

One week

2 million people

2.55 million individual actions

to see more children

survive

to their 5th birthday



**CHILD
HEALTH
NOW**

**GLOBAL
WEEK OF
ACTION**

**A global snapshot
November 2012**

Foreword

By Andrew Hassett, Director, Global Campaigns, World Vision International

It is unacceptable that each year, almost seven million children in developing countries die before reaching their fifth birthday. World Vision's Child Health Now campaign aims to contribute to the achievement of a significant reduction in child and maternal mortality by focusing on the poorest, most vulnerable and hardest to reach communities. While progress has been made, a renewed sense of urgency and collaboration is required by governments, civil society and the private sector if we are to finish the job we started and achieve the Millennium Development Goals.

The Child Health Now Global Week of Action (13-20 November 2012) was a response to the need to mobilise global public support around reproductive, maternal, newborn and child health, and a contribution to a broader movement taking place. The Global Week of Action saw citizens in more than 80 countries unite in support of greater and more urgent action on child survival so that families and communities can benefit from improved health outcomes.

As part of a series of diverse and inspiring community events, the Global Week of Action engaged government partners, community-based organisations, NGOs and the private sector, bringing more than 2 million people together, with many more taking action online.

I wish to acknowledge and thank our many partners and communities right across the world that joined with us. This approach enabled the campaign to mobilise and reach the broadest number of people, facilitating increased participation, engagement and empowerment. As a result, people across the world delivered a clear and united message to decision makers - stay true to the commitments you have made to improve maternal and child health so that every child has the opportunity to celebrate their fifth birthday, no matter who they are or where they live.

Together we can end preventable child deaths.



Andrew Hassett



The Global Week of Action reached over 48 million people, with 2.55 million actions taken by more than 2 million people from 82 countries

What happened and who was involved?

- The aim of the Global Week of Action was to show leaders that there is public support to accelerate action to stop preventable deaths of children under 5 years old.
- Over 2 million citizens in 82 countries took part to show their support for Child Health Now and the need for more to be done to improve the health of women and children.
- More than 935 public events were organised by over 70 World Vision offices and attended by 1.8 million people, with over 775,000 appearing on the photowall on www.childhealthnow.org
- A diverse range of events were organised to mobilise communities, youth and individuals and decision-makers to improve child health, ranging from concerts, debates and festivals to policy dialogues and church services.
- The campaign also reached significant numbers through online media: 8,341,441 impressions in Twitter took place across 3,930,589 individual accounts.
- Traditional media reached an estimated 40 million people. There was significant pick-up across many countries, especially of the 'Never Had a Chance' report.

Global Week of Action partners

Partnering with local, national and global organisations was a critical success factor for the Global Week of Action. The majority of partnerships were already in place and responded with urgency and enthusiasm to proposed events and online activity. Others were forged as a result of the Global Week of Action and the goals of the Child Health Now campaign.

Partners at local and national level number into the thousands, each of them taking joint responsibility with World Vision for the success of the Global Week of Action and the agenda for child survival in developing nations. They include government, non-governmental, faith-based and local community organisations.

At the global level, World Vision was proud to partner with over 20 organisations working on maternal, newborn and child health. Organisations which supported and promoted Global Week of Action included:

1,000 Days
A Million Moms Challenge
CCIH
End Water Poverty
GAVI
GAIN
Global Poverty Project
International Confederation of Midwives
Keep your Promises
National Premmie Foundation (Australia)
PATH

The Partnership for Maternal Newborn and Child Health
PSI
Salvation Army
Scaling Up Nutrition
Sight and Life
USAID
Water Aid
White Ribbon Alliance
World Food Programme
World Pneumonia Day Coalition

Timeline - Global Week of Action

	World Days	Cumulative face to face actions (estimated)	Cumulative photo wall contributions (estimated)	Event highlights	Change-maker highlights	Social media highlights
Preparation phase		110000	2000 posts 194.000 people	Children in Germany send “wishing hands” to tell their government to pay more attention to preventable child deaths.	Dr Margaret Chan, Director General,WHO, records a message for campaign launch	
Nov 13	World Pneumonia Day	200,000		Christian and Muslim leaders discuss maternal and child health with the Deputy Director for Clinical Services from the Ministry of Health in Lilongwe, Malawi.	President of the Philippines, His Excellency Benigno S.Aquino III, raises his hand for children all around the world	The Global Week of Action starts with a Thunderclap reaching 1,703,073 people on Twitter
Nov 14		350,000		Football tournament for maternal and child health in Byiringiro, Rwanda.	First Lady of Zambia, Dr. Christine Kaseba Sata, raises her hand for children all around the world.	500 likes on Facebook
Nov 15		500,000	3000 posts 268,000 people	Future midwives discuss improvements to maternal and child health, then raise their hands for the Global week of action in the Kohsan District,Afghanistan.	Kyung-wha Kang, UN Deputy High Commissioner for Human Rights, records a message for Global Week of Action	Tweetathon, 24 hours of debate and discussion on maternal and child health with experts from our partners and WV.
Nov 16		860,000	4000 posts 352,875 people	350,000 pray for children’s health at mosques across Bangladesh.	Mr António Guterres, UN High Commissioner for Refugees, endorses the campaign online	
Nov 17	World Prematurity Awareness Day	950,000		Community members in Thiewal Lao, Senegal, discuss about health insurance and free access to health for the Global week of action.	Valentino Lanus, Mexican actor, raises his hands for children	
Nov 18		1,250,000		Members of the 85 churches of Kathmandu Valley, Nepal raise their hands for the Global week of action.	Michel Sidibé,Executive Director of UNAIDS, raises his hands for children	600 likes in Facebook
Nov 19	World Toilet Day	1,500,000	5000 posts 514,877 people	In Ethiopia, 2000 people walk 5km to call for more action on maternal and child health.	His Majesty King Letsie III, Lesotho, raises his hand for children all around the world.	
Nov 20	Universal Children’s Day	1,800,000	6000 posts 775,000 people & counting!	Concert in Kampala to close a week of action across Uganda.	Director General of the International Organization for Migration Ambassador Swing, raises his hands for the Global Week of Action.	695 Facebook likes

Responses:

“I noticed that parents were the most interested in giving their signatures, I was impressed by how many people didn’t know the reality of the deaths of babies in El Salvador...now they do...and it’s thanks to us that now people can do something to stop this problem.”

Beatriz de Murcia, World Vision El Salvador

“I feel a sense of honour to participate in such an important event. I can help make women aware in the community about child vaccination and the importance of safe delivery at hospital.”

Ms. Zakia, Lady Health Worker, Muzaffargarh, Pakistan

“This shows that we love health.”

Indonesia’s Minister of Health Nafsiah Mboi

“I would tell (the Minister of Health) to provide free healthcare for women during and after pregnancy because that’s the best way to combat these maternal and child deaths.”

Djeneba, 24, audience member at health concert, Mali

“The child on the photo is my girl, she is one year old and lives in a loving and caring family. Our family would like to join the campaign and support it in saving lives of the innocent children from preventable diseases.”

Liana, Armenia, posting on the photo wall

“Supporting GWA was enjoyable and made us more aware of the incidence of preventable deaths. Child Monitors like myself need to be more alert of situations where these children are at risk.”

Maribeth, community health worker, Daculan Village, Philippines

Taking action face to face - the highlights

North America:
1000 hands

Latin America/
Caribbean:
32 000 hands

Western Europe:
2000 hands

Middle East and
Eastern Europe:
5000 hands

Africa:
60 000 hands

Asia, Pacific and
Oceania:
1,400,000 hands



Afghanistan responds in constrained context

World Vision Afghanistan responded creatively to the challenge of publicising the Global Week of Action and of collecting and uploading photographs, in an environment where there may have been risks associated with doing so. Staff visited medical clinics where the issues would resonate most strongly. Many supporters remained veiled, or took photos of their hand alone. World Vision's health manager Dr Shakib took his camera wherever he went, including to the hairdresser and the baker, so that people could participate as part of their normal lives. WV Afghanistan also partnered with national television to produce a community service announcement which ran for seven days over the Global Week of Action.



Australia's Hi-5 give celebrity support

As well as encouraging staff and supporters to join the online community for Global Week of Action, WV Australia capitalised on its strong relationship with celebrity children's performers Hi-5. Longstanding public ambassadors for World Vision, Hi-5 performed a free concert for around 200 people, mainly family groups with young children. The band added messages on under-five health to their own songs. World Vision then organised a photo shoot with all concert goers raising their hands.



Brazil hosts major youth health event

World Vision Brazil partnered in the organisation of a major youth participation event November 21 – 23, the Latin American Seminar on Youth, Public Health and Social Participation. Teenagers and young adults from every office where World Vision works in LAC were present at the event, selected to represent youth perspectives of health challenges to government and PAHO. WV Brazil took the opportunity to collect hundreds of commitments and photos and to share messages on child survival.

DRC broadcasts nationally on child survival

World Vision DRC was one of several countries to report a massive media reach on child health messaging through the support of national television. DRC's main TV channel broadcast an interview with a spokesperson from the Ministry of Health about the need for increases to the health budget and expenditure in response to the national child health crisis. It is estimated that at least 10% of the population, or around seven million viewers, would have seen the interview. It was also available outside the DRC, attracting comments and feedback from the DRC diaspora. This is the first time the channel has promoted an advocacy message on under five health in this way.

Geneva seeks pledges from global partners

World Vision's office in Geneva was pivotal during the preparation phase of the campaign in engaging partners and recording messages of endorsement from a variety of figureheads from multi-lateral organisations (including WHO, UNHCR, OHCHR, IOM and UNAIDS). To commemorate Universal Children's Day, the office invited many of their local contacts to drop by and have their photo taken as part of the "Count Me In" photo wall. In total, 78 people took part, including representatives from Save the Children, Plan International, Interpeace, HAP, DARA, UNITAR, UNISDR, NRC/IDMC, Children's Defense Fund International and IISD (among others).

Germany collects wishes for government action

World Vision Germany gave supporters the opportunity to make a "wishing hand" online or on paper, with their own personal wish for better health care in developing countries. Staff visited schools to promote health as a global issue and to collect the wishes of German children. For Universal Children's Day, the office created giant hands and took them to the Brandenburg Gate in Berlin. World Vision Germany plans to make this a long-term campaign to give as many as possible the chance to participate. The office will continue to collect the hands till March 2013, when they will hand them to the German Government.





India mobilises one million

World Vision India's massive local level mobilisation saw over one million raise their hands in around 400 separate events across the country. Working around, and sometimes with, the events of the major festival Diwali, local organisers focused awareness on the 5000 children that die before the age of five in India every day. The final event in New Delhi was a panel discussion on nutrition and child survival between national experts including a number of World Vision child journalists, who spoke passionately about their own experiences, those of their friends, and the changes they wanted to see from their government.

Indonesia celebrates health in Jakarta

World Vision Indonesia created opportunities for Global Week of Action activities and awareness raising through many of their local programmes, staff and partners, urban and rural. The largest of these took place in Jakarta on Sunday November 18, Indonesia's National Health Day. The Indonesian Health Ministry partnered with World Vision and several other organisations to host a celebration of health including a choreographed flash mob. The event attracted around 8,000 people.



Lesotho gains royal approval for Child Health Now

One of the Global Week of Action's smallest "events" was also one of its most influential. World Vision was able to gain an audience with His Majesty King Letsie III of Lesotho, and permission to circulate a photo of him with his family raising their hands. The royal family is popular and closely followed in Lesotho, and an endorsement of the campaign at this level has been an important promotion for Child Health Now. World Vision also received and published the support of Lesotho's Prime Minister, Dr Thomas Motsoahae Thabane.



Mali attracts action through celebrity concert

World Vision Mali staged several events encouraging participation and action on child health, including an evening concert at the Palais de la Culture in Bamako. Well-known artists including one of Mali's most popular singers Babani Kone performed to a crowd of around 1600. The performance also included skits with health messages on inclusive breastfeeding and handwashing with soap, and a rap session on child rights from a local street children's group.



Pakistan includes women, children in actions

World Vision Pakistan partnered in many different ways to create a full week of themed activities on child health. A local hospital in Muzaffargahr was the site of a mother and child health (MCH) celebration supported by the Government of Punjab. A play session at the community-managed Child Protection Learning Centre gave children the opportunity to ask questions and share their own perspectives on children's health. Street theatre on polio vaccination attracted over 500 people. Local health organisations and support groups walked through the town of Mondka promoting maternal and child healthcare, including many "Lady Health Workers", female health advisors who provide family health services at village level.

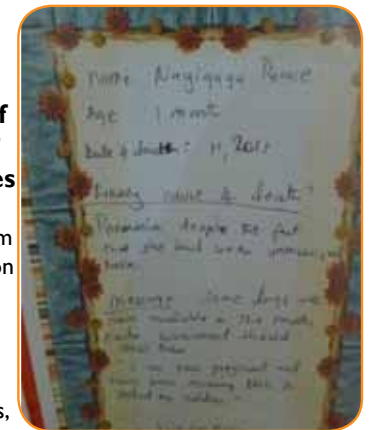


Senegal debates health accountability

World Vision Senegal's local level partnerships with government were leveraged for the Global Week of Action, with many events in villages chaired and supported by health authorities. For instance, in the rural community of Kathiotte, a significant crowd of around 2000 turned up to a forum moderated by regional medical representatives and the Imam of Ndioudiène. The discussion centred on accountability for child survival, concluding that it is a shared responsibility between state, community and private partners, and that increased healthcare funding must be matched with increased partnership on its appropriate and fair distribution.

Uganda makes a "quilt" of mothers' memories

A team from World Vision Uganda travelled to three different destinations, each facing their own set of challenges around maternal and child health services. The team invited mothers who had lost children in the last year to create a "memory quilt" on their behalf. In total, 1180 women contributed a square to the quilt. Several mothers also told their story on film with the testimonies uploaded to World Vision Uganda's Youtube account: Childhealthnow Uganda





More than 700,000 people raised their hands on the Photowall

The Photowall was at the heart of the Global Week of Action's online mobilisation. During Global Week of Action, more than 6000 pictures were uploaded from 82 countries. Some are individual images while others represent groups or communities, including school groups, health workers, village committees, government representatives, NGO partners and World Vision's own staff. In total, more than 775,000 people currently appear on the wall to raise their hands in support of Child Health Now.

Collecting these pictures was a collaborative effort so that communities with low online access could be included and World Vision staff members sent thousands of pictures from events organised in many remote locations. Supporters from all over the world posted pictures of themselves and their family. Celebrities, ambassadors and decision makers took part, highlighted on the Changemakers page of the website, ranging from a member of Parliament in the Dominican Republic to superstar actors in Taiwan and Korea.

The Photowall soon became an unofficial competition between supporters and countries to build numbers or to submit their most creative ideas for depicting child survival to the age of five. From people at 5000 metres altitude to people below water, from face painting to giant hands, the Photowall offers endless insight into the motivations and commitments of individuals globally to take part in the campaign. The Photowall will continue to receive pictures during the next month to give the opportunity for even more people to add their support to the Global Week of Action.

Online Report released for Global Week of Action: Never Had a Chance

Since 1990 the number of children dying each year under the age of five has fallen from 12 million to just under seven million – a 42 per cent reduction. But nearly 19,000 children under five are still dying each day. The main causes of child mortality under the age of five are entirely preventable or effectively treatable. Preterm complications; birth complications; newborn infections; pneumonia; diarrhoea; malaria: together these factors killed a staggering 4.4 million children in 2011, accounting for 64 per cent of the total number of deaths. Every life lost is a tragedy for their family, community and country.

Simple things – education about breastfeeding, good nutrition and hygiene, early identification of symptoms and quick treatment of simple diseases – which can be provided by a parent or community health worker if available resources are directed appropriately can save lives.

World Vision's 'Never Had a Chance' report highlights the places where children under five are still dying as well as these proven solutions that must be resourced and available to all families and communities to end preventable child deaths. The report was released during the Global Week of Action and gained attention from a number of media outlets, including the Huffington Post, I4U News, The Globe and Mail and The Philippine Star, as well as featuring on the website of the Partnership for Maternal, Newborn and Child Health. Fuller media monitoring is being gathered for the evaluation however at present it is estimated that over 40 million people were reached.

The report can be downloaded at:
<http://www.childhealthnow.org/docs/en/never-had-a-chance-final-2.pdf>

Philippines makes youth vlogs at health events

WV Philippines recognised that Filipinos are among the World's top 3 Youtube users, and asked young people at their events to create vlogs to motivate others to do something about child survival. Several events held during the Global Week of Action were documented by a youth vlogger and uploaded to Youtube. Many more were created during a children's congress in Palawan, where part of the agenda focused on health issues facing children in the Philippines. Local communications staff helped with the more technical aspects such as editing and uploading but the young people scripted and performed their own work in every case. The vlogs receive a double audience – Youtube browsers as well as subscribers to the CHN Philippines Facebook page.



South Korea reaches supporters face to face, online

WV Korea's significant local support in offices across the country gave them opportunities to promote the Global Week of Action at regular supporter events such as their "Family Day" involving local celebrities and sponsors. As a result, WV Korea reported a high level of mobilisation in both real and virtual engagement. Around 10,000 raised their hands at events, a further 6900 posted their image, nearly 10,000 liked Child Health Now posts on Facebook, and 10,623 people went online to sign the global pledge for action on child survival.

About the Global Week of Action

The Global Week of Action is World Vision's first ever partnership-wide mobilisation. It aimed to bring a global focus to maternal and child health by using networks and partnerships in over 70 countries where World Vision works, as well as the global online community.

It brought people together to show support for the millions of children at risk of illness or death from preventable causes like pneumonia, malaria, diarrhoea and malnutrition. By taking action, every participant has put pressure on decision makers to fulfill their promises and act on this urgent issue.

Participants in the Global Week of Action were invited to take action in five ways.

- To attend an event organised by World Vision and take part in a group photo
- To take a photo with their hands raised, post to the online photo wall with the message "Count me in! I want all children to Survive 5!"
- To "like" Child Health Now Facebook pages, or to follow Child Health Now Tweets
- To sign the Child Health Now pledge to help children Survive 5
- To share the resources on children's health available on the website, including videos, articles, blogs and publications on child health.

National World Vision offices drove the campaign to reach people in urban, rural and online settings, while the Child Health Now Global Campaigns Team monitored global social media and helped to count the overall actions so that a global picture of results was possible.

Change-makers

A wide variety of influential figures gave their support to the campaign including leaders, actors, musicians, CEOs and sportsmen from countries including Korea, Mexico, Finland and the US. These supporters included: His Majesty King Letsie III of Lesotho, President Benigno Simeon Cojuangco Aquino III of the Philippines, Dr Margaret Chan, Director-General of the World Health Organisation, Dr Christine Kaseba Sata, First Lady of the Republic of Zambia, Mr. António Guterres, the UN High Commissioner for Refugees, Kyung-wha Kang, the Deputy High Commissioner for the United Nations Human Rights Office, Michel Sidibé, Executive Director of UNAIDS, and Ambassador Swing, Director-General of the International Organisation of Migration.

About this report

This initial report was prepared in the week immediately following the Global Week of Action. Firstly to thank all our partners and supporters who participated in this global mobilisation, and secondly, because of the need for information and impetus to continue the next steps of the global Child Health Now campaign. Given that more than 900 events took place across the world during the Global Week of Action, it has not been possible to represent more than a small proportion of those events, but our hope is that these give some idea of the diversity and creativity shown around the world. Similarly, we are still gathering data on major elements, such as media monitoring, which was not available in time to be included in this report. A more detailed evaluation of the impact and potential influence of the Global Week of Action will be conducted in December 2012. We invite you to seek further information as it becomes available in the coming months through our website: www.childhealthnow.org

For further information on any of the stories, statistics or facts in this report, please contact the Child Health Now global campaigns team:

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World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. We are a federal partnership and work in almost 100 countries worldwide, serving more than 100 million people.

