisation's logo featured on the partners section of the Global Week of Action [website](#)
- Feature a link to the Global Week of Action [website](#) on your organisation's website
- Share your plans with us and let us know about the activities you undertook, as well as how many people you reached through these activities including social media.

Core actions partners can take

1. **Take photos and upload to the interactive photowall** – support the mobilisation with a Survive 5 photo that can be uploaded on the Global Week of Action photowall, get staff and senior leadership to join in and encourage your networks to support as well. All photos will feature alongside the millions of other people represented on the photowall supporting the campaign.
2. **Social media support:** to increase the reach of the message and take up of actions. This includes sharing [core social media content](#) related to the Global Week of Action, supporting the 'Thunderclap' and taking a session of the 'Tweetathon.' Please be sure to report social media activities to [Sarah Klassen](#) at the conclusion of the Global Week of Action.
3. **Sharing blogs and stories:** reposting Child Health Now blogs to your website or sharing blogs from your organisation to be posted by Child Health Now
4. **Joint communications piece for media (national/regional context):** We'd like to work with partners in respective regions to prepare a joint communication piece/Op Ed style of communication with key GWA messages as appropriate that you can use for impact in your national context. This offers a great opportunity to garner coverage of the key issues during the mobilisation and to maximise media exposure for our partners through a joint communication. *Please indicate your interest for this to [Emma Edwards](#) and we will work with you to prepare a draft.*
5. **Promote the *Uncounted and Unreached* report:** read our report *Uncounted and Unreached*, and share our new report that focuses on the need to identify and reach the unseen, uncounted and invisible children who are unable to access the vital health services that will keep them alive. *The report will be released on 1st May and circulated to partners under embargo prior to this date.*
6. **Extend the reach:** engage your networks and your staff with the Global Week of Action – you could do this by promoting the mobilisation in-country, by reaching out to communities with stories and other ways to engage, as well as holding internal events with staff.

Resources for partners

- Briefing pack (incl. welcome letter, Global Week of Action Pledge to help create petitions and sign up supporters, and [Frequently Asked Questions](#)).
- [Social media resources](#) including suggested content for Facebook/Twitter and instructions on how to use the interactive photowall and take part in the [Global Week of Action Tweetathon](#).
- Visual resources for use on social media available [here](#)

Should you require any additional information in relation to your organisation's involvement in the Global Week of Action please contact [Emma Edwards](#), Campaign Advisor, Child Health Now, World Vision International.

Engaging through social media

Support the Thunderclap

Help start the Global Week of Action with a bang! - sign up to our [Thunderclap](#), a social media tool that will send out a core tweet and Facebook post at the start of the Global Week of Action and make a noise on social media. You can sign up your organisation to the Thunderclap on the link below – please also encourage your staff to support the Thunderclap through personal email accounts if appropriate.

<http://thndr.it/loZWtxj>

Join the Tweetathon

On May 5, Child Health Now will be running a [24 hour Tweetathon](#) to share the Global Week of Action across the world. During the 24-hour period, 24 participants take an hour to 'host' and speak about their issues and how they are working to improve child health.

We are inviting you to join this event by either supporting and sharing or hosting a session on the day. Participants can:

- share expert knowledge on child health
- describe activities that you are running for the Global Week of Action
- give insights into your work: from health programmatic work to core advocacy messages relating to maternal and child health

We really want as many different people to take part as possible - and all we need from you is one hour of your time! You can read instructions for the Tweetathon [HERE](#). The first step is to click on the [doodle poll link](#) and select your preferred timeslot. Please be sure to include your email address. [Sarah Klassen](#) will then confirm the final timeslot with you. The Tweetathon will run from 12:00am GMT on 5th May to 11:59pm 5th May. Please note that the one hour sessions may change to half hour sessions if the number of hosts allows for this.

Take a 'Hands up for Health photo

People raising their hands for a world where all children can Survive 5 is the core action for the Global Week of Action. We aim to capture as many of these moments as possible on our interactive photowall. Set to go live on 10th April, this photowall is a central hub for the campaign where the public, offices and partners can load their photos from events of people raising their hands. All photos and the people in them will be added to the global total of people taking action.

Share the interactive photowall

The interactive photowall is a live gallery of images taken from the Global Week of Action uploaded by users across the world as the week progresses. This wall has a built-in map feature where photos are geo-tagged to their country, city and locality showing where the action is unfolding. The photowall is hosted on the Child Health Now Global Week of Action [website](#). It will also be available to share on your organisation's website – provided as a line of HTML code that your website teams can use to embed within your website. Please contact [Ben Grierson-Hill](#) should you wish to embed the photowall into your website.

Share content

Please see the social media resource pack provided separately to this pack and also available on the Child Health Now Global Week of Action [website](#). The pack contains suggested social media content that can be used on social media throughout the Global Week of Action, as well as promoting the activities taking place and raising awareness about the core issues. This all comes under the banner of **#Survive5** which we will use to track social media reach and response rates.

Global Week of Action Pledge

We have seen that when people from around the world join together in large numbers and act on their convictions, that change is possible. By calling on those with the power to bring about change, governments can be encouraged to increase their funding and prioritise key issues, to invest in developing and implementing the policies that will save the lives of children. This is urgently needed now so all children can survive 5.

The pledge contains our vision for a better world for all children. It is an important way in which supporters can express their solidarity with the millions of mothers, children and communities in need around the world.

The pledge can be used in two ways.

1. During events

Choose someone to read this pledge at an event and ask everyone to agree to it by saying 'We want to see Child Health Now' at the end. Another option is to provide participants with copies of the pledge and ask them to read it aloud together – or print a large version of the pledge and ask people to sign it.

2. Direct supporters to the [Global Week of Action website](#)

This is a quick and easy way to reach those people who may not be able to attend a specific Global Week of Action event.

Our desire is that everyone signs or agrees to this pledge, whether they are leaders or citizens, community members or celebrities, from any country around the world.

We have a vision. A vision for a world where all children can live safe, happy and healthy lives. A world where all children have access to clean water, nutritious food, life-saving medicines and well-equipped health services. A world where there is joy, freedom and justice. But right now, this is not the reality we see. In our world we see millions of children under the age of 5 die every year from easily preventable causes. We see poor nutrition, disease and inadequate health services. Tragically, we don't see the millions of children who suffer silently from poor health and remain unseen, uncounted and invisible. We see a world of injustice, suffering and inequity.

We put our hands up today because we want to see our vision become a reality. We know solutions are available and promises have been made to help. Now we want to see action. We want to see all children to 'Survive 5'.

We call on our leaders to:

- **ensure all children, regardless of where they live, have access to nutritious food and essential health services;**
- **prioritise reaching children who are unseen, uncounted or invisible so they don't miss out on life-saving health care;**
- **use their influence to make sure the health and nutrition of the world's poorest and most vulnerable children is central to the Post-2015 development goals;**
- **fulfil the promises that have been made to improve maternal, newborn and child health**
- **be accountable for demonstrating progress.**

We want to see Child Health Now!

What is the Global Week of Action?

Global Week of Action 2014 is Child Health Now's popular mobilisation moment to attract and increase global attention and remind leaders of the urgent need to reach the millions of invisible and uncounted children who do not live to see the age of five and the women who die during pregnancy or childbirth. **The test of our success is whether the poorest and most vulnerable children survive and thrive.** As we near the deadline for the Millennium Development Goals, millions of people in more than 70 countries will respond to the call to say: "I want all children to Survive 5!" and ask their leaders to live up to their promises to save the lives of every woman, every newborn and every child.

Why are we mobilising?

Global Week of Action 2014 will celebrate the success that has been achieved in reducing the deaths of children under the age of five. We want to highlight the need to accelerate this momentum, to see commitments met and to finish the job of the MDGs. No child should die because of easily preventable or treatable causes, such as newborn complications and infections, poor nutrition, diarrhoea or pneumonia. We need to ensure every mother, every newborn and every child is counted and that the most vulnerable or marginalised are reached with essential health and nutrition services. Governments must live up to the promises they have already made, and, as they negotiate the Post-2015 development agenda, we must make sure that the voices of children and mothers are heard and their health and nutrition prioritised.

Individuals and communities can play a vital role in encouraging governments and leaders to make this happen – their voices and participation are crucial to secure governments' action to ensure every child has the chance to survive 5.

What makes 2014 such an important year?

Newborn deaths account for 44 per cent of all deaths of children under five and have not seen the same rate of decline as deaths among children aged between 1 month and 5 years. Building on country demand, the **Every Newborn Action Plan** provides a blueprint for a world in which there are no preventable deaths of newborns. The plan focuses efforts on the period around the time of birth and special care for sick and small newborns in order to save the most lives. Millions of newborn deaths and stillbirths can be prevented each year with concerted action by governments, donors, families & communities – we must ensure that the Every Newborn Action Plan is approved at the 67th World Health Assembly in Geneva in May.

Almost half of all under-five child mortality is now related to poor nutrition. However recent momentum to improve nutrition for women and children, particularly in the crucial first 1,000 days of life, promises to deliver results. Last year's Nutrition for Growth event in London saw 94 stakeholders commit an estimated \$19 billion to dramatically improve nutrition by 2020. Following up on these commitments, including through the accountability mechanism currently under development, must be a priority in 2014 and beyond. 50 countries have now joined the Scaling up Nutrition (SUN) movement and there are 29 national Civil Society Alliances, many of which will take part in a **Global Day of Action on Nutrition** for the first time in May. 2014 marks two years since the World Health Assembly approved global targets for nutrition, including a 40 per cent reduction in stunting by 2025, and progress reports will be delivered at the 67th World Health Assembly in May.

Since the launch of the Global Strategy for Women's and Children's Health in 2010, nearly 300 stakeholders¹ have made financial, policy and service delivery commitments under the **Every Woman, Every Child** umbrella. These commitments support the implementation of the Strategy and its goal to save and improve the lives of women and children globally. With just over 600 days to go until the deadline of the MDGs, partners are

¹ Commitment-makers include 62 low- and middle-income countries, 43 private sector companies, 24 foundations and 17 donor countries, and nearly 80 NGOs, among other institutions and partnerships. See www.everywomaneverychild.org for full details

coming together for a concerted effort to accelerate progress towards the health-related MDGs, ensure commitments made are fulfilled and draw attention to remaining gaps that require urgent attention.

Discussions are already well underway on what comes after the MDGs. 2014 is a critical year of deliberations, negotiations and recommendations on what the Post-2015 development framework will look like. It is critical that the unfinished business of the current MDGs related to women's and children's health is featured as a priority, through the inclusion of a target to end preventable maternal, newborn and child deaths. Nutrition was largely overlooked within the MDGs and must feature more prominently in the Post-2015 framework, including through a commitment to eradicate hunger but also specific targets to end child stunting and wasting.

What will action look like around the world?

The Global Week of Action's main call will be for governments around the world to act quickly to fulfil their commitments to end the preventable deaths of all children under five. Those who participate will be joining with other individuals and communities in more than 70 countries who will be tailoring their campaign demands, depending on what is needed in their country to help children survive 5. This might be calling for increased funding for the health system, to increase the focus on newborn survival, to improve nutrition or to maintain development aid budgets.

Each mobilisation will also use different tactics, including community meetings, adding photos to a shared platform and holding events with decision makers. Those who want to take a symbolic action to show their support can raise their hands and take a photo. We will celebrate the progress made since 2.2 million people took part in Global Week of Action 2012 but, by repeating the action, remind leaders that many women, newborns and children are still being left behind.

Our call to the public: Raise your hands and say "I want all children to survive 5!"

People are vital to making this change happen - you can do this by taking a simple action like raising your hands and saying "I want all children to survive 5!". Together, we can seize the momentum and accelerate action to reduce the preventable deaths of mothers, babies and children before the MDG deadline at the end of 2015 and beyond. To do this, the voices of children, mothers, families and communities must be heard at the highest levels – uniting in a powerful and popular movement that will make sure that national and global leaders know that every woman, every newborn and every child counts.