

Save the Children's Survive to 5: Mobilizing Action for Child Survival



Everyday, 27,000 children under age 5 die in the developing world from preventable or treatable diseases. The tragedy is that over half of these girls and boys could survive with basic and affordable treatments that already exist. Save the Children, a global leader for children's health and nutrition, works with partners, governments and communities around the world to address child survival. Over the past decade, progress has been made – 10 years ago, over 34,000 children under age 5 died daily; the latest estimates suggest that there has been an 18 percent decrease. This is good, but not good enough. Our new Survive to 5 initiative seeks to dramatically accelerate child survival and to bring care to children and communities still in need.

In America, we celebrate childbirth as a joyful time. While there are pockets of great need in the U.S., most new parents can look forward to their child's fifth birthday. Other parents in other places are not as lucky. In parts of sub-Saharan Africa and South Asia, children's survival is so precarious that newborns aren't named until they reach six weeks of age or older, one in six newborns will not live to reach age 5 and most parents will suffer the loss of at least one young child.

Every year, almost 10 million children under age 5 die around the world. The leading causes of their deaths – all easily preventable or treatable – are:

- *Diarrhea, pneumonia, measles and malaria*

Four million of these deaths occur in children less than one month old. The causes of newborn mortality – many of which are also preventable or treatable – are:

- *Infection, birth asphyxia and complications of prematurity and low birth weight*

From our work around the world, Save the Children knows that many children die due to the inaccessibility and under-utilization of basic health care. Health facilities are often too far away, poorly equipped and staffed or culturally incompatible with the needs of the communities they serve. Consequently, many sick children are never brought to a facility and a startling 99 percent of newborns who die are never seen by a trained healthcare worker. Trained community health workers are the key to delivering a basic health care package whose cost is minimal – approximately \$60 (\$50 for training and \$10 for the initial supply of medicines) – to bring lasting change to a poor, remote village.

In order to help reduce preventable deaths, *Survive to 5* will work in countries where basic health care is inaccessible to large numbers of children. Working with government and private-sector health care systems, we will develop policy environments that are conducive to community-based care and train a cadre of local healthcare workers to increase healthcare coverage and ensure linkages and referrals to facilities for more complicated cases. Research shows that simple interventions – including vaccines, oral rehydration therapy, antibiotics for pneumonia and sepsis and medicine to treat malaria – could save some two-thirds of the children who currently do not survive. Clean practices at birth and improved immediate newborn care, such as breastfeeding and special care for low birth weight babies would also contribute to saving young lives.

Survive to 5: Accelerating Child Survival

Goal: Survive to 5 seeks to mobilize needed commitment, leadership and resources to halve the number of preventable deaths of children under 5 annually by 2012.

Despite substantial advancements, the global child survival agenda remains unfinished and in some instances, progress is being reversed. Experts suggest that at least \$5 billion of additional funding annually is needed to reduce child mortality by two-thirds. Today, the U.S. government contributes less than \$400 million toward the effort. Without critical advocacy to make child survival a central issue in U.S. foreign assistance and policy, it risks being left behind. Through *Survive to 5*, Save the Children will advocate for increases in U.S. government spending on maternal and child health from current levels up to \$1.6 billion per year by the year 2012.

Survive to 5 will also encourage corporate leaders and civic groups to increase private resource allocation, employee and consumer engagement and support for child mortality reduction. U.S. leadership will also help leverage commitments from other donor and developing nations to prioritize child survival.

The Campaign's Key Strategies

U.S. Policy Efforts: Save the Children helped to draft the *Global Child Survival Act*, which highlights the need for a more comprehensive U.S. government policy toward child survival and increased funding levels to meet the 2012 target of \$1.6 billion and will continue to advocate for its passage. Polling suggests that Americans consider this the top priority for our foreign assistance spending.

Global Policy Efforts: In coordination with global partners, such as UNICEF and World Vision, *Survive to 5* will work to mobilize leaders in donor and developing nations to achieve the Millennium Development Goals to reduce child mortality. We will also work at the country level to ensure greater availability of life-saving interventions for children and families currently beyond the reach of the health system.

Grasstops Engagement: *Survive to 5* will mobilize leaders from various walks of life to advocate for child survival. The campaign is being chaired by former U.S. Senate Majority Leader Bill Frist, a physician who has traveled and worked extensively in Africa and Asia. Senator Frist will reach out to political leaders and to citizens and will be joined by former Senator Bill Bradley in his

Save the Children: Getting the Job Done

Save the Children is the largest independent voice for children's humanitarian issues, supported by 75 years of experience, innovation and positive results for children in need in the United States and around the world. Our maternal, child and newborn health programs are unparalleled – exemplified by research and results in our Saving Newborn Lives program, funded with \$110 million in two grants from the Bill & Melinda Gates Foundation.

Survive to 5 builds on work Save the Children is already conducting in remote areas of Afghanistan, Armenia, Bangladesh, Bolivia, Ethiopia, India, Mali, Mozambique, Malawi, Myanmar, Nepal, Nicaragua, Pakistan, Southern Sudan and Tajikistan. For over two decades, we have implemented child survival programs with support from the U.S. government, corporations and other private donors. Over 300 health professionals – including many leaders in their fields – work in our programs in over 30 countries.

We collaborate closely with national health ministries, local non-governmental organizations and communities to expand the coverage of proven health services and practices such as immunization and breastfeeding, especially among marginalized and poor populations. In addition, our programs pioneer novel and more effective approaches to improve household preventive practices, care-seeking and treatment of newborn and child infections such as pneumonia, diarrhea and malaria. If made more widely available, this set of interventions could address almost 50 percent of child mortality.

communication activities. Along with political leaders, *Survive to 5* will also engage corporate CEOs, celebrities and sports figures to create an “all-star” advocacy effort.

Grassroots Engagement: Save the Children has experience in grassroots child survival mobilization through our successful *Caps to the Capital* campaign. During the campaign, we mobilized some 22,000 Americans to knit caps for newborns and generated over 11,000 letters to the President encouraging increased funding for child survival programs. We will build on this momentum by continuing to mobilize students and church groups in key congressional districts and work to elevate the issue within the presidential campaigns.



Web outreach: Save the Children’s *Survive to 5* website features campaign activities, policy updates and opportunities for supporters to get involved and mobilize for child survival. In addition, our list of e-supporters regularly receive campaign updates and notifications when key votes are taking place in Congress so that they can contact their members to support child survival legislation.

Media Outreach: Save the Children has generated impressive media coverage on the need to reduce child and newborn mortality rates worldwide. Since May 2006, we have issued three major reports on the topic, resulting in more than 150 million media impressions in print, radio, television and on the web. We will continue to build on this momentum as well as to encourage key spokespersons to reach out to the media to raise awareness and action among citizens and policy makers. Save the Children is also exploring partnerships with key women and child-focused media who reach millions of households in the United States and beyond.

Coalition Building: *Survive to 5* will ensure partnership and close cooperation with other organizations committed to children’s well-being, including the Global Movement for Children, a worldwide movement of organizations united to build a better world for children; the U.S. Coalition for Child Survival (USCSS), a partnership of organizations united to strengthen U.S. government commitments to improve the health and survival of children in developing countries; and the ONE Campaign, with over 2.4 million supporters and 100 of the nation’s leading relief, humanitarian and advocacy organizations who collectively are a powerful voice on behalf of people living in poverty.

An Important Opportunity for Child Survival

At no other time in the past two decades has there been a greater opportunity for Save the Children to increase awareness, engagement and action in support of programs and policies to create lasting change for the world’s children. We have a solid reputation and are an authoritative source to which journalists and policymakers turn for child survival and child and maternal health. Our reports and briefings highlight on-the-ground realities and our experts provide a credible voice for policy makers, the media and the public. In the past year, a number of activities have garnered important coverage for Save the Children.

- In April 2007, American Idol held a special broadcast, *Idol Gives Back*, which highlighted the needs of African and American children. Save the Children was a major partner and a recipient of

funding from the broadcast.

- **Successful Public Awareness and Advocacy Campaigns:** Our *Caps to the Capital* campaign received unprecedented coverage in small-town newspapers and on blogs across the country as citizens sought a way to actually touch the life of a child in a developing country. Save the Children is also a founding member and plays an integral role in the *ONE* campaign. *ONE Vote 08* is focusing attention of presidential candidates on the need for U.S. leadership and resources on the maternal child health issue.



In addition, Save the Children's brand visibility and credibility are unparalleled among private relief and development agencies, thanks to our 75 years of work with the poor in the U.S. and countries around the globe; 200,000 donors, sponsors and advocates; and a distinguished Board of Trustees led by Robert Daly, former CEO of Time/Warner.

Get Involved

Everyone has a role to play. The success of *Survive to 5* depends equally on government involvement and private support and advocacy. We are seeking past government officials, corporate and other private-sector leaders to act as *Survive to 5* ambassadors. Corporations can contribute through funding life-saving interventions as well as through cause-related marketing partnerships to educate consumers and encourage them to contribute to child survival efforts. Speaking to policy makers on behalf of *Survive to 5* is another valuable contribution.

"We've already identified the cost-efficient solutions that can save millions of children's lives. The next step is mobilizing Americans' compassion to make it happen." Senator Frist, Survive to 5 Campaign Leader.

The task of saving almost 10 million children every year may seem enormous, but we know what needs to be done. *Survive to 5* will help us to reach this goal. Please join us in our life-saving efforts for children.

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