

Margaret
with eyes old
in Derema village
the sister of Megga who
embarrassed with sister who died
she was my friend when the father
sent us anywhere we go two,
fetching water with her, collecting
fire wood with her, but now I don't
have a friend with me. When
they send me I go one.
When they taking her to the
hospital it was night. There was
no motorcycle at that time. Very
sorry she died because of the
loss of water in the body.



“I’m the sister of Megga who died...”

She was my friend. When father sent us anywhere we would go two, fetching water with her, collecting firewood with her. But now I don't have a friend or a sister. When they send me I go alone. She got malaria for two days. When they were taking her to the hospital it was night. There was no motorcycle at that time. Very sorry, she died because of the loss of water in the body.”

Margaret, aged five, Derema Village, Uganda

Together we can end preventable deaths like Megga's.

Since governments committed to the UN Millennium Development Goals on maternal and child health in 2000, the world has witnessed significant progress towards achieving them. But it has not been enough.

World Vision's Child Health Now campaign aims to make a significant contribution to reducing the number of preventable deaths of children and their mothers by 2015, calling for change at local, national and global levels.

Child Health Now calls for political leadership and accountability at all levels of governance to bring mortality statistics for children and their mothers within reach of the MDG targets.

Child Health Now is World Vision's global advocacy campaign

We call on governments to deliver on five interrelated goals:

- **Health system strengthening** to provide more qualified staff, better facilities, guaranteed drug supply and timely referrals for children at risk.
- **Increased budget for maternal and child health** to provide a sustainable, nationally endorsed resource base
- **Improved accountability for health service delivery** to see promising policies and decisions effectively implemented
- **Reduction of barriers to demand for services** with high quality, inclusive, health and nutrition services, free and accessible for mothers and children under five.
- **Prevention of disease and malnutrition** by improved sanitation, immunisation, clean water, good nutrition, and enhanced knowledge and commitment to promote children's healthy development.



Children and young people are partners in the advocacy process, campaigning, monitoring commitments and advising governments on their perspectives and priorities of health and nutrition needs.

Join us to end preventable deaths.



www.childhealthnow.org
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Since 2009, **Child Health Now** has helped to influence decisions that will improve health and nutrition opportunities for more than **35 million children**. For instance:

At the local level:

- Local government agrees to increase proportion of health budget in **Sikka Province, Indonesia**.
- Government provides Vitamin A supplements for all children in **Limpopo Province, South Africa**.
- Municipal government halves the prevalence of chronic malnutrition in children under two in **Pocoata, Bolivia**.
- District duty bearers in **four districts of Kenya** publicly launch a previously unimplemented child survival policy.

At the national level:

- Government of **Sierra Leone** restores slashed budget to health.
- **El Salvador** integrates breastfeeding policy into the national health and nutrition plan.
- Tax reform in **Armenia** includes the use of tobacco and alcohol excise to fund health facilities and services.
- **India's** government mobilises national funding and local partners to introduce nutrition monitoring at village level.
- Governments of **Kenya, DRC, Philippines** declare their intention to join the Scaling Up Nutrition (SUN) movement.

At the global level:

- 2012 **Interparliamentary Union (IPU)** resolves to affirm parliament's role in maternal and child health and nutrition.
- 2013 **World Health Assembly** adopts UN Commission on Lifesaving Commodities for Women and Children.
- **A Promise Renewed, Every Woman Every Child, Every Newborn Action Plan**, create an accountable framework to guide nations towards MDG goals 4 and 5.

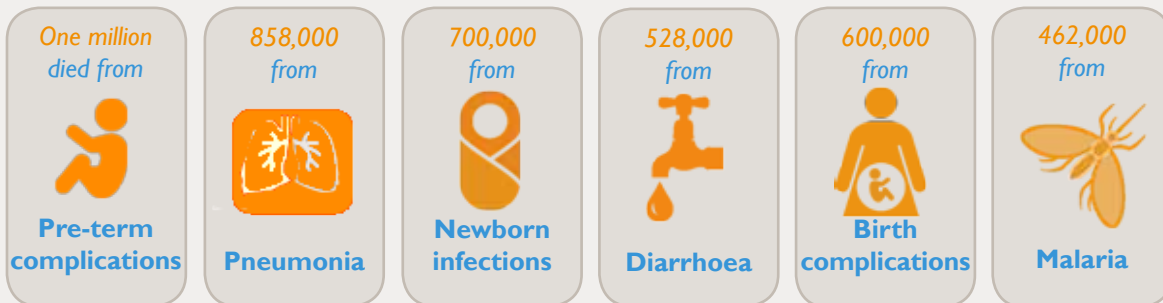
How does Child Health Now connect local priorities to national and global accountabilities?

Our Child Health Now advocacy model starts and finishes where it is most effective, with mothers and children in disadvantaged communities globally.

- Working at the grassroots level through area development programmes, World Vision encourages civil society organisations, service providers and community groups to seek local commitment to health policy and rights.
- At province, municipality or district level, authorities respond to evidence and influence from these groups to implement new ideas for improved maternal and child health and nutrition services.
- At national level, World Vision partners with coalitions and government ministries including health, finance, agriculture and women's affairs, to help identify and overcome institutional challenges affecting the provision of services for children and their mothers.
- Internationally, World Vision connects and reflects these different voices to multinational decision-makers to call for accountabilities on maternal and child survival to be set and monitored.
- Returning to grassroots, local communities continue to monitor and provide information to World Vision on the reach and impact of policy decisions upon the world's most vulnerable newborns, infants and under-fives.

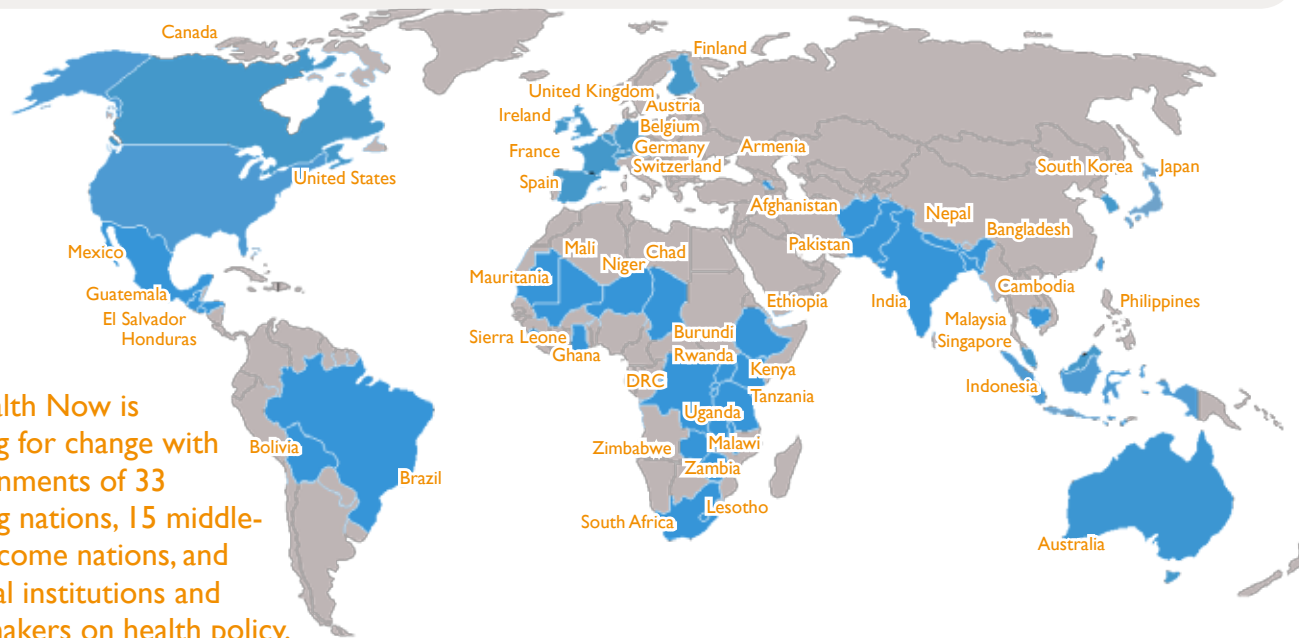


Of the 6.6 million children who died before the age of five last year:



Undernutrition contributed to nearly half of these deaths.

Of the survivors, **165 million** – one in four children worldwide – have been stunted by chronic undernutrition.



Child Health Now is advocating for change with the governments of 33 developing nations, 15 middle-to high-income nations, and with global institutions and decisionmakers on health policy.

Popular mobilisation: a global stand on child health

Child Health Now has proven that a global constituency can be mobilised to vote in favour of reductions to child mortality through government action. In November 2012, the first global Week of Action on Child Survival triggered actions from **over 2.2 million people** in around 70 countries. Since then, regular mobilisations through community events, faith communities and online networks have provided a forum for ordinary people to show their support

for improved maternal and child health and nutrition. The majority of individuals involved in these mobilisations are living in developing nations and sending messages directly to their own governments and institutions. Though the momentum is growing on maternal and child survival, more is still needed. Child Health Now will call several times in 2014 and 2015 for advocates and supporters to join similar globally coordinated mobilisations.

