

# GLOBAL WEEK OF ACTION 2014 – A SNAPSHOT

**4.5 million people in more than  
70 countries call for a world  
where all children can Survive 5**







**SURVIVE 5**



# Introduction

In May 2014, more than 4.5 million people across the world took part in a massive and coordinated mobilisation to influence the global agenda on maternal and child health.

Though the challenges for mothers and children differ across countries and contexts, the motivation behind this mobilisation is fundamental to families everywhere. People want all children to survive birth and early childhood, want all children to be well nourished and able to access the health care they need to stay healthy.

Progress over the last 15 years towards making this a reality has been remarkable, thanks to the concerted efforts of governments and other stakeholders in line with the Millennium Development Goals (MDGs). But it has not been enough. As we gear up for the final push to the deadline of the Millennium Development Goals, our focus needs to be on accelerating this progress.

With just under 600 days until December 31 2015, the deadline of the MDGs, to achieve the goals of reducing child mortality by two-thirds and maternal mortality by three-quarters action is increasingly vital. In response to this citizens, communities, local and international partners took action during the Global Week of Action to show they want decision makers to deliver on their commitments to radically reduce the number of children and mothers that die every year from preventable causes.

Finishing the job of the MDGs and ending preventable maternal, newborn and child deaths requires that all mothers, babies and children have access to adequate, quality health services when they need them. We must focus much more on the individual mother and child, to understand why so many are still at risk of dying from preventable conditions. We need to work together to scale up affordable and effective programmes to prevent and treat malnutrition, common childhood diseases and complications during pregnancy and child birth to give all mothers and children the chance to survive and enjoy good health. Like the millions that took action during Global Week of Action, World Vision believes that we have a collective responsibility to ensure that every woman and every child, especially the poorest and most marginalized, have access to good nutrition and the essential quality health services. This is reflected in World Vision's call for a high level goal in the Post-2015 development framework to end all preventable maternal, newborn and child deaths.

The 4.5 million people who have raised their voices during the Global Week of Action also believe that change is within reach, and are calling on governments worldwide to finish the job they started in with the MDGs in the year 2000. World Vision is committed to ensure that these voices are heard at all levels - locally, nationally and, through forums such as the World Health Assembly, at the highest level of global decision making.

This report details this activity and showcases these actions and some of the highlights from the Global Week of Action so far. Through the initial results, early successes and information we aim to give a snapshot of what happened ahead of a large more extensive report.

Together we can end preventable deaths.

The Global Week of Action saw 4.5 million people take nearly 6 million actions to pledge their support for maternal and child survival.

- Activities took place in more than 70 countries
- The majority of these were in developing countries
- 1.5 million children and young people added their voice
- Over 4,100 public events were held
- An estimated 2,400 local, national and international partners joined World Vision for the Global Week of Action, including NGOs, coalitions, universities, faith-based organisations, the private sector and UN agencies
- Around 2,600 government representatives, 16,000 faith leaders and 70 celebrities added their voice to the campaign
- Millions of people have so far seen the messages on social media or showed their support by posting their image to the online photo wall



# How people were mobilised into action throughout the world

A ROUND UP OF WHERE PEOPLE TOOK ACTION AROUND THE WORLD FOR THE GLOBAL WEEK OF ACTION

“On reflection, the most important thing to do is involve the education system so that child health is a pivotal theme in the curriculum.”

**SUSANA JOMA, JOURNALIST, EL DIARIO DE HOY, MEXICO.**

## THE AMERICAS

Canada, USA, Colombia, Ecuador, Bolivia, Brazil, El Salvador, Honduras, Guatemala, Mexico

## AFRICA

DRC, Lesotho, Malawi, South Africa, Zambia, Zimbabwe, Chad, Ghana, Mali, Mauritania, Niger, Sierra Leone, Somalia, Sudan, Senegal, Burundi, Ethiopia, Kenya, Rwanda, Tanzania, Uganda

**WESTERN EUROPE**

Austria, Finland, Germany, Ireland, Netherlands, Spain, Switzerland, UK

“It’s a pity that in the world full of resources we are unable to protect every child and a lot of them are left out of our care, every child deserves to ‘Survive5’.”

**LIKA, GEORGIA**

**EASTERN EUROPE AND THE MIDDLE EAST**

Afghanistan, Armenia, Pakistan, Albania, Bosnia and Herzegovina, Georgia, Jordan, Lebanon, Romania

**ASIA AND OCEANIA**

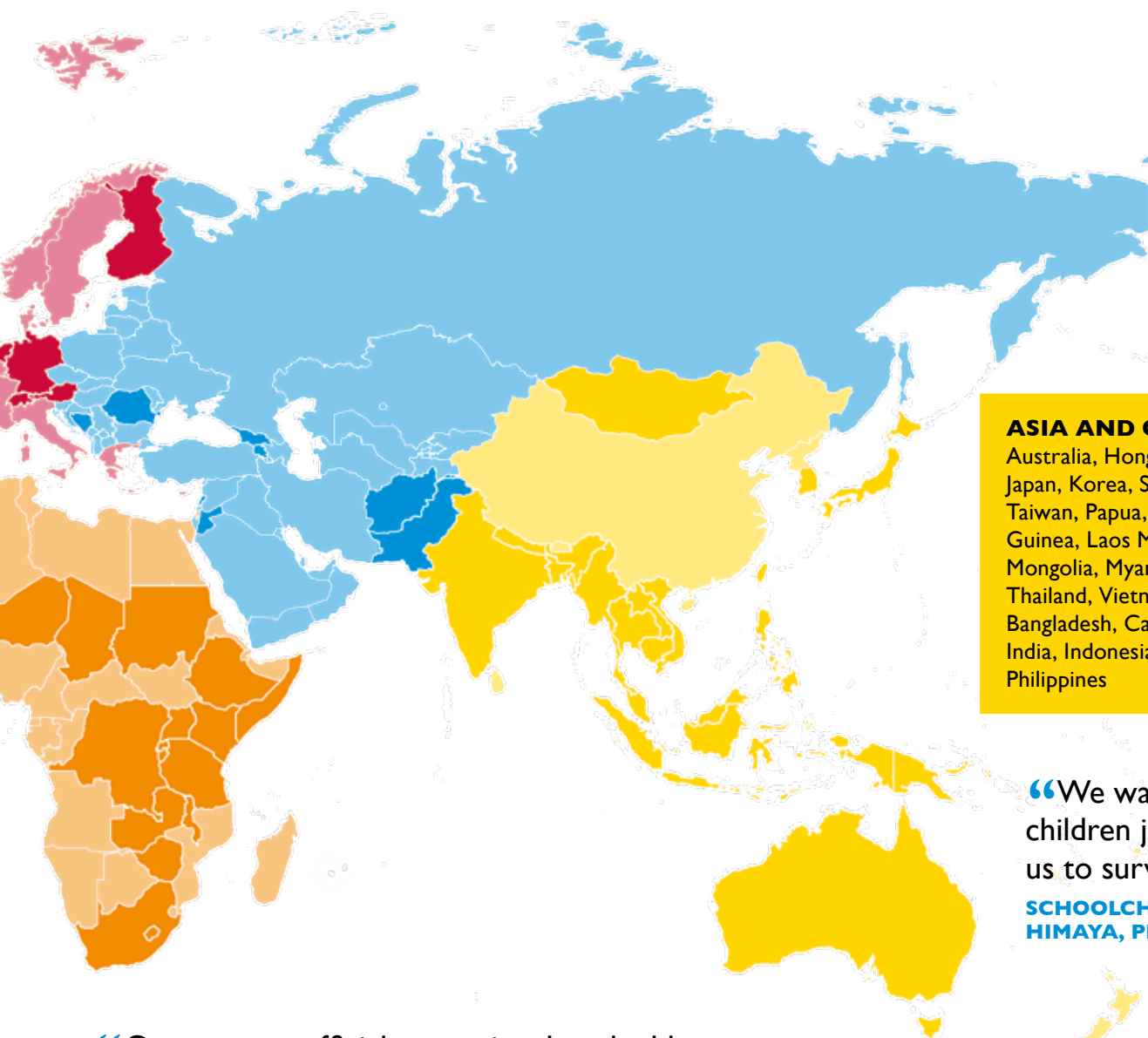
Australia, Hong Kong, Japan, Korea, Singapore, Taiwan, Papua, New Guinea, Laos Malaysia, Mongolia, Myanmar, Thailand, Vietnam, Bangladesh, Cambodia, India, Indonesia, Nepal, Philippines

“We want children just like us to survive 5!”

**SCHOOLCHILDREN, HIMAYA, PHILIPPINES**

“Government officials committed to double their efforts to end preventable deaths. It is great to think this could now be their priority during the next budgeting period in June.”

**PATRICK NIYONSABA, CHILD HEALTH NOW COORDINATOR, WORLD VISION RWANDA**







## Highlights from Child Health Now's Global Week of Action

Note: not all countries who took part in Global Week of Action have been included in these pages. Numbers and results are preliminary.

**AFGHANISTAN:** World Vision targeted child nutrition during the first 1,000 days through a strong national policy brief and coordinated action by all stakeholders. Engagement with religious leaders led to a joint prayer opportunity across the district of Herat. Children met with religious leaders in an event designed to highlight the importance and benefits of child participation in faith-based advocacy.

**ALBANIA:** World Vision held internal events for the Global Week of Action, with staff devotions, meetings and other internal communications used to promote the week. In addition, World Vision shared the "What Youtube Missed" video and the "Uncounted and Unreached" report on its social media channels.

**ARMENIA:** World Vision has been calling for greater equity in health services through universal health care. During International Family Day Celebrations World Vision called on families to stand for their and their children's rights for health services, and on the government to improve access to quality healthcare services in rural communities. An official reception involved Armenia's newly appointed Minister for Health along with other key government stakeholders, all of whom pledged to keep maternal and child healthcare policy amendments on their agenda.

**AUSTRALIA:** Mother's Day was a core focus for the Global Week of Action in Australia with a nationwide church campaign seeking to 'Help all mums celebrate Mother's Day.' This was supported with video and social media content as well as featuring the 'End maternal and child deaths' petition.

**AUSTRIA:** In Austria a "Hands Up" photo competition was held to engage members of the public alongside an online petition to the Austrian government to increase spending on overseas aid, with a strong focus on child health. So far over 1,000 people have signed the petition and many took part in the competition. Fundraising asks were also integrated into the activities as were a series of media, social media and blog content.

**BANGLADESH:** World Vision campaigned to increase government funding for health, population, and nutrition programmes to at least two per cent of GDP. Bangladesh's Muslim and Christian communities prayed for maternal and child survival in thousands of different services across the country, and children in rural areas held events to raise awareness about the importance of child and maternal health, and the actions their leaders need to take to improve it.

**BURUNDI:** World Vision lobbied for funding for health to be 15 per cent of the total government budget, and to improve community-based health care. The campaign took many opportunities to increase public support for this, including community events for World Malaria Day, partnering with government in launching a vaccination campaign, and formal discussions on the way forward between World Vision and the Ministry of Health.



**CAMBODIA:** World Vision released a joint statement with UNICEF, World Health Organization (WHO), Save the Children and Helen Keller International to address the poor legislation around marketing of breast milk substitutes. Youth groups organised over 50 events in World Vision programme areas. Six of these groups joined together to form a 300-strong youth forum, presenting recommendations to provincial health officials and arranging a youth concert which attracted 5,000 young people.

**CANADA:** At the time of writing World Vision Canada was preparing for a major global summit on maternal, newborn and child health called 'Saving Every Woman, Every Child: Within Arm's Reach' set to take place between May 28-30.

**DRC:** World Vision called for an increase in funding for the health sector to be 15 percent, backed by policies for complete and equitable disbursement of funds. As part of Global Week of Action activities, World Vision held a meeting with parliamentarians of the National Assembly who reaffirmed publicly their commitment to reducing child mortality in DRC including budget considerations.

**EL SALVADOR:** World Vision called for improved quality and reach of antenatal and neonatal health services to reduce newborn deaths. Among other activities, El Salvador hosted a media briefing for 25 journalists from radio, TV and print/online media to increase the public dialogue on the need for greater action to reduce newborn mortality.

**ETHIOPIA:** World Vision called for increased coverage of skilled birth attendants to 60% in line with Ethiopia's Every Woman Every Child commitment. It focused its efforts in communities with poor maternal, newborn and child health outcomes, helping local government to share public health messages on the importance of maternal and neonatal care.

**EUROPEAN UNION REPRESENTATION OFFICE:** World Vision's EU and Brussels office released a report titled 'Europe Can Make the Difference: How Social Accountability Improves the Lives of Children' at a launch event at the beginning of the Global Week of Action. The report aimed to raise awareness within the EU of the importance of social accountability in community voice and action (CVA) practices.

**FINLAND:** World Vision engaged the public in Finland in an awareness and fundraising campaign drawing attention to the importance of birth registration. They used Mother's Day as a key focus and promoted birth registration products in the Gift Catalogue as well as engaging church congregations. Bloggers were also engaged when staff sent birth registration kits to several bloggers in order to raise awareness.

**GEORGIA:** During an event to raise awareness of autism, World Vision Georgia also collected the hand prints of participants to show support for maternal and child survival.

**GERMANY:** Members of the public and politicians in Germany were engaged for the Global Week of Action through a '5 for Life' campaign where supporters were asked to write a personal wish for child health on a birthday card. This will be running until August and is expected to engage many schools and kindergartens.







Through this collective action World Vision Germany will engage the German government with the messages and stunts in Berlin.

**GHANA:** World Vision called for sufficient numbers of skilled health workers, particularly midwives, for children and mothers living in rural areas and underserved regions. Among other activities, Ghana held a successful event to commemorate World Malaria Day, coordinated prayer across several congregations and organised a district talkback radio for an audience of around 3,000.

**GUATEMALA:** World Vision lobbied for the prevention of sexual violence, forced and early marriage for adolescent girls through strengthened municipal protection and policies aligned with child rights. The office held nearly 30 public events including discussion panels, rallies and workshops on the topic.

**HONG KONG:** World Vision Hong Kong partnered with the 35th International Children's Drawing Contest to promote the Global Week of Action. A Survive 5 games booth and paper craft for participants were used as tools to engage – in addition a number of primary schools received talks on child health.

**INDIA:** Calling to reduce health inequities through greater investment and policies targeted to the most vulnerable children and mothers, World Vision India produced a national, contextualised version of the global 'More Than Numbers' report and called on politicians across the country to honour their pre-election promises on health budget. India's massive mobilisation is still under way, with schools and universities keen to take part once school holidays are over.

**INDONESIA:** World Vision called for more skilled health workers and more funds for maternal and child health. As part of public mobilisation they organised a concert and discussion with Special Envoy of the President of the Republic of Indonesia on MDGs and the Minister of Health, and a church engagement in Nias district attracting around 1,200 people. Young people also held an event in Jakarta culminating in the spectacular photo on p.2 of this report.

**IRELAND:** At the time of writing World Vision Ireland were running their Survive to 5 campaign to raise awareness and funds for child health. Billboard promotions, props and street fundraisers are helping spread the message and drawing focus to the importance of safe drinking water.

**KENYA:** World Vision called for equal access to quality health services with a focus on those living in rural and hard-to-reach areas. The office held a variety of community-based media events, pledges and meetings with government ministers, including a discussion forum with interfaith leaders and policy makers and a community consultation on best mechanisms for reaching the most vulnerable.

**LAOS:** World Vision successfully pitched for media interest on issues of maternal and child nutrition, including journalist reports and an op ed by the National Director in the English-speaking newspaper, Vientiane Times.

**LEBANON:** World Vision organized events across remote regions of Lebanon, including a breastfeeding meeting between Lebanese and Syrian mothers. Faith leaders also visited local communities to discuss the importance of child and maternal health, while the national office tweeted "Lebanese children live and die as if they never existed."



**LESOTHO:** World Vision's strategy for Global Week of Action included several opportunities for children and young people to take the lead. In partnership with the Council of Churches, they invited around 500 children to lead community activities and worship on the theme of maternal and child survival.

**MALI:** World Vision lobbied for the government to meet their commitments to Every Woman Every Child including the extension of quality reproductive, maternal, newborn and child health services towards universal coverage. As well as several community-based events, World Vision Mali organised a free concert with appearances from well-known personalities and performers to conclude their Global Week of Action. They also used radio broadcast to share messages on three networks, reaching around 7 million people.

**MAURITANIA:** World Vision hosted or co-hosted a series of public events including cultural shows for children, public discussions with interfaith leaders and visits to vulnerable communities by politicians, media and NGO partners. Around 200 volunteers took to the market place to hand out leaflets highlighting the solutions for improved maternal and child survival.

**MEXICO:** World Vision sought to improve access and quality of antenatal and neonatal facilities, particularly for mothers in marginalised communities, in conjunction with the Maternal Mortality Observatory. As part of their Global Week of Action activities, the campaign held a national event to present national indicators on maternal mortality. The event was attended by ministry representatives, universities and the UNFPA among others, and received strong media coverage.

**MONGOLIA:** World Vision mobilised for increased focus on improving maternal and child health. Working with community partners, Mongolia held 14 events to highlight the importance of improving maternal and child health. They also issued a press release to explain the Child Health Now campaign and the aims of mobilising for the Global Week of Action.

**NEPAL:** World Vision petitioned for an increase in the health budget and improved access to maternal and child health, particularly in remote areas. Starting in March, World Vision collected 94,000 letters calling on the government to do more to ensure maternal and child survival. The Global Week of Action offered an opportunity to deliver these letters, as well as collecting a further 140,000 in-person pledges from concerned communities and faith congregations.

**THE NETHERLANDS:** A range of activities for the Global Week of Action took place in the Netherlands and featured the 'Starting Strong' campaign which focused on maternal and child health. Ambassadors appeared on TV and the public were able to make donations to newborn vaccinations by SMS.

**NEW YORK:** World Vision's UN Liaison Office collaborated with local community organisation Henry Street Settlement on an art project for pre-school children. With the help of volunteers from Pfizer's New York headquarters they created a banner to demonstrate how 'sweet' it would be if all children could survive 5.

**NIGER:** World Vision called for the government to make greater progress towards meeting its Every Woman Every Child commitments. As part of this, a rally of 300 children and their mothers, plus partners and World Vision staff, presented a memorandum for change to local authorities in Niamey.







**PAKISTAN:** World Vision lobbied to ensure that all newborns are counted and that the most vulnerable mothers and children are prioritised in policies and programming to improve health service quality. Communities came together to publicly discuss the issues facing pregnant mothers and newborns, and a panel discussion was held on national TV, co-organised by Save the Children and the Sustainable Development Policy Institute. As well, an awareness campaign over two days at one of Islamabad's premier shopping malls reached over 40,000 people and saw around 5,000 pledge or sign up for more information.

**PHILIPPINES:** World Vision worked with communities to raise awareness about child health and nutrition, the importance of breastfeeding and the role of the existing milk code. They also campaigned for the public to sign a petition in support of the Philippine Milk Code (Executive Order 51). This petition, with 7,500 signatures, was handed over to offices of legislators and other stakeholders, calling everyone to "refuse amendments to the Milk Code, and instead, strictly implement and enforce the Code".

**ROMANIA:** World Vision partnered with several different branches of the health sector for Global Week of Action, arranging participation of doctors and nurses from remote rural areas in a national breastfeeding conference and coordinating a celebrity doctor appearance on television to promote the Global Week of Action.

**RWANDA:** World Vision called for more community involvement in maternal and newborn care and improvements to existing coordination for Scaling Up Nutrition. In several different locations they partnered with local government to organise celebrations of family including fellowship, health rights awareness, a Survive 5 pledge and a friendly soccer match between children. They also held meetings alongside these events with local community and government to discuss pressing maternal and child health issues.

#### **SENEGAL:**

All of World Vision's programmes in Senegal held at least one event aiming to bring local government and religious leaders together with their communities to acknowledge and discuss maternal and child health risks. In one district, three schools joined together in a youth survey, then presented the results with recommendations to authorities.

**SIERRA LEONE:** World Vision called for an increase of the health budget to 15% of total government expenditure and improved inclusiveness, transparency and effectiveness of budget planning and disbursement. The campaign coordinated several local events and inter-faith round tables. In two districts of Sierra Leone, Kids Clubs produced a radio show about progress towards reaching the Abuja Declaration and the MDGs related to maternal and child health targets, broadcast to an audience of over 600,000.

**SOUTH AFRICA:** Seeking higher immunisation and a better ratio of community health workers to population, World Vision organised over 30 events in project areas, as well as hosting media and engaging youth and university networks to act on the issues raised. Church services also provided an opportunity for tens of thousands to declare their support.



**SPAIN:** In Spain supporters were engaged through social media channels and the interactive photowall where many staff and supporter pictures were captured.

**SRI LANKA:** As well as organising events to raise the profile of maternal and child health as a priority in programme areas across Sri Lanka, the World Vision representatives attended the World Conference on Youth, held in Colombo May 6 to 10, giving out information to the 1,500 participants to raise greater awareness of preventable deaths. In total around 30,000 Sri Lankans added their support to the bid for all children to survive to 5.

**TAIWAN:** In Taiwan a month long campaign was held to draw attention to the millions of mothers and children who die every year. Through public networks thousands of people joined the campaign with creative raised hand photographs expressing support.

**TANZANIA:** Aiming to highlight existing Every Woman, Every Child (EWEC) commitments, World Vision Tanzania engaged five media houses to spread the word on government accountability and progress during the Global Week of Action. Several hundred schoolchildren responded to the call to pray and send messages on child survival in rural Engutoto, well exceeding the expectations of event coordinators.

**UGANDA:** World Vision called for increased investment in preventive healthcare particularly in rural areas. Incorporating many different community approaches including 'Survive 5 Sunday' in churches and celebrations of community 'heroes' for preventative healthcare, Child Health Now used the results of its local events to deliver recommendations at a national policy dialogue on maternal and child survival.

**UK:** In the UK supporters and the public were engaged through social media and the UK's Grow Hope and Live Below the Line campaigns that are helping raise awareness and support for issues of hunger, nutrition and extreme poverty.

**USA:** In the United States World Vision ran a campaign called 'Mom and Me' that saw Americans looking through photo albums for old pictures of themselves with their mother. The aim was for supporters to post these online for Throwback Thursday and encourage others to do the same in order to raise awareness. Fundraising asks were also included to help raise vital funds.

**VIETNAM:** World Vision works closely with the SUN Civil Society Alliance on nutrition in Vietnam. For the Global Week of Action, World Vision projects held events involving local communities to raise awareness of health and nutrition and to provide fun photo opportunities for the children living there.

**ZAMBIA:** The focus for World Vision Zambia during Global Week of Action was to build on existing relationships with media in order to see greater interest in media in maternal and child survival. Journalists travelled with World Vision to one project area to interview community groups about the healthcare challenges they face every day.





World Vision  
was proud to  
partner with  
**over 2,400**  
organisations

## Aligned and active partnerships

Partnering with local, national and global organisations was a critical success factor for the Global Week of Action. World Vision joined with thousands of other organisations, including government, non-governmental, academic, faith-based and local community groups, to see calls echoed across the whole spectrum of maternal, newborn and child health and nutrition. Together, across more than 70 countries, Child Health Now with partners called for accelerated action on the health related MDGs, drew attention to gaps in implementation of commitments, highlighted the need to reach the hundreds of millions of unseen, uncounted and invisible children living life on the margins, advocated for increased health financing and marked the first Global Day of Action for the Scaling Up Nutrition Movement.

Many partners used the opportunity of the Global Week of Action to highlight the need to improve the health of newborns and called governments to support the endorsement of the Every Newborn Action Plan at the 67th World Health Assembly.

At the global level, World Vision was proud to partner with over 20 organisations working on maternal, newborn and child health and nutrition to promote the Global Week of Action.

Aligned with the World Vision Global Week of Action, the Civil Society Network of the Scaling Up Nutrition (SUN) Movement supported national civil society SUN alliances to organise events to mark a 'Global Day of Action on Nutrition' (held sometime between 4-11 May 2014). This called on governments to fulfil commitments to improve maternal, infant and young child nutrition and go beyond, to make nutrition a priority for all. Numerous events took place for the Global Day of Action 2014 across 13 countries (Bangladesh, Benin, Cameroon, Ghana, Guatemala, Kenya, Malawi, Mali, Mozambique, Niger, Peru, Uganda, Zambia). These included football matches, community garden demonstrations, floats, media briefings, community sensitization events, concerts, panels and radio shows with civil society governments, media, UN agencies, youth, women and community members.





## Joining citizens beyond borders – online community action

Online communities participated with enthusiasm through social media for the Global Week of Action.

Between 22 April – 16 May 1,800 different contributors tweeted to the #Survive5 hashtag a total of 6,500 times, resulting in an estimated 35 million impressions (chances to see).

On May 5, World Vision and partners hosted a #Survive5 'Tweetathon', aiming to boost the visibility and impact of the #Survive5 hashtag and to reflect the global nature of the campaign. Over 24 hours, participants shared the responsibility of tweeting every five to ten minutes on maternal and child health and nutrition. This led to 1,830 tweets and over 8.2 million impressions on one day alone.

A new promotional video 'What YouTube missed' was translated into nine languages including English, French, Spanish, German, Hindi, Bengali, Chinese, Bahasa and Swahili. To date, the video has received almost quarter of a million views across the different languages.

World Vision offices and partners used resources including pre-written tweets and facebook posts covering a variety of health themes, making it easy to promote key GWA moments through a coordinated online presence.

Images from Global Week of Action activities around the world were also released on twitter to create a live feed of events happening each day.

The video 'What YouTube missed' received almost **a quarter of a million** views across **nine different** languages, in its **first week**





# Over 30 offices engaged **Christian** and interfaith networks for the Global Week of Action

## Faith engagement

Throughout the Global Week of Action World Vision offices have been engaging with faith communities to share the important child survival message and call people of faith to action.

Over 20 offices engaged church networks for activity and participation in the mobilisation as well as joining World Vision's first Global Church Partnership Day on Sunday 4 May. Through this outreach Christians were called together for a time of prayer and reflection. This has meant that offices such as Ghana have seen opportunities to partner with national church councils and Lesotho has been able to hold joint church services.

Many offices have been working with local interfaith communities to share the campaign message and ways to mobilise for action. World Vision Bangladesh has been working with local Imams to engage Muslim communities in the campaign leading to amazing support and activity during prayers. Similar activity is taking place in Pakistan, Afghanistan and India.





# Children know what is needed

A goal of the Global Week of Action was to provide opportunities for children to make their voices heard in the mobilisation. This goal was met in communities and at national level in many countries, with around one third of total actions and pledges coming from children or young people. Children organised events, delivered recommendations, handed in petitions and wrote manifestos calling for concrete improvements of child and maternal health in their communities.

- In Bangladesh, over 1 million children, including World Vision child forum members and their friends, rallied publicly to share their concerns relating to children dying from preventable causes.
- Mali's child parliament met with the Ministry of Health and the Scaling Up Nutrition Civil Society Alliance to take a joint photo and pledge on health and nutrition issues.
- In Indonesia, 150 teenagers helped to organise a concert and discussion with the Special Envoy of the President of the Republic of Indonesia on the MDGs and the Minister of Health in Jakarta. A highlight was a from-the-air photo pledge by 700 participants.
- A formal event in Niger saw 300 children prepare and present a memorandum to local health authorities for change in their district.
- Around 500 children were invited to lead community activities across Lesotho in partnership with the Council of Churches.
- In Afghanistan, a youth event brought 400 children and 50 religious leaders together for community discussion on health challenges.

In August 2013, 120 Indian schoolchildren met in New Delhi to write the National Children's Manifesto, supported jointly by various organisations including '9 is Mine', World Vision, Save the Children and Action Aid. However, in advance of elections, child representatives personally delivered hundreds of these manifestos to politicians and elected representatives. Their recommendations, particularly around child survival and health, are reflected in the election manifestos of major political parties.









# Moving forward

## OUR GLOBAL CALL TO ACTION - COUNTING AND REACHING EVERY MOTHER, EVERY BABY AND EVERY CHILD

Although great progress has been made over the past two decades towards reducing child mortality, these gains have been uneven and slow reductions of neonatal mortality and high rates of malnutrition are hampering further progress. Globally 44 per cent of all child deaths occur during the newborn period and malnutrition underlies 45 per cent of all child deaths. Hidden within national and global averages, rates of child mortality in the poorest and most vulnerable groups have seen virtually no improvement. World Vision celebrates the progress that has been made but as we approach the 2015 deadline of the Millennium Development Goals, we call for urgent action to finish the job of the MDGs and go beyond, to end all preventable maternal, newborn and child deaths.

As the next set of development goals is being formulated, we need to refocus our efforts on the groups that are being left behind in order to dramatically reduce the number of mothers, babies and children we lose every year to preventable deaths. We must accelerate action to improve newborn health and nutrition in particular, and we need better data to be able to identify and reach currently uncoun ted children with improved nutrition, health care, education and other critical services they need to survive and thrive. Better data is also essential to more effectively monitor progress made and for accountability purposes. These issues were highlighted in World Vision's recent 'Uncounted and Unreached' report, launched during the Global Week of Action for Child Health Now.

The recent World Health Assembly was a critical opportunity to bring together local, national and global efforts in support of a particularly neglected area of health, the survival and health of newborns. World Vision made a significant contribution in coordinating national and global efforts to secure the approval of the Every Newborn Action Plan by all 194 Member States of the World Health Organisation (WHO) at the World Health Assembly. As part of the Global Week of Action efforts World Vision lobbied governments in 31 countries, asking them to endorse the Every Newborn Action Plan. A delegation in Geneva helped bring representatives from key governments together to support the resolution. Presentations of national activities from the Global Week of Action to government delegations including Uganda, Afghanistan, Pakistan and the Democratic Republic of Congo helped strengthen these calls to action and showed the level of support in high burden countries for action on maternal, newborn and child health. All WHO Member States endorsed the Every Newborn Action Plan and will now implement its recommendations at national and sub-national levels, as well as reporting on progress through to 2030. This endorsement was an important milestone towards the goal of ending preventable newborn and child deaths.





World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision is dedicated to working with the world's most vulnerable people. World Vision serves all people regardless of religion, race, ethnicity or gender.

Child Health Now is World Vision's five-year global campaign, active in nearly 50 countries, aiming to accelerate action to end the preventable deaths of children under five.

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World Vision has produced several reports and resources that provide greater detail and analysis on where and why children under the age of five are still dying and outline what can be done. These include the following:  
The Killer Gap (<http://www.wvi.org/child-health-now/publication/killer-gap>)  
More Than Numbers (<http://www.wvi.org/publication/more-numbers>)