

**COUNT ME IN –  
I WANT CHILDREN TO SURVIVE 5!  
GLOBAL WEEK OF ACTION 2012**

**SUPPORTER ACTION PACK**

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## IMAGES

# WELCOME

## Dear Supporter

Thanks for participating in World Vision's first-ever Global Week of Action for Child Health Now. You can say 'Count Me In – I Want Children to Survive 5!' by raising your hands from 13 to 20 November 2012.

It's hard to believe that every year over 7 million children under the age of five die from diseases like malaria, diarrhoea and malnutrition – conditions that have been largely eliminated in the developed world. The Global Week of Action will bring people together across the globe to show support for the millions of children at risk of illness or death from these kinds of preventable causes.

That's where you come in – the more people involved in the week's events, the easier it will be for world leaders to see there is a real desire for change – and act so that children Survive 5!





### How do I get involved?

It's easy! We need photos of people raising their hands to show leaders that people care about saving children's lives. And we want you to involve as many people as you can.

It can happen anywhere: in the office or in a public place where supporters can be involved – the sky is the limit! Even if it's just you and your team, take a photo, as long as you're able to raise your hands and be counted – you're invited!

If you want to get creative, even better! It may be as simple as linking your hands with someone else or putting your handprints on a banner. The only limit is your imagination!

### Here's how it works:

1. Get your group together – family, friends, work colleagues, sport buddies or church group – to tell them about Child Health Now's 'Count Me In – Survive 5!' action.
2. Find a smartphone or camera (and someone to take the picture!)
3. Take a picture of the group linking hands and raising them in the air. There don't need to be many of you – one or two is fine too!
4. Upload your photo(s) to the website [www.childhealthnow.org](http://www.childhealthnow.org) where you'll join thousands of people around the globe campaigning for change.
5. Use our [Share 'Count Me In – Survive 5!' on social media](#) sheet to share your photos and events with the world! Inspire as many people as possible so this issue can't be ignored.

**We'll use your photos to urge leaders around the globe to honour their promises to improve maternal and child health.**

### Why do we need to raise our hands?

Around the world, when people raise their hands and count themselves in and ask for change, change happens. We have examples like the civil rights movement, Nelson Mandela and the apartheid in South Africa, Mahatma Gandhi in India – the list goes on, but change simply isn't happening fast enough. Children and women around the world are still dying needlessly; leaders need to know their citizens care about this. If leaders don't act now to keep their commitments to improve maternal and child health, women and children will continue to suffer. We can't wait until it's too late to act. We must do something now. Your participation is vital to ensure politicians hear what 'Count Me In – Survive 5!' is all about. So thanks for getting involved in the Child Health Now Global Week of Action.

**Let's get started.** This pack provides suggestions and information to help you get involved.

For more ideas or support go to [www.childhealthnow.org](http://www.childhealthnow.org) or [contact your local World Vision office](#).

# I. RUN AN EVENT OR SET UP A PHOTO STAND

## **Count Me In – I Want Children to Survive 5!**

World Vision is bringing people together across the globe to show their support for children at risk of dying from diseases and conditions that have been largely eliminated in the developed world. 'Count Me In – Survive 5!' event at your workplace or university during the Global Week of Action from **13 to 20 November 2012**.



## ORGANISE A 'COUNT ME IN – SURVIVE 5!' EVENT IN YOUR SCHOOL, WORKPLACE OR UNIVERSITY

Get started today with this handy checklist:

### 3–6 months before

#### Plan your event

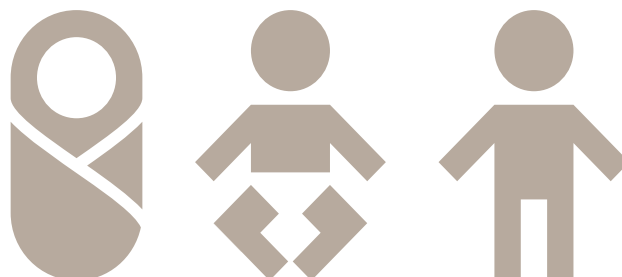
- Is there another event or activity planned that week which could include the 'Count Me In – Survive 5!' event?
- When, where and at what time will it be held?
- How many people will be there?
- Use the [Get creative with 'Count Me In – Survive 5!'](#) sheet in this pack to inspire you.
- Will you need money for props or food for the event? Where will the money come from?

**TIP 1:** Consider using a school assembly, work event or the end of a university lecture to promote your event. Could you arrange to take a 'Survive 5!' photo at one of these activities instead? Just make sure you get permission first!

#### Who do you need to involve?

- Talk to teachers, managers or university staff about the event before consulting others.
- Whose permission do you need? Get their approval in writing, even if it is just an email. This will cover you if there are questions later.
- Get others involved. Perhaps you can recruit a small group of people to help you.
- Ask someone to read the pledge during the event. Consider your school principal or head teacher, the CEO or General Manager, or someone within the university who has connections to international development or children's health. Whomever you choose, make sure the event is in his or her diary as soon as possible.
- Do you need to organise a microphone or sound system for the day?
- Do you have someone to take photos? Will there be food or refreshments?

**TIP 2:** Get the event into diaries and schedules early!



## 2 months before

### Plan how you'll share news of your 'Count Me In – Survive 5!' event

- How will you promote the event? Is there written information you can provide for promotional purposes? When will this be available?
- Will you use the [template poster](#) or [flyers](#) in prominent places around your school, workplace or university?
- Can you use social media to spread the word?
- It might seem early, but it's important to plan how you'll report back to participants. Let them know how many people were involved in the action, both in your group and worldwide.

**TIP 3:** What existing communication activities can you use to promote the event? Consider internal newsletters, intranets, social media or university newspapers. Find out what's available and who manages them.

### Photos

- Think about the sort of photos you would like taken at the event.
- Where will the photographer stand? Can he/she fit everyone into the shot? Is there a gallery or higher area where the photographer can take the photo? Try getting at least one shot of the whole group. If space is limited, try getting several smaller group photos.
- Background banners and props might help frame the photo – start work on these *now*.

**TIP 4:** Can you ask attendees to wear orange (World Vision and Child Health Now's primary logo colour) or use props to make the photo more interesting? Does your school, workplace or university have its own banner or poster that could be used in the photo to identify your event? See the [Get creative with 'Count Me In – Survive 5!'](#) sheet for more ideas.



Don't forget to tell participants that photos taken at the event will be added to the 'Count Me In – Survive 5!' page on [www.childhealthnow.org](http://www.childhealthnow.org). It's crucial they know their image will appear online.



### 2–4 weeks before

- Make sure your posters are up and potential participants know the event is happening!
- Confirm the date and plans with your photographer. Discuss with him or her where people will stand, discuss angles and lighting requirements and agree on how many photos you'll need. Maybe take a few practice photos.
- Props and banners should now be ready.

### 2 days before

- What stationery items will you need to fix posters, props and banners?
- If you've asked participants to wear orange or bring a prop to the event, remind them now.
- Print out extra copies of the pledge in case you need them.

### on the day

- Ensure you arrive early and can put up posters and props as necessary. Make sure that the speaker is ready with a copy of the pledge.
- Before the event, check that sound equipment is working.
- The pledge should be read out to all participants before the photo is taken.

**TIP 5:** Remember why you're doing it! Children around the world deserve better, and your event is reminding world leaders to act *now*.

### after the event

- You're nearly finished! The photos you've taken need to be uploaded to [www.childhealthnow.org](http://www.childhealthnow.org) so people around the world can see you've participated.
- [Get tips on how to upload your photos](#) in this pack if you need help.

**TIP 6:** Set aside time in your event schedule to upload your photos and **record the number of participants**. Then you won't forget!



### Congratulations, you've done it!

Check [www.childhealthnow.org](http://www.childhealthnow.org) over the coming days and be encouraged by the thousands of people getting involved. Thank you for all your hard work!

**PS** Don't forget to share the results of the worldwide event with participants.



# 'Count Me In – I Want Children to Survive 5!' pledge

Our desire is that everyone signs or agrees to this pledge, be they a leader or citizen, a community member or celebrity, from any country around the world.

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We have the chance to save the lives of millions of children under the age of five who die every year from easily preventable causes. We have the means to prevent millions of mothers from having to bury their babies. **We want to see it happen now.**

We don't want mothers to have to choose which of their children will live or die because they only have enough medicine for one. We don't want children to have to drink water that could kill them because there's nothing else.

The solutions are known; the resources have been promised. We want to see these become a reality.

We are putting our hands up to show we want more children to survive five. We want our government to:

- Make sure the most vulnerable children are not cut off from the services that could save them.
- Pay closer attention to the major killers of children.
- Look at what's causing children to die, and address the underlying causes.
- Show us where the money they've promised is being spent.

## 'I want action on Child Health Now!'

## SET UP A 'COUNT ME IN – SURVIVE 5!' PHOTO STAND IN YOUR WORKPLACE OR UNIVERSITY

**Want to get involved in 'Count Me In – Survive 5!' but can't run an event in your workplace or university? Think about setting up a photo stand instead.**

It's easy to get unguarded, natural and fun shots in a photo stand. Participants sit or stand, perhaps behind a short curtain, or screen, and face a camera set to take a series of photos. The set-up can be as simple as you like, but the aim is to capture as many 'Survive 5!' photos as you can.

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**Here's some things to consider if you're setting up a photo stand:**

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### Photo stand proposal

Before you start, have a proposed date, time and location in mind for the photo stand. Write a proposal that explains the idea and how it supports the 'Count Me In – Survive 5!' action. How will the photos be used? When and where will you set up the stand? Use information like the [FAQs](#) in this pack to help you.

### Do you need to get permission from anyone?

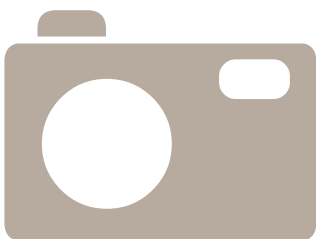
Talk to your manager/teacher/professor about the photo stand. Take your proposal with you. Find out whose permission you need for the activity and get their approval.

### Publicity

Publicise the photo stand activity before it happens. People are more likely to join in if they've heard about the plan beforehand. Can you use school or office bulletins, emails, websites, social media or announcements at events, meetings or lectures to promote the photo stand? Contact the relevant people to see if they can help you.

### Setting up your photo stand

A photo stand could be as easy as placing a sign on a wall that says 'Count Me In – Survive 5! photo stand'. Add [World Vision](#) and [Global Week of Action](#) logos. Or get creative and make a cardboard stand. Grab your smartphone or camera and you're ready to go.



Also take a look at the [Get creative with 'Count Me In – Survive 5!' sheet](#) in this pack.

### **Make sure you are informed**

You need to be able to describe the Child Health Now campaign and explain the 'Count Me In – Survive 5!' action to participants at your event. Have a copy of the [FAQs](#) with you for reference.

### **Consent**

It is important that participants understand that their photo will be added to the 'Count Me In – Survive 5!' page on [www.childhealthnow.org](http://www.childhealthnow.org).

Participants must give their written consent for this to occur. A [Photo stand consent form template](#) is included in this pack. If participants are under the age of 18 you **MUST** ensure you have the written consent of their parent or legal guardian.

### **Upload your photos**

At the end of the photo stand session, remember to upload your photos to the 'Count Me In – Survive 5!' page on [www.childhealthnow.org](http://www.childhealthnow.org). Don't forget to enter the number of people in each photo!



### **Congratulations!**

You've just joined thousands of people worldwide to demand a better deal for children. Your action will help put pressure on world leaders to act. Thank you for taking part.





## HOW TO UPLOAD YOUR PHOTOS

### Share your support with the world!

Thanks for supporting mothers and children around the world by being part of the Child Health Now Global Week of Action. Now it's time to share your photo by adding it to the special photo wall, which you can find at [www.childhealthnow.org](http://www.childhealthnow.org). There are two ways you can do this – either directly upload your photo to the wall or email it to our special 'Count Me In' email address.

#### Tips for uploading through the webpage

- Visit [www.childhealthnow.org](http://www.childhealthnow.org) and follow the links to the photo wall.
- Click on the 'Add Your Post' button. Add a title for your post as well as a brief description.
- For web uploads, the VWall will automatically geo-locate your post as well as a brief description.
- Make sure your photo is cropped to only show the image you want to post.
- Keep your photo under 5MB, or it may not be published.
- You must accept the Terms of Use and the Privacy Policy before uploading your photos. You should read through these documents and familiarise yourself with them before promoting the VWall and encouraging others to post their online photo uploads.
- Click 'Share This Wall' and spread the word!

#### Tips for uploading by email

- Send an email to [countmein@vwpost.com](mailto:countmein@vwpost.com) and attach your photo.
- The subject line of the email will appear as the post title.
- Any text you include in the body of the email will be posted as a description.
- For email uploads, you can use the name of your town or city with your country name in the body or subject line of your email. Emailed posts will not be automatically geo-located on the map.
- Make sure your photo is cropped to only show the image you want to post.
- Keep your photo under 5MB, or it may not be published.

Tell your friends, family and colleagues about 'Count Me In – Survive 5!' and ask them to get involved and visit [www.childhealthnow.org](http://www.childhealthnow.org).

**Don't forget to check out other posts on the 'Count Me In – Survive 5!' photo wall. You might just recognise someone you know!**

**Tips on giving your location:** If your village or town is small, use the name of the closest large town or city. For example, 'near Chennai, India'. You can also use the names of schools, churches or workplaces for group photos.

**Note:** As a child-focused organisation, we care about the well-being of all children and their protection online. For this reason, we encourage you to only add photos that contain two or more children. Please do not provide your full name or your home address.

## EXAMPLE OF AN EVENT POSTER



# COUNT ME IN – I WANT CHILDREN TO SURVIVE 5!

All children deserve to live happy, healthy lives. Unfortunately, millions don't.

**But you can help.** Join 200,000 people in over 40 countries worldwide and raise your hands so more children Survive 5! Demand that world leaders take action to save the lives of over 7 million children under five who die from preventable causes every year.

**Together we can make change happen!**

**Where:**

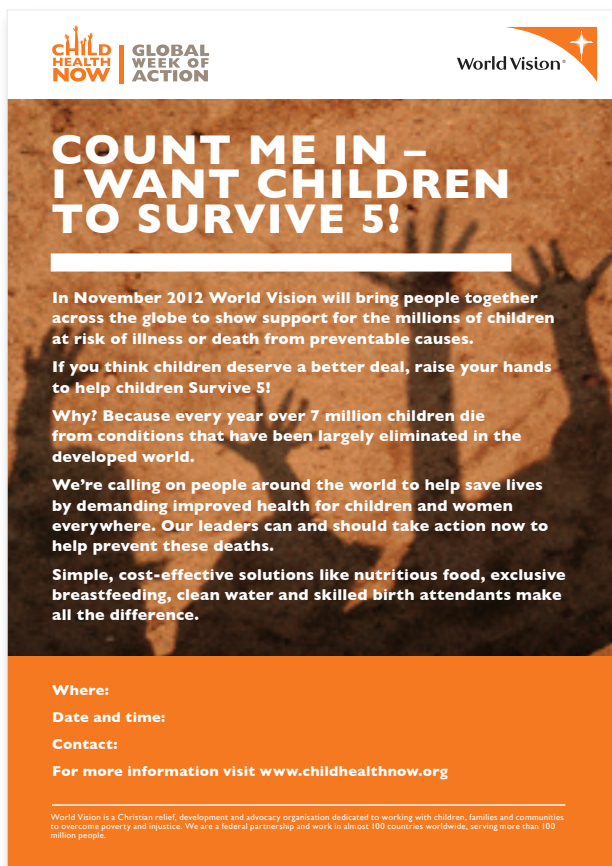
**Date and time:**

**Contact:**

**Need more information about raising your hands so that more children Survive 5!?**

**Go to:**

## EXAMPLE OF AN EVENT FLYER



**CHILD HEALTH NOW | GLOBAL WEEK OF ACTION** World Vision®

# COUNT ME IN – I WANT CHILDREN TO SURVIVE 5!

In November 2012 World Vision will bring people together across the globe to show support for the millions of children at risk of illness or death from preventable causes.

If you think children deserve a better deal, raise your hands to help children Survive 5!

**Why?** Because every year over 7 million children die from conditions that have been largely eliminated in the developed world.

**We're calling on people around the world to help save lives by demanding improved health for children and women everywhere. Our leaders can and should take action now to help prevent these deaths.**

**Simple, cost-effective solutions like nutritious food, exclusive breastfeeding, clean water and skilled birth attendants make all the difference.**

**Where:**  
**Date and time:**  
**Contact:**  
**For more information visit [www.childhealthnow.org](http://www.childhealthnow.org)**

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.



**CHILD HEALTH NOW | GLOBAL WEEK OF ACTION** World Vision®

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## GET CREATIVE WITH 'COUNT ME IN – SURVIVE 5!'

So you've decided to run a 'Count Me In – Survive 5!' event or host a photo stand but you need some creative help? Here are some ideas to get you started. Remember – the more fun your event is, the more people will want to take part!

# Quick & easy:

### Use your hands in different ways

You can start with writing 'Survive 5!' on your hand and putting it up in the air. But don't stop there. We want you to reflect your individuality and creativity! Consider making a heart shape with your fingers, paint your hand orange or hold a '5' symbol instead. Feel free to express yourself – the only limit is your imagination!

### Decorate with orange and white balloons

Balloons are generally widely available and inexpensive. If children are involved, balloons can also be great fun! Blow up orange and white balloons and hold them in the photo or tie them to a prop to give the photo colour.

### Wear orange

Ask participants to wear or hold something orange. Orange is the main colour on the World Vision and Child Health Now logos, so we'd love to see it in your photos!

### Make signs

Spell out 'Count Me In – Survive 5!' using individual paper plates or A4 cardboard. Colour the letters orange using paint, pencils or marker pens, and tape or glue plywood to the back so they can be held up by participants on the day. This is a great children's activity!

### Use the World Vision and Global Week of Action logos

Print out and display the World Vision and Global Week of Action logos in the background of your photo. If you have a photo stand, consider using the logo on the side or front of the stand. You could even ask people to hold them up in photos.

### Make orange hands

Cut out large hands from a sheet of stiff cardboard. Colour them orange and ask participants to hold them up in photos.





# How about something more adventurous?

## **'Count Me In – Survive 5!' banner**

Using white fabric and fabric paint, make a banner with 'Count Me In – Survive 5!' written on it; decorate with orange handprints. Ask people to hold the banner up in photos (they might need some help from wooden poles/broom handles placed at each end).

## **Knit (or buy) your own orange glove!**

If you're handy with knitting needles, or know someone who is, why not knit your own orange glove and wear it to the event?! You could also use it as a prop for people when getting their photo taken.

## **Stage a flash mob**

If your group is gathering in a public place consider staging a flash mob. This is a coordinated activity, such as a mime, dance or other type of performance, conducted by participants who disperse after the activity. Make sure you include some of the suggestions above, like wearing orange or having the World Vision and Child Health Now logos as backdrop. Organising a photographer or videographer is essential! But make sure you get all the necessary permissions to stage the event publically beforehand.

## **DIY creative project**

Don't be limited by the ideas here. Create your own 'Count Me In – Survive 5!' prop, banner, mural – anything that conveys the message to world leaders. And have fun!



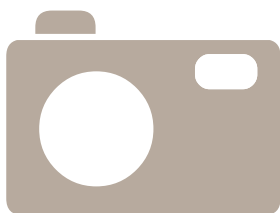
## TIPS FOR TAKING PHOTOS AND CREATING VIDEOS

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### Photo tips:

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Most people can take a decent photograph, but a few tips and attention to detail can make them even better! Don't forget to charge the camera beforehand – and remember to bring spare batteries with you!



#### Light

- Look at the light falling on your subjects, especially their faces. Avoid shadows.
- Cloud cover is good because clouds act as a natural reflector.
- Outdoor light is usually best in the early morning or late afternoon.
- If you're taking a photo inside, check reflections on people's faces. If lighting is poor you may need to use a flash.

#### Composition

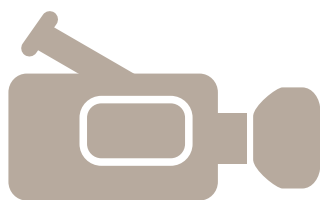
- Pay attention to the background. What do you want in the photo? Move people around if necessary.
- If photographing children, try to get down to their level.
- For 'Count Me In – Survive 5!' shots make sure you can see people's hands!

#### Consent

- If you're taking a big group shot you don't need consent, but make sure it's clear to participants that photos may be added to the 'Count Me In – Survive 5!' page at [www.childhealthnow.org](http://www.childhealthnow.org).
- If the people in your photo can be easily identified, then you need to ensure you have their consent.

### Video tips:

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- Hold the camera still! Use a tripod if needed.
- Make sure you have good light and that any shadows are minimised.
- If you're inside, turn on lights and open blinds or curtains.
- Make sure your audio works. If you have a built in microphone, it will have a limited range. If you interview people, ensure they're close to the camera.
- Don't use the digital zoom; it makes your video look awful. Optical zoom is fine.
- Have a lens cloth and spare battery with you just in case.
- When filming in a public place, ensure you have permission to be there.
- If you interview someone, make sure you get consent to use his or her words and image to promote or support the event.

## WORLD VISION AND CHILD HEALTH NOW LOGOS

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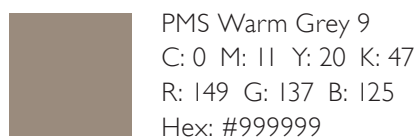
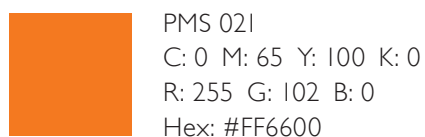
### Child Health Now Global Week of Action Logos:



### World Vision Logo:



### Brand colours:



**Note:** The World Vision and Child Health Now logos are provided for the purposes of this campaign only. Any other usage is unauthorised.

Wherever possible, place the World Vision logo in the upper right-hand corner, against a plain white background

## BANNER EXAMPLES



Horizontal banner:  
2 000 x 1 000 mm



Vertical banner:  
1 000 x 2 130 mm



## 2. GET THE MESSAGE OUT AND INSPIRE OTHERS!

### **Share 'Count Me In – Survive 5!' on social media**

Do you have a Facebook page, or a Twitter or YouTube account? Maybe you're a blogger, a vlogger – or know someone who is? If you answered yes to any of these questions, then help spread the word about 'Count Me In – Survive 5!' via social media. Remember, the more people you inspire, the louder our calls for change.



## Try these ideas:

### Facebook



Use your status update to promote the issue of maternal and child health or a 'Count Me In – Survive 5!' event. Here are some suggestions to get you started:

I'm going to the 'Count Me In – Survive 5!' event in <insert your location>. Go to [www.childhealthnow.org](http://www.childhealthnow.org) to find out how you can get involved and support mothers and children worldwide.

I've added my picture to World Vision's 'Count Me In – Survive 5!' wall. Find out why at [www.childhealthnow.org](http://www.childhealthnow.org).

Thousands of people around the world are campaigning for a better deal for the world's children. Join us at [www.childhealthnow.org](http://www.childhealthnow.org).

Join me in encouraging world leaders to make fresh water, basic medicines and proper healthcare available to children everywhere. Find out how at [www.childhealthnow.org](http://www.childhealthnow.org).

**THE GOLDEN RULE:** Whether you're on Facebook, Twitter, YouTube or some other form of social media we want you to 'like', 'share' or 'retweet' whenever you see 'Count Me In – Survive 5!' Sharing information with those you know will help us reach the largest number of people, and it's so easy to do!

### Twitter



Use #countmein or #childhealthnow hashtags in tweets to show your support for mothers and children worldwide. Make sure you include #worldvision as well.

- Basic healthcare is the right of every child #countmein #worldvision <http://bit.ly/KE5Gvq>
- Do you agree basic healthcare is the right of every child? #countmein #worldvision <http://bit.ly/KE5Gvq>
- Should leaders live up to their promises to mothers and children? Be counted, say #countmein for better child health #worldvision <http://bit.ly/KE5Gvq>
- Ask leaders to live up to their promises to the world's mothers and children! Be counted, say #countmein #worldvision <http://bit.ly/KE5Gvq>
- Be counted, say #countmein so leaders will live up to their promises #worldvision <http://bit.ly/KE5Gvq>
- Don't be silent in the face of over 7 million preventable deaths. Say #countmein to help improve the health of children worldwide #worldvision <http://bit.ly/KE5Gvq>
- Support the #worldvision #childhealthnow Global Week of Action to help improve children's health globally #countmein <http://bit.ly/KE5Gvq>
- Basic healthcare is the right of every child #worldvision #childhealthnow <http://bit.ly/KE5Gvq>

## YouTube



If you'd rather tell your story through video, get involved! Maybe you could film an event or record a short piece about why you're taking part in 'Count Me In – Survive 5!'

## Blogging & vlogging



Whether you blog in writing or through video, you can support 'Count Me In – Survive 5!'

Use the [FAQs](#) to provide facts and statistics to your audience and tell them why you're getting involved.

If you can, add some facts and figures from your country. You'll find country statistics on maternal and child health at [http://www.childinfo.org/mortality\\_overview.html](http://www.childinfo.org/mortality_overview.html).



### Don't stop there!

There are lots of ways to promote 'Count Me In – Survive 5!' or maternal and child health on social media. How about posting photos on [Flickr](#), or making [Pinterest](#) boards with 'Count Me In – Survive 5!' messages on them? Ever used [Audioboo](#)? Record why you're getting involved with this issue and post your message! Social media provides a great opportunity to raise awareness and encourage participation from people all over the world in a fast and easy way. One reason for the success of the KONY 2012 campaign was that millions of people shared the information. So thanks for taking social media action for 'Count Me In – Survive 5!'

**PS** There's also a 'Count Me In – Survive 5!' website banner to use on your website. Don't forget to use it!

## GUIDE TO CONTACTING YOUR LOCAL MEDIA

Using the media is an important way to spread the message about improving the health of mothers and children. Politicians closely monitor local news in print and on local radio. So it's important that the wider public hears about 'Count Me In – Survive 5!'

To get you started, there's a sample press release included in this pack. Just adapt it to your local context and email it to your local outlet (community newspaper, church magazine or local radio station). We've used an example from India to show you how it's done.

**Don't forget to add details in the required sections before you send the media release out!**

1. Read your local newspaper, denominational newspaper or magazine or listen to local radio to understand the reporting style and articles/segments.
2. Write your press release based on the [Sample press release](#) included in this pack. Add in details about your group and event, emphasising the 'local angle' of your story. This personalises the story and makes it more appealing to local journalists, readers or listeners.
3. Contact the editor and journalists well in advance of your event. Look for the email address of the editor or presenter in the newspaper or on the website. If you send to several organisations at once, make sure you use the blind copy ('bcc') function in your email. Also look at a newspaper's letters to the editor page.
4. When emailing, tell the editor or presenter who you are and about the event you're planning. If you're contacting a newspaper, ask if one of their staff is able to attend, take a photo or could write a story before the event. A radio station is probably more likely to do a story in advance of the event, particularly if their audience can be invited. Make sure you include the press release in the body of the email, not as an attachment.
5. Follow up with a phone call. The day after sending your press release, phone the editors and journalists to check that they received it. Ask if they need any further information.
6. If a printed article is planned prior to your event and you would like to invite people to join in, ask if your contact details can be added to the article.
7. Even if nobody from the paper can come to your event, take a number of high resolution photos of the 'Count Me In – Survive 5!' action. Make sure the people in the photograph are all visible and you can see their hands up. Email your best photo to the editor and include the press release again. Email a lower quality version – no more than 2 megabytes – to ensure your email gets through. But let the editor know you have high resolution images available if he or she wants to see more.
8. A radio segment is less likely to happen after the event, but you can still send a brief outline of the event and include your best photo. This will let the presenter know that the event went ahead and was a success.



Don't be discouraged if your story isn't published or promoted this time. Even large organisations aren't always successful in attracting media attention. **The main thing is to not give up!**



## Interview skills

Here are a few tips if you're going to be interviewed by a journalist for either a newspaper article or on radio.

### Preparation

Make some notes and take them with you. This will help you prepare and gives you something to refer to if you need it.

### Focus

Know your key point(s) and exactly what you want to convey. This includes the reasons why you're getting involved, the details of the event and the main child and maternal health statistics (look at the [FAQs](#) sheet in this pack). But if you don't know the answer to a question you're asked, don't be afraid to say so. Just let them know you'll get back to them with an answer later.

### Practise

Get a friend to ask you some typical questions in preparation, such as: how did you get started with this cause? What's the issue all about? Why should people get involved?



Stay relaxed and enjoy it with the knowledge that you're supporting **a great cause!**

**PS** If you do get something published, please collect press clippings that mention your event, and make a scrapbook. These would be great to show to your local politicians. Please also send an email to Emma Edwards at [emma.edwards@worldvision.com.au](mailto:emma.edwards@worldvision.com.au).



## SAMPLE PRESS RELEASE



### PLEASE INSERT THE NAME OF YOUR CHURCH/GROUP HERE

#### Participating in the World Vision Child Health Now Global Week of Action

##### Insert press release date

Insert heading, e.g. Thousands participate in 'Count Me In – Survive 5!' in **insert location name**

A group of **insert your town/area name here** residents this week participated in 'Count Me In – Survive 5!' by **insert activity here** to show support for improving the healthcare of women and children around the world.

Local resident **xxx** said the group urged **Minister/Senator/MP xxx** to ensure that the **insert reference to government** prioritises policy and programs that support and improve healthcare for mothers and children in **insert location name**.

'Every day more than 20,000 children under the age of five die from preventable causes,' **Mr/Ms xxx** said. '**Insert country name** alone counts for **insert number** of those needless deaths. That's **insert number** who die needlessly. If this was a higher priority for our government, then more children would live.'

The group invited the **Minister/Senator/MP** to the event to raise the profile of the issue and ask **him/her** to champion the cause within the **Parliament/Congress/Assembly**.

World Vision International Global Campaigns Director Andrew Hassett said 'While the number of children dying under-five years of age has notably declined – from 12.4 million in 1990 to over 7 million in 2010 – more still needs to be done.'

'From our work with poor communities in almost 100 countries, World Vision knows the lives of millions of women and children in the developing world can be saved through implementing simple, cost-effective solutions like providing clean water and promoting skilled birth attendants to assist during childbirth.'

'Count Me In – Survive 5!' is part of World Vision's Child Health Now Campaign Global Week of Action from 13 to 20 November to raise awareness of the issues and encourage world leaders to act now.

Local residents can help make a difference in the lives of women and children across the globe by getting involved with World Vision's Child Health Now campaign. Visit [www.childhealthnow.org](http://www.childhealthnow.org) for more information.

**XXX (name of spokesperson)** is available for media interviews.

Please contact **contact name** on **mobile phone number and email**.

**Attach photos**

**NB** Make sure you include the press release in the body of the email, not as an attachment.

## HOW TO CONTACT YOUR LOCAL POLITICIAN

Your local politician is responsible for representing you in the Parliament or National Assembly. To do so effectively, they need to listen and respond to people like you who live in the area.

Contacting your local politician may seem like a daunting task, but it doesn't have to be. You don't need to be an expert on lobbying or on child health. Just do some research into the area you want to talk to them about. Politicians usually have a very wide range of issues to cover as part of their work and can't be experts in all of them. In fact, you may know more about child health than your local representative!

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### There are several ways you can interact with local politicians:

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#### 1. Write a letter about the issue

Write a letter or email about supporting health funding and initiatives for mothers and children in developing countries, including any action you would like politicians to take. Be very specific about the situation and needs in your region. You can include World Vision's [policy positions](#) for the Child Health Now campaign, which are included in this pack. We've also included a draft to help you [start a letter to your local politician](#). You will need to adapt this to the specific circumstances in your country.

#### 2. Invite a politician to your event

Invite a local representative to attend your 'Count Me In – Survive 5!' event and read the pledge. Inviting your politician tells him or her that you're working on the issue in their area. Be sure to let him or her know if any influential people – such as church or community leaders – will be there, and how many people you expect to attend. Even if the politician declines your invitation, send them a letter after the event to let them know how it went. This shows your politician that you are serious about child health, and that they should be too!

#### 3. Visit your local politician

Meeting with your local political representative is the most effective way to influence him or her.

- To get an appointment with your local politician, send a letter to his or her office, explaining who you are and when and why you'd like to meet.
- Follow up with a phone call to the office two or three days after you've sent the letter, to make sure it has been received. Call again about a week later to confirm an appointment.
- Be prepared. Do some research about your local politician and read the information about child health in the [FAQs](#) and World Vision's [policy briefing](#) in this pack.
- Suggest an agenda and send any relevant background documentation to the politician before the meeting.
- When meeting the politician use his or her correct formal title – unless you are invited to do otherwise.

- At the meeting, present printed information about child health, and be clear about the conclusions you want from the meeting.
- Be clear and concise. State why you are meeting, what you hope to accomplish and how you'd like the politician to get involved. Use very specific examples from your own experience or the experience of others in your region.
- Be as responsive as you can, but if you don't know an answer tell the politician you'll contact him or her another time with more information.
- Explain what you would like the local politician to do next – write a letter? Call someone? If appropriate, ask for the details of a specific staff member for future contact.



### **Need more information?**

Contact the World Vision office in your country if you would like more information on how to approach your local political representative and to receive World Vision's policy positions for your country or government.



## SAMPLE POLITICIAN LETTER



### PLEASE INSERT THE NAME OF YOUR CHURCH/GROUP HERE

#### Participating in the World Vision Child Health Now Global Week of Action

Dear **XXX**

The early years of a child's life often bring parents significant joy and many unanticipated challenges. Unfortunately, the challenges for some young children are insurmountable. Globally, over 7 million children under the age of five die each year from preventable causes, like birth complications and infections, diarrhoea and pneumonia. The underlying cause of one third of these deaths is malnutrition. I'm sure you will agree that this is not acceptable.

Unless these deaths are addressed, Millennium Development Goal (MDG) 4 – which aims to reduce under-five child deaths by two-thirds by 2015 – will not be achieved. The MDGs are a set of eight ambitious targets designed to significantly reduce global poverty and disease by 2015. In the year 2000, 189 countries signed on to the MDGs and **<insert country>** was one of them.

The good news is that these deaths can be prevented and you can help. The following simple, cost-effective solutions can help save lives:

- Essential newborn care
- Better nutrition for mothers and children
- Exclusive breastfeeding
- Oral rehydration and zinc
- Insecticide-treated bed nets
- Deworming (over 12 months of age)
- Skilled birth attendants (such as midwives) at births
- Immunisation against early childhood diseases.

Implementing these solutions could reduce child deaths by 65 per cent.

**<I/We – delete one as appropriate>** call on the **<insert your country>** government to:

**<Insert country specific tasks drawing on Every Woman Every Child commitments if the country has made them – check here <http://www.everywomaneverychild.org/commitments>>**

All children deserve the chance to thrive and live happy, healthy lives. **<Insert your country>** has a key role to play in joining with other governments around the world to overcome preventable child deaths.

Visit [www.childhealthnow.org](http://www.childhealthnow.org) for more information.

Yours sincerely,

**<Sign and print your name>**

# Global Week of Action – policy briefing



## **Too many mothers and children are still dying, but progress is possible**

Each year over 7 million children under five die before reaching their fifth birthday and there are more than 280,000 maternal deaths. The injustice of these mainly preventable deaths, with more than 20,000 children dying each and every day, is unacceptable to World Vision and is the motivation behind our global Child Health Now campaign.

Significant progress has been made towards Millennium Development Goal (MDG) 4 to reduce child mortality, with the total number of deaths of children under five falling from a global total of over 12 million since 1990. This marks a one third reduction over the past 20 years, but this progress has been uneven and inequitable. In most countries the poorest communities have not seen reductions in line with national aggregates, and in some countries the gap between child mortality in 'least poor' and 'most poor' sections of the population has actually increased.

Based on current rates of progress, many countries will not reach MDG 4, or the closely related MDG 5, which aims to reduce maternal mortality. Much more must be done to scale up progress in those countries and communities worst hit by the child and maternal health crisis.

## **What are these children dying from and what more must be done?**

More than 3 million children die each year in their first month of life (about half of these on the day of birth), and over 280,000 women die from complications during pregnancy, childbirth or shortly thereafter. Deaths of children surviving beyond 28 days but failing to reach five years are mainly caused by diarrhoea, pneumonia and malaria, with undernutrition a major underlying factor in more than one third of all under-five deaths. The health of mothers and their children are closely linked; this is especially true for newborns. The reality is that the health of millions of children is jeopardised even before birth because their mothers are poorly nourished, suffer from infections such as malaria or HIV and do not have access to quality antenatal care.

Children will continue to die from preventable causes unless greater attention is given to resourcing proven, cost-effective interventions which target the main causes of under-five mortality at the same time as strengthening the health services that deliver the interventions. Particular attention must also be given to the wider determinants of health (including water, sanitation and nutrition) as the major root causes of diseases such as diarrhoea and pneumonia that remain the major killers of children. Undernourished

I This global effort puts into action the Global Strategy for Women's and Children's Health, which presents a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

children are more likely to experience serious cognitive and physical stunting, which can affect their ability to learn and work. Children born at a healthy birthweight and well nourished throughout their childhood can be expected to have a significantly greater earning potential.

In the countries with highest burdens of child deaths, the majority of health care takes place at home, and young children often die without coming into contact with the formal health system. Because of this, World Vision works to improve maternal, newborn and child health at the family and community levels, helping to bridge the critical gap between households and health centres.

Increasing investment in prevention and care for mothers, newborns and children makes economic sense, as well as helps them realise their rights to the highest attainable standard of health. High maternal and under-five mortality and illness, along with high levels of malnutrition, have serious economic and development costs. Healthy mothers and children are at the core of the formation of human capital, and governments must meet their commitments to invest significantly increased resources to improve maternal, newborn and child health.

## **What commitments have governments made?**

In September 2010, in an effort to accelerate progress towards MDGs 4 and 5, the Secretary-General of the United Nations launched the Every Woman Every Child initiative.<sup>1</sup> The main goal of Every Woman Every Child is to save the lives of 16 million children and women by 2015 in the world's 49 poorest countries. It has already mobilised commitments from nearly 200 governments, multilateral organisations, the private sector, civil society organisations and academic and professional associations estimated at US\$40 billion. It is now crucial that commitments made are translated into concrete action to save the lives of mothers and their children. Governments in particular must hear from their own citizens that these commitments are being monitored and results demanded.



## What more must governments do?

World Vision believes that governments bear the ultimate responsibility to provide access to healthcare for mothers, children, families and communities when and where they most need it, as to address the underlying determinants of poor health. But it is the responsibility of all stakeholders to undertake urgent and coordinated action to improve maternal, newborn and child health in support of governments. By ensuring governments meet their commitments and address the key areas outlined below, we can ensure that many more preventable deaths are averted, meaning millions more children will survive to see their fifth birthday and thrive well beyond that.

World Vision calls on all governments to renew their commitment to improving child health, including through the Every Woman Every Child initiative, paying particular attention to:

- **Reaching the poorest and most vulnerable**, ensuring that they overcome often substantial barriers to accessing healthcare – including user fees and transport costs – and prioritising approaches that seek to reduce inequities within countries.
- **Addressing the major killers of children** – priority and resources must follow the burden of disease in each particular context, too often major causes of child mortality such as pneumonia and diarrhoea are underfunded. In countries where the majority of births occur in the first days and weeks of life, care for pregnant women and newborns must be urgently improved.
- **Improving the underlying determinants of child and maternal health** – an integrated approach to health should include clear strategies to improve nutrition for pregnant women and children under two years of age and to address poor sanitation and hygiene, which are major contributors to recurring illness and mortality in young children.
- **Ensuring greater accountability to citizens** – empowering individuals, families and communities to become active participants in improving their own health, in seeking care when appropriate and in holding governments accountable for the delivery of quality health care in line with commitments made.





# Personal stories



Stories can help bring an issue to life. Share these stories with the media, politicians and supporters to help them understand why the Global Week of Action is needed and why maternal and child health is so important.



## STORY I Zambia: Community voices save Loveness from malnutrition

The day Sara Siachalinga, 36, gave birth to her child Loveness, she was overjoyed. But within months that joy turned to confusion and sadness as Loveness became desperately ill.

Sara tried everything she knew to help Loveness, but her efforts were futile. 'My child's condition was deteriorating. I became confused, sad and devastated because I did not know what to do.' Loveness was very sick. Her face, legs and hands were swollen, and she was unable to breastfeed.

'My husband kept taking me to witch-finders where I was being accused of engaging in promiscuity, which was making the child sick,' she says. 'I was innocent, but my husband warned me that if the child dies, I would be in trouble.'

This mystery 'illness' known locally as *masato*, is believed to affect breastfed babies when either the mother or father is involved in extramarital affairs. It is believed to cause the symptoms Loveness was suffering. In most cases, women are the ones accused of causing the ailment; if the sick child dies, the mother is often divorced or punished.

Unfortunately Sara and her husband didn't recognise that Loveness' symptoms were those of acute malnutrition. But help was on the way. Local women trained in a programme called Community Management of Acute Malnutrition (CMAM) visited Sara's village to teach people about acute malnutrition.

'Their visit is what saved my baby,' says Sara. Loveness was diagnosed with severe malnutrition and admitted to Maamba Hospital.

Loveness was in a coma for some time before regaining consciousness. Once conscious, she was given Plumpy'Nut, a peanut-based paste used to treat malnutrition. Gradually she improved and was given a high energy and protein supplement. She was on the feeding program for four months. Her weight increased from seven kilograms to over nine kilograms.

Sara says the CMAM-trained community members helped her to prepare healthy food for her children, using affordable local foods.



'I now feed my children on nutritious food prepared from groundnuts, milk and vegetables. I make porridge from soya beans, but I add ingredients such as milk and pounded groundnuts if the porridge is made from maize powder,' she explains.

Sara has now become an advocate for children suffering from malnutrition. It is her wish that people would listen to her story and the expertise of community members who helped her save the life of her child, Loveness.

Stories like Sara's show the importance of community education and timely intervention when dealing with malnutrition – the underlying cause of around 30 per cent of child deaths under five years of age. Unfortunately, too many children are not as lucky as Loveness.

The Child Health Now campaign works to remind world leaders that luck should have no part in the fate of mothers and children.

## STORY 2 Laos: Mothers learn about childcare together

A group of five women meet in a rural village in Laos. Between them they have given birth 45 times. Tragically, only 29 of those children are still alive.

Khamphong, 32, shares her experience during a meeting with World Vision. 'I lost my first son because could not reach the health care centre in time,' she says while crying. 'I would request more health care information and services in my village.' The loss of her son in 2003 motivated Khamphong to learn more about caring for her remaining four children.

Most women don't attend village meetings, so Khamphong sent her husband to find out more information. However, he didn't listen or pass on information about maternal and child health discussions to his wife. This was common practice in the village and meant that women like Khamphong missed out on crucial health information.

In 2008, World Vision visited the village to share health advice with families. Khamphong made sure she attended the meetings and learned about the importance of monitoring children's weight, ensuring children are vaccinated and practising good hygiene.

'I did not realise that washing your hands with soap and boiled water could prevent children from getting diseases,' says Khamphong.

When World Vision's mobile health clinic visited the village in 2011, Khamphong took her two younger children and encouraged other women in the village to bring their children. While waiting to receive vaccinations, mothers learned about proper hygiene practices and about preparing healthy food for their families.

Lamphai, 26, appreciates having access to medical advice: 'I am confident that the vaccine can prevent my baby from getting diseases. I would like the health mobile team to visit our village often because it is hard to me to bring my five-month-old baby to district health centre,' she says.

Women like Khamphong who advocate for health care in their villages are invaluable in spreading awareness. Lack of knowledge and access to adequate health care are critical issues for women living in poor rural areas. Ensuring equal access to health services and proper education concerning nutrition, immunisations and hygiene practices are key focus areas for the Child Health Now campaign.





### **STORY 3 India:** **Three wise women make an impact**

There are few women as passionate about their community as Mangi and Monica. Along with Sushila, Mangi and Monica care for and counsel the pregnant women, young mothers and children in their small village community in northern India.

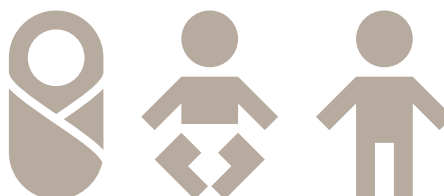
The women make a formidable team. They work out of an Anganwadi centre, a combined childcare and health clinic funded by the government; often they need extra help to service all needs. Mangi is an Anganwadi worker, Sushila an Anganwadi helper and Monica an Accredited Social Health Activist or ASHA. Mangi loves working with the children in her community. With Sushila's help they care for 94 children, aged between six months and six years of age. Mangi is paid a reasonable wage by Indian standards, but she doesn't do this work for the money. Instead she has her eye on the bigger picture. When asked what motivates her to do her job Mangi passionately replies, 'I am happy to know that the children in the village will grow up well nourished, healthy and happy. I know that I am impacting the future of my community.'

Monica is similarly excited about her work in the village. Away from the Anganwadi centre, she spends a lot of time visiting women in their homes. She is proud that there have been no deaths during childbirth in her community for a significant period of time. 'Now all mothers understand why they shouldn't give birth at home. All of them go to

the hospital to have their children.' Monica's job is crucial for pregnant mothers in her community. Not only does she educate women about birth practices, rest, nutrition and immunisations, she is often the only contact these women have outside their families.

'Many women don't come outside of their houses,' Monica says. 'Sometimes I am the only person they see during the whole day.'

While the Anganwadi workers and ASHAs are funded by the government, World Vision has played a critical role in coordinating, supporting and monitoring the workers and centres. World Vision has helped renovate the centre to provide recreational opportunities for the children and continues to work closely with the regional authorities to ensure the health of women and children in the area continues to be a priority. A functioning local community centre and trained health worker have helped improve health outcomes for women and children in this rural community. Training accessible, skilled health workers is a key means to supporting maternal and child health and is a central aim of the Child Health Now campaign.



# Frequently asked questions (FAQs)

## What is Child Health Now?

It is World Vision's global campaign to reduce the preventable deaths of over 7 million children under the age of five every year.

## What is 'Count Me In – Survive 5!' about?

'Count Me In – Survive 5!' is the main activity of Child Health Now's Global Week of Action, running from 13 to 20 November 2012. We're encouraging you to think of creative ways to use your hands in support of young children around the world who are at risk of suffering illness or death from preventable causes.

Express your support, capture it in a photo and share it with others. It may be as simple as raising your hands in the air or putting your handprints on a banner. You may take individual action, or organise hundreds or even thousands of people to join you!

## How can I get involved?

It's easy! Simply write 'Survive 5!' on your hand, raise it up and take a photo. Add it to our photo wall, and see how many people are saying 'Count Me In!'. It doesn't matter if it's a photo of an individual, a family or a group. It can happen anywhere – your home, classroom, workplace, church, a park or at the shops! Even if it's just you and a friend, take a photo of each other.

We've got action sheets to help plan events in schools, universities, workplaces, development projects and churches, creative ideas for spicing up your event and even templates to use for contacting the media or visiting your local politician. Visit [www.childhealthnow.org](http://www.childhealthnow.org) to find out more.



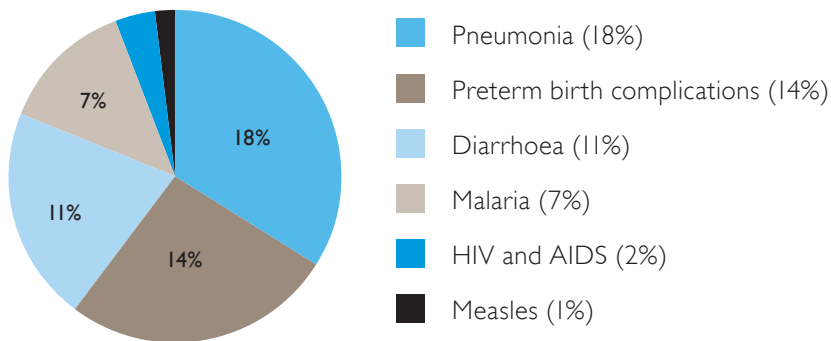
## Why do we need to raise our hands?

Unfortunately, politicians aren't doing enough and women and children across the globe are still dying from preventable causes. World Vision will use your photos to remind world leaders that they need to act now. By demonstrating mass public support, we can show that improving maternal and child health is an urgent and crucial concern for tens of thousands of people around the globe. This public pressure can create real change.

Leaders need to be reminded of their commitments to the United Nations Millennium Development Goals (MDGs) made in 2000 and the 2010 United Nations Secretary-General's Strategy for Women's and Children's Health. Both the MDGs and the UN Strategy have targets to improve women's and children's health that need to be met by 2015. The MDGs, in particular, are significantly off-track.

## Why are children dying?

The biggest causes of child deaths are:



Source: <http://download.thelancet.com/pdfs/journals/lancet/PIIS0140673612605601.pdf?id=40bade4753939e7f:-2eb34a46:1379c9c84de:-4a911338364042949>

Over one third of children die from these causes because they are malnourished.

About 40 per cent of all deaths of children under five occur in the first month of life, many on the day of birth.

## What will save children's lives?

**There are a number of simple solutions that work and don't cost much. Some examples of these are:**

- Essential newborn care
- Better nutrition for mothers and children
- Exclusive breastfeeding
- Oral rehydration and zinc
- Insecticide-treated bed nets
- Deworming (for children over 12 months of age)
- Skilled birth attendants, like midwives, being present at births
- Immunisation against early childhood diseases.

Implementing these solutions could **reduce child deaths** by 65 per cent and maternal deaths by 80 per cent.

## Will my action make a difference?

Yes! History has shown that when a mass of people speak out together leaders must listen. By participating in the Child Health Now campaign you are joining a movement of tens of thousands of people around the world who want a fairer deal for mothers and children.

### How is the health of a mother and child linked?

Maternal health matters for women, but is also closely linked to child survival. Studies have shown that children are up to ten times more likely to die if their mother has died. More than 280,000 women die every year from complications during pregnancy or childbirth. At least one fifth of these deaths are linked to poor maternal nutrition.

Nutrition of children in their first thousand days, from conception to two years of age, relies heavily on the mother; exclusively so during pregnancy and breastfeeding. Without the right food and nutrients during this time, vital functions are affected. Brain development is compromised, as is physical growth and the ability to fight potentially deadly childhood illnesses. A malnourished child often dies from the simplest, preventable and easy-to-treat causes, such as diarrhoea and pneumonia.

#### Sources:

- <https://childhealthnow.com/docs/en/child-health-now-report.pdf>
- <https://childhealthnow.com/docs/en/the-best-start-full-report.pdf>
- <http://countdown2015mnch.org/countdown-highlights>

## Has progress been made?

Yes! In 1990 about 12.5 million children under five died from preventable causes. Now that figure is over 7 million. While we have made progress there is obviously much more to be done.

## What experience does World Vision have in tackling these deaths?

For over 50 years World Vision has worked with poor communities in almost 100 countries and has valuable experience from managing over 1,600 community programmes.

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities worldwide to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

Through the Child Health Now campaign, World Vision supports communities in asserting their right to quality health care. The campaign asks national governments to meet their responsibilities to children, mothers, families and communities throughout their country.

## Which countries account for the most child deaths?

Half of all child deaths occur in only five countries: India, Nigeria, the Democratic Republic of Congo, Pakistan and China. Almost a quarter of all child deaths occur in India.



## What commitments have countries made to help?

In the year 2000, 189 countries signed on to the United Nations Millennium Development Goals (MDGs), a set of eight ambitious targets designed to significantly reduce global poverty and disease by 2015. There are two main goals that concern this campaign:

- MDG 4: Reduce child mortality by two thirds by 2015
- MDG 5: Reduce maternal deaths by three quarters by 2015

Unfortunately these goals are trailing behind expected targets. With less than four years left to achieve the MDGs, we must act now to improve child and maternal health.

During the United Nations Millennium Development Goals Summit in 2010, UN Secretary-General Ban Ki Moon released a global strategy for women's and children's health. Known as Every Woman Every Child, [www.everywomaneverychild.org](http://www.everywomaneverychild.org), the plan aims to help accelerate progress towards improved child and maternal health.

The strategy aims to save the lives of 16 million women and children by 2015 and stresses partnership, innovation and creativity. Many governments made financial commitments to support this strategy. World Vision aims to hold leaders accountable to these commitments.

## Can countries afford to keep their commitments in the current economic climate?

For the overwhelming majority of countries the answer is yes. The commitment to the Millennium Development Goals is just 0.7 per cent of gross national income (GNI) for the world's 22 wealthiest countries. Sweden, Norway, Denmark, Luxembourg and the Netherlands have already reached this figure. Others, such as the United Kingdom and Belgium, have committed to providing 0.7 per cent of GNI by 2015.

Apart from this small percentage of GNI being affordable, World Vision believes governments have a moral obligation to help women and children in developing countries. Simple, cost-effective solutions are available; politicians just need to make saving these lives a priority.



**Many of the solutions that World Vision is advocating for cost very little.**

## What will it cost?

Vitamin A capsules cost a few cents per dose; total cost of delivering this treatment is just over US\$1 per child per year ([The Best Start, World Vision International, 2012, p 69](#)).

Zinc and oral rehydration solutions for diarrhoea cost less than US\$0.50 per course (<http://www.bmj.com/content/344/bmj.e940.full?ijkey=dSPezcoHpTQVU4U&keytype=ref>).

A long-lasting insecticide-treated bed net to protect a child from malaria costs around US\$5 (<http://www.cdcfoundation.org/bednets>).

For US\$20 a child can be immunised to receive lifelong protection from pneumonia, diarrhoea, measles and polio – some of the most common causes of death in children under five years of age (<http://www.gavialliance.org/library/news/gavi-features/2011/un-foundation-launches-a-shot-at-life/>).



# IMAGES

|  |   |
|--|---|
| Cover                                      | Suzy Sainovski/World Vision Australia   |
| WELCOME                                    |   |
| Title page                                 | Suzy Sainovski/World Vision Australia   |
| 1. RUN AN EVENT OR SET UP A PHOTO STAND    |   |
| Title page                                 | Solomon Dibaba/World Vision Ethiopia  |
| Page 3                                     | Michelle Siu/World Vision   |
| Page 7                                     | Sana Mukhtar/World Vision   |
| Page 13                                    | Heillen Sanchez/World Vision  |
| 2. GET THE MESSAGE OUT AND INSPIRE OTHERS! |   |
| Title page                                 | Suzy Sainovski/World Vision Australia   |
| Page 5                                     | Sopheak Kong/World Vision   |
| Page 8                                     | Mary Kate Maclsaac/World Vision   |
| Page 11                                    | Suzy Sainovski/World Vision Australia   |
| Page 12                                    | Justin Douglass/World Vision  |
| Page 13                                    | From top left to bottom: Collins Kaumba/World Vision;<br>Vannalate Norkeo/World Vision; Fiona Welby/World Vision<br>Australia; Hasanthi Jayamaha/World Vision |
| Page 14                                    | Collins Kaumba/World Vision   |
| Page 15                                    | Top and bottom: Vannalate Norkeo/World Vision   |
| Page 16                                    | Fiona Welby/World Vision Australia  |
| Page 19                                    | Left: Kari Constanza/World Vision;<br>Right top and bottom: Chris Sisarich/World Vision   |

