

Results for Children

An update from Save the Children | Q4 | 2011

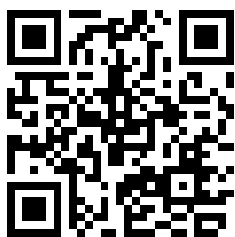


Save the Children®

Thank You for a Year of Support

Thanks to your support, Save the Children is inspiring breakthroughs in the way the world treats children, and achieving immediate and lasting change in children's lives by ensuring that they are safe, educated and healthy.

To show our gratitude for your partnership in our mission, we'd like to offer you a sneak peek at our year-end video. Scan the QR code below to download the video* and learn how you've made a difference in the lives of children worldwide.



*Or click on our website at www.savethechildren.org/year-end





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Improvements in Newborn Survival: Malawi 2001–2011

Since 2001, Malawi has achieved a 29 percent decline in newborn deaths—from 19,000 per year to 17,000 per year in 2010. In those 10 years, Save the Children, with the support of its many donors, has made significant contributions toward this achievement.

Teaching Others How to Save a Life

Save the Children and partners have trained and supported over 1,700 frontline health workers—often people with little formal education but who are respected in their communities. These health workers counsel mothers, detect life-threatening conditions in newborns and refer them to health facilities when necessary. Today, frontline health workers deliver community-based maternal and newborn care in nearly two-thirds of Malawi's districts.

Caring for a New Baby

Local customs can sometimes be at odds with what is best for baby and mother, which is why Save the Children promotes and teaches essential newborn care. It starts with prenatal care and includes checkups for newborns in the first two days after birth, when most newborns are at greatest risk. Frontline health workers also educate mothers and caregivers in how to care for their newborns. Today, essential newborn care provides the foundation for Save the Children's newborn health programs in 18 countries.

Saving Babies Born Too Early or Too Small

"Kangaroo Mother Care" is the whimsical name for an effective way to care for low birth weight and preterm babies. Wrapping a baby skin-to-skin against its mother's chest (like a kangaroo's pouch), keeps it warm, encourages breastfeeding and bonding, and prevents infections. Save the Children has promoted Kangaroo Mother Care in Malawi since 2002, and today more than 100 health facilities use this approach. We are working with the government of Malawi to take this practice nationwide.

Additional funding from the Bill & Melinda Gates Foundation is allowing Save the Children to analyze results and lessons learned from Malawi's decade-long program and continue to promote newborn health around the world.

MELINDA GATES IN MALAWI

In 2010, Melinda Gates visited a district hospital supported by Save the Children in Dowa, Malawi, where Save the Children has trained frontline health workers. Here is a brief excerpt of her assessment of that visit.

"I also visited one of the cities there, Dowa, where the women are going into the facilities just as the government has told them. In fact, the women are going up to four weeks ahead of the birth of their baby. That's really important because they are then avoiding birth complications that might happen to them out in the village or on the road. I met about 40 women who were waiting at the Dowa district hospital, and it was so interesting to talk to these women. They are such palpable evidence of the real impact these changes are having. And I literally saw mothers and babies that would not be alive today if it weren't for the improvements that Malawi has been making in these areas."

Listen to Melinda Gates' complete impressions of her visit to Malawi at www.gatesfoundation.org/videos.

Effective Practices Replace Tradition in Newborn Health

Traditions can keep a cultural heritage alive, passing down customs from generation to generation. But some traditional health practices, which can lead to the deaths of newborns or mothers, continue simply because the community has not yet learned a better way.

A few years ago, Save the Children and our partners at Ekwendeni Mission Hospital in northern Malawi came up with a great, yet simple, idea: Engage and train the 'agogos', or grandparents, to spread modern health care practices instead of traditional practices to their children and grandchildren. Known as 'the guardians of wisdom' in these communities, the *agogos* were the ideal messengers for newborn care.

The Ekwendeni staff, with technical assistance from Save the Children, educated more than 4,000 *agogos* about healthy newborn and maternal care. These respected elders quickly learned about the need for checkups for pregnant women and the importance of keeping newborns warm and dry, breastfeeding regularly and preventing infections.

The *agogos* wasted no time in putting their training to use. With the authority of their age and position, they introduced mothers-to-be and family members in their villages to the practices that would help newborns stay healthy. They encouraged pregnant women to go to the hospital well before they went into labor. They created songs and little dramas about danger signs during pregnancy. They traveled from one village to the next to instruct pregnant women and new mothers about the need for checkups for their babies in the first days after birth. And they discouraged the harmful traditions that caused many newborn deaths.

The *agogo* approach is just one of Save the Children's contributions to promoting newborn health in Malawi. But it shows the determination of families to accept new approaches to improve the health of their children. As a local *agogo*, Laitom Chawinga said, "I see the use of what I teach, and I am proud I am a good teacher."

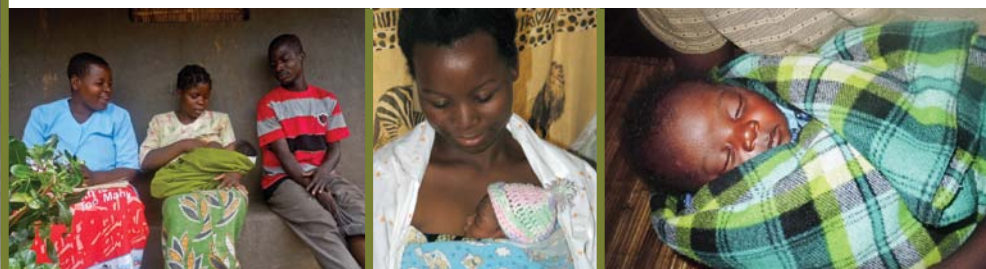
Save the Children
taught

4,000

village elders to
promote newborn
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northern Malawi.



© The ONE Campaign and Living Proof



Watch 'agogos' in action at www.gatesfoundation.org/videos.

To see other ways we're helping to save the lives of newborn babies worldwide, check out www.savethechildren.org/savenewborns.

HEART: The Healing Power of Art for Young Children



Four-year-old Neha has a spring in her step as she walks down the street with her mother, headed for Seto Gurans Babatika, one of 57 early childhood development centers in Nepal that offers Save the Children's Healing and Education through the Arts (HEART) program. You would never know that Neha's family lives on \$6 a day—the most that her shoemaker father and seamstress mother earn on a good day. Nor would you know that their village of Baglung Bazar, like so many others in Nepal, still struggles to recover from years of fighting and conflict.

"Neha doesn't like missing a day at the center," said Meena, Neha's mother. "As soon as she finds a piece of paper she starts scribbling. She sings, draws and dances. She already knows a lot."

The HEART program uses the arts to improve the emotional well-being of children affected by chronic poverty, conflict, natural disasters or HIV/AIDS. Arts education—including drawing, painting, music, poetry, dance, drama and storytelling—gives children a channel to express traumatic experiences, cope with ongoing stress and become more engaged in, and receptive to, broader educational activities.

In Nepal, the HEART program trains teachers, caregivers and parents to use the arts to help heal their children. It also helps to improve the quality of early learning activities at preschools by integrating early learning concepts with arts activities that make learning fun for kids. Some of these are physical skills to help them to hold a pencil or paint brush, which are necessary to learn how to write. Other exercises are designed to develop the ability to identify objects in the world around them and associate pictures with words and their meanings.

In many poor communities around the world, particularly in areas affected by conflict, Neha could have become just another statistic, one of some 67 million children who miss out on school or drop out in the early years. Instead, this little girl has confidently taken the first steps into school and is poised to begin a lifetime of learning—along with 60,000 more young children in rural Nepal.

"I am confident that Neha will adjust easily to the school environment next year when she goes on to primary school," adds her teacher.

The HEART program is currently being carried out by Save the Children in Haiti, Malawi and Mozambique as well as Nepal.

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Go to www.savethechildren.org/HEART to see children who are growing through art.



Will Our Children Be Ready When Disaster Strikes?

Jennifer Kaleba

Director of Marketing and Communications, U.S. Programs

I'm not what you would call a "helicopter" mom, but there are some things I can be a little, well, intense about. Car seats, for example. Drop-side cribs. Light socket covers. Running with scissors. Generally, anything that has to do with my 2-year-old daughter's safety.

Advocating for child safety is one of the things I really like about working for Save the Children. Here, a premium is put on preparing communities to respond quickly and effectively so children are protected when disaster strikes. Whether we're talking about a cyclone in Bangladesh or a tornado in Alabama, our disaster preparedness staff aims to ensure that schools and households are ready and accountable for the children in their care.

To that end, we released our fourth annual *National Report Card on Protecting Children during Disaster* in August 2011, and it showed just how far we have to go to make sure children are protected in the event of disaster. Although 90 percent of U.S. children live in areas at risk of natural disasters, only 17 states meet all four basic preparedness and safety standards to protect children in schools and child care facilities during a disaster.

Part of my job is to get media attention and public support for increasing disaster-preparedness for U.S. children. During the intense days following the release of the report, I hardly thought of anything but reaching families across the country who might not know if their kids would be safe during a disaster when they sent them off to school or day care. That's when it occurred to me: What had my own daughter's preschool done to meet state preparedness standards? I had no idea.

While my state of Maryland does meet all the criteria—for which I'm thankful to Save the Children for successfully lobbying—I didn't know what the implementation looked like. What were the protocols, the evacuation sites, the lock-down rules?

Armed with Save the Children's checklist for parents (www.savethechildren.org/prepare), I arranged to meet with my daughter's teachers to find out just what their plans were in the event of a disaster. Not only were they pleased to discuss the school's preparations, they helped me think about our family's plans as well.

This whole experience taught me that as much as state governments must be responsible, parents also need to prepare and, as important, ask questions. If your state doesn't meet all criteria, call your school board, your day care, your legislator and ask if there's a plan for preparedness. Tell them about Save the Children and how we work to make communities resilient and ready for kids during disasters. And don't let another year go by unprepared!

Does your state require schools and preschools to have plans in case of a disaster? Go to **www.savethechildren.org/prepare** to find out.

Getting to Great for Girls

Raya, a 14-year-old Egyptian girl, had always dreamed of attending school, but her father did not believe that women should have a role outside of the home. While reaching manhood is an empowering transition for boys, in many parts of the world, womanhood is quite the opposite. One hundred million girls in developing countries are taken out of school early to become wives and mothers, with the result that, globally, more than 529 million women are illiterate. This is a great waste of human potential, and the evidence strongly supports the fact that empowering adolescent girls is the key to lifting families out of poverty, empowering communities and perhaps changing the course of an entire nation.

Thanks to the vision of our corporate donors (see "Investing in the Future," right), Save the Children is opening doors for girls in more than 15 countries by increasing their access to education, sexual and reproductive health, and training in financial literacy and life skills. One successful program for girls is *Ishraq* in Egypt, supported by the Exxon-Mobil Foundation. *Ishraq* (meaning 'enlightenment' in Arabic) is a "second chance" program for out-of-school adolescent girls, most of whom have never attended school or are illiterate. More than 1,000 girls who participate in *Ishraq* literacy classes are eager to learn: In 2010, 83 percent of the graduates passed the government literacy test and 67 percent entered formal education programs. Save the Children is now working to bring *Ishraq* to more than 300 youth centers across the country.

When the Save the Children program promoter came to Raya's house to tell the family about *Ishraq*, Raya was thrilled. At first, her father said no, but he eventually relented when Raya's uncle joined the chorus. Raya has become the first literate female in her family and her father is proud. "Now I am a better person because I know how to read and write, thanks to *Ishraq*," she said.

Save the Children's goal is to bring girls out of the shadows. Through *Ishraq* and similar

Save the Children programs worldwide, girls have the opportunity to achieve their full social and economic potential.

Save the Children is opening doors for girls in more than **15 countries.**

INVESTING IN THE FUTURE

Save the Children's programs for girls have the enthusiastic support of many corporate and foundation donors who know a good investment when they see it. And girls offer a good return on investment. The first step is getting off to a good start with a strong base of education and self-esteem. But our donors help further by making sure that girls get access to health care, training in business and finance and other skills that will help them support themselves and their families. Save the Children is grateful to these corporate supporters for helping to empower a new generation of girls.

- **Chevron Corporation**
- **ExxonMobil Foundation**
- **Foundation to Promote Open Society**
- **KPMG**
- **Nike Foundation**
- **PepsiCo Foundation**
- **Protecting Futures by Always and Tampax**
- **Walmart**
- **Xerox Foundation**

Find out more at
www.savethechildren.org/girls



How do *you* help children in need?

Engage

www.savethechildren.org/engage

Learn how Save the Children helps millions of children worldwide get the health care, education and protection they need to overcome poverty and thrive.

Give

www.savethechildren.org/support

Your donation to Save the Children will prepare children to break out of the cycle of poverty and build a better future for their communities and their families.

Take Action

www.savethechildren.org/act

When you join in getting the word out to your friends, family, community and elected officials, you help expand Save the Children's advocacy efforts to build a global movement for children.



Save the Children®

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Save the Children is the leading independent organization for children with programs in more than 120 countries. Our mission is to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.



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