

SUCCESS AND CHALLENGES IN ENDING PREVENTABLE CHILD DEATHS

GLOBAL CAMPAIGN REPORT 2014



CELEBRATING PROGRESS AND ADDRESSING CHALLENGES

In the last generation there have been remarkable improvements in children's chances of survival – thanks to concerted efforts by local communities, national governments, donors and international agencies. The number of children dying every year has almost halved since 1990 – down from 12 million to 6.6 million in 2012 – with 90 million children prevented from dying over that period. And 25 countries have achieved Millennium Development Goal (MDG) 4 – a two-thirds reduction in under-five mortality rates – ahead of the 2015 deadline.

But there's no room for complacency. Every day, 18,000 children under the age of five still die from preventable causes. In nearly half of all cases, malnutrition is an underlying cause. And progress in reducing deaths among babies has lagged behind overall reductions in child mortality, with 44% of deaths among children under five now happening in the first 28 days of life.

Moreover, gains in child survival have not been shared evenly. Despite impressive progress in a number of countries in southern Asia and sub-Saharan Africa – Bangladesh has cut child mortality by 72% since 1990, Malawi by 71%, Nepal by 71%, Liberia by 70% and Ethiopia by 67% – these regions now account for the overwhelming majority of children's deaths.

And within those regions child mortality is increasingly concentrated in particular areas – especially in conflict-affected and fragile contexts in west and central Africa, and among excluded communities in

south Asia, including those living in remote rural areas and urban slums.

As we approach 2015, there are three major challenges to achieving MDG 4:

- the lack of progress in tackling malnutrition
- the slow progress in reducing the number of children dying in their first month
- the fact that some children are excluded from the progress being made.

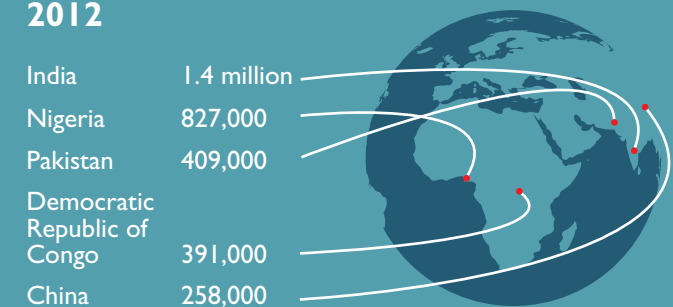
And the challenge doesn't end with MDG 4. Save the Children will continue to campaign with our partners to achieve our ultimate goal – an end to preventable child deaths by 2030.

Thanks to global campaigns and initiatives such as the UN Secretary-General's Global Strategy for Women and Children's Health, *Every Woman, Every Child*, spending on maternal and child health increased by 17.7% from 2009 to 2011, reaching US\$6.1 billion according to latest figures. This has played a key part in reducing maternal and child deaths. But it's still not enough. According to a report in *The Lancet*, a small increase of just US\$5 per person could achieve up to nine times the economic and social benefits.

5 COUNTRIES WITH HIGHEST NUMBERS OF CHILD DEATHS



2012



CHILD DEATHS ALMOST HALVED BUT UNEVEN PROGRESS

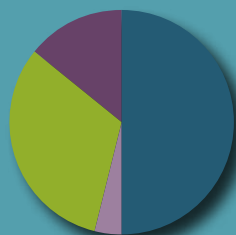


1990

- Southern Asia
- Sub-Saharan Africa
- Rest of the world
- Eastern Asia

2012

- Sub-Saharan Africa
- Southern Asia
- Rest of the world
- Eastern Asia



By far the highest number of child deaths occur in southern Asia and sub-Saharan Africa, with half now occurring in sub-Saharan Africa.



Kamala holds her healthy 8-month-old baby, Rimsha, in Bardiya, western Nepal. During her pregnancy, Kamala was visited by Narmada, a community health volunteer, who persuaded her to give birth at the local health post, where she was assisted by a nurse and midwife.

In February we launched our report *Superfood for Babies: How overcoming barriers to breastfeeding will save children's lives* in 25 countries and in August – during World Breastfeeding Week – EVERY ONE campaigners across the world followed up by calling for increased support for breastfeeding and enforcement of the International Code of Conduct of Marketing of Breast-milk Substitutes.

In **Nigeria** at a Save the Children meeting with media and the Ministry of Health, the government made a commitment to increase the number of mothers who exclusively breastfeed in the first six months to more than 50%.

In **Nepal** we produced a series of newspaper ads featuring well-known musicians and business leaders promoting breastfeeding.

In **China** we created an online campaign and provided online support to breastfeeding mothers.

Tainá was born prematurely in a Save the Children-supported hospital in Petrolina, Brazil, where her mother was encouraged to breastfeed.

One of the ways Brazil has managed to slash infant mortality rates is by promoting breastfeeding and creating 'milk banks' where mothers with a surplus donate their milk for babies whose mothers are unable to breastfeed.

A LIFE FREE FROM HUNGER – CAMPAIGNING FOR BETTER NUTRITION

In the early part of 2013 we continued our focus on the scourge of child malnutrition – an underlying cause in nearly half of all child deaths. As a result of the Nutrition for Growth Summit – which we helped to persuade the UK Prime Minister to co-host – governments, businesses, foundations and non-governmental organisations committed an extra US\$4.1 billion for nutrition, pledged to prevent 20 million cases of stunting and promised to save the lives of at least 1.7 million children. The Summit also announced the Global Nutrition Compact to end malnutrition within a lifetime, which will be reviewed annually.

The day before the Summit, 18 countries organised activities to support it.

In **India**, children led a rally and concert in Delhi demanding 'food for all' and 14 went on to represent children's views at the UN General Assembly in New York.

In **Nigeria**, we brought together civil society organisations to develop a communiqué highlighting key asks to the Nigerian government.

In the **UK**, the IF campaign – which Save the Children was a lead member of – mobilised thousands to gather in London's Hyde Park demanding that G8 leaders tackle hunger and malnutrition.

Shortly after the Summit, Save the Children helped to organise a high-level event in Washington DC at which the **US** government announced concrete commitments to address malnutrition, including more funding and a target to reduce stunting among 2 million children by 2017.

Throughout the year we continued to highlight malnutrition through our national campaigns.

In **Pakistan**, with partners we persuaded the government of Sindh province to adopt a nutrition strategy, secured legislation promoting breastfeeding and children's nutrition in Sindh and Balochistan, and convinced the government of Punjab to monitor the implementation of legislation supporting breastfeeding and nutrition.

In **Ethiopia**, we helped influence the adoption of an ambitious new national nutrition programme (see page 12).

We're also taking a lead in the Scaling Up Nutrition movement, hosting the global civil society network in Save the Children **UK** and establishing national alliances in **Myanmar** (Burma) and **Sri Lanka**.

In **Tanzania**, our mass campaigning helped influence the government to introduce strategies to address malnutrition in infants and children, including the fortification of wheat flour and edible oil.

In **Mexico**, we were instrumental in developing the government's Crusade against Hunger, which aims to ensure food security and nutrition for 7 million people living in extreme poverty.

In **Nigeria**, we helped to secure budget lines for nutrition in Zamfara and Gombe states, and a commitment from the national government to allocate more than US\$1 million to nutrition in its 2014 budget.

20 countries involved in the Scaling Up Nutrition (SUN) initiative are producing national nutrition plans.

19 countries have set national stunting reduction targets that meet or exceed the World Health Assembly goals for 2025.

15 countries have pledged to increase domestic resources to improve nutrition.

Indian activist Satish Kumar addresses the IF campaign rally in London's Hyde Park, June 2013



KEEPING UP THE PRESSURE TO SAVE NEWBORN AND CHILDREN'S LIVES

Throughout 2013, we took every opportunity to ensure that child survival remains a priority – for international agencies, governments and donors. At the **UN General Assembly**, we co-sponsored a Lives on the Line event, where high-level speakers including Ethiopia's Minister of Foreign Affairs and Norway's Minister for International Development called on world leaders to take the bold steps necessary to achieve MDG 4 and save an additional 3.5 million children's lives. And with Save the Children's encouragement, President Obama declared "ending preventable child deaths globally" a national priority for the USA in his State of the Union address.

We used the Global Forum on Human Resources for Health in Brazil to focus international and national attention on the global shortage of **health workers** and its impact on children's chances of survival. As a result of our efforts and those of coalition partners, we secured commitments from governments, civil society and other organisations to recruit and resource more health workers, with the US government agreeing to work with the World Health Organization to lead the development of a global health workforce strategy.

During World Immunisation Week and the Global Vaccines Summit we used media and social media to press for all children – including the poorest who are missing out on life-saving **vaccinations** – to have access to routine immunisation. We also used our report *Halfway There: Delivering on the promise of immunisation for all* to push for greater equity at the Global Alliance for Vaccines and Immunisation (GAVI) mid-term review meeting.

In **Nigeria**, we continued to support the roll-out of new vaccines in Zamfara, Jigawa, Katsina and Gombe states, which have significantly improved their performance.

In **Pakistan**, despite attacks on health workers, we've been working with the governments of Khyber Pakhtunkhwa and Balochistan to ensure that children are vaccinated. Both provinces have committed to double the number of vaccinators.

Every year, 2.9 million **newborn babies** die, with 1 million failing to survive their first day. That's why we made 'Surviving the first day' the theme of our 2013 *State of the World's Mothers* report. Launched in 46 countries, the report generated unprecedented political and media attention and was credited by UNICEF and the World Health Organization as having had a substantial influence on early thinking around the Every Newborn Action Plan.

In **Bangladesh**, the launch – which included a set of national recommendations – led to the government's 'A Promise Renewed' declaration to tackle newborn deaths. As a result of a national campaign which we're leading, 60% of skilled birth attendants are now properly trained.

In **India**, where more than 3 million babies die on their first day every year, the report was launched along with state-specific briefings in six states with the highest levels of newborn deaths.

In **South Africa**, at the African Union's International Conference on Maternal, Newborn and Child Health, which was co-organised by Save the Children, African leaders announced an action plan based on conference recommendations. These include a focus on bringing lifesaving care to newborn babies.

US government increases spending on health

Through a mixture of lobbying and public campaigning – including an Advocacy Summit that drew 400 participants and a Congressional letter signed by over 100 Representatives – we played a key role in persuading the US government to increase spending on maternal, newborn and child health and nutrition to its highest ever level (US\$820 million), with a 12% increase for maternal and child health and a 21% increase for nutrition.

Norway's 'nine months left' campaign

Thanks to Save the Children's advocacy and campaigning with the Norwegian Midwife Association and mothers' groups, Norway's new government promised to maintain levels of overseas aid, making global health –

with a particular focus on maternal and child health – one of its priorities. Here, Save the Children Norway's CEO Tove R Wang presents Minister of Development Børge Brende with an oversized positive pregnancy test as a reminder that for many women in the world the end of a nine-month pregnancy can be anything but positive.

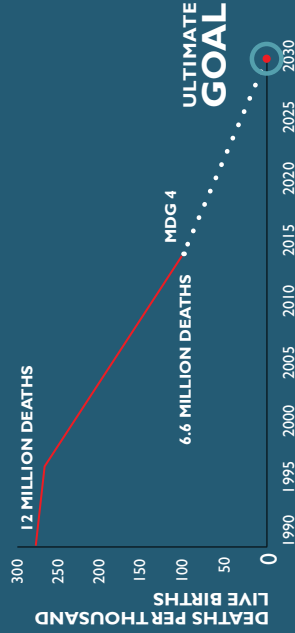


In **Kenya**, our long-running campaign with other civil society organisations for free healthcare finally bore fruit in June when the government made maternity and primary healthcare services free of charge. We'll now be focusing on making sure that health facilities are adequately staffed, equipped and stocked to make the free services a reality.

Maryam with her son Adem at their home in Wajir, north-eastern Kenya. Adem was recently treated for pneumonia – the biggest killer of children in Wajir – at the local clinic, which is supported by Save the Children.

SUCCESSES AND CHALLENGES IN ENDING PREVENTABLE CHILD DEATHS

GLOBAL PROGRESS



90 MILLION CHILDREN
PREVENTED FROM
DYING SINCE 1990

BUT STILL 18,000
CHILDREN DIE OF
PREVENTABLE CAUSES
EVERY DAY

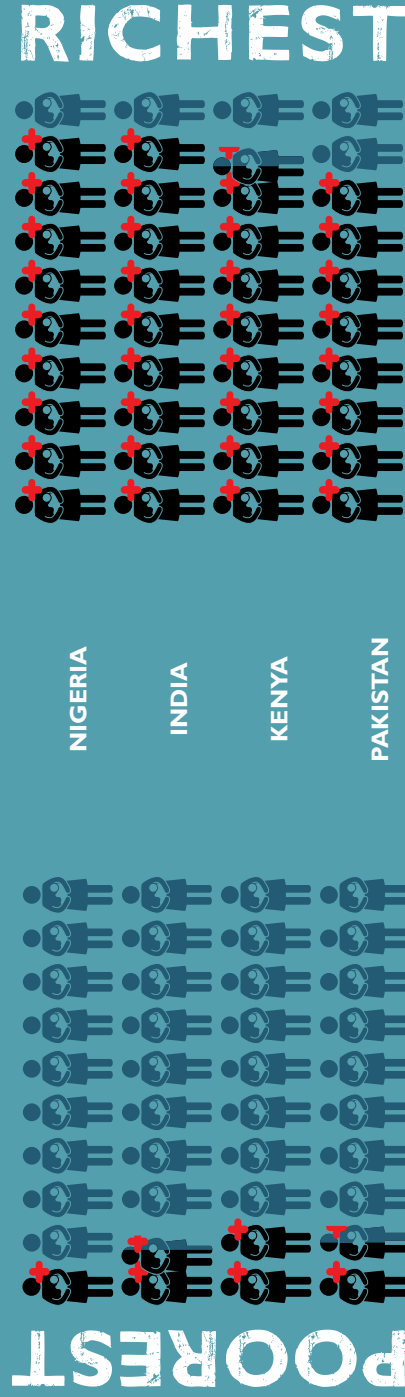
3 HURDLES TO REACHING ZERO



3 STEPS TO ACHIEVING SUCCESS

1. Healthcare for every child
A health worker in reach of every child
Essential newborn care
Lifesaving vaccines
2. Every child has the nutrition needed to survive and thrive
3. New and innovative partnerships

UNEQUAL PROGRESS: POOREST MISSING OUT BIRTHS ASSISTED BY A SKILLED ATTENDANT





GLOBAL DAY OF ACTION

80,296 CHILDREN INVOLVED

40,992 CHILDREN RAN RACE FOR SURVIVAL

990 MEDIA HITS

145 MEETINGS WITH POLITICIANS AND GOVERNMENT

132 PARTNERS



IN 2013 WE REACHED

14.4 MILLION

children under five with nutritious food and micronutrient supplements.

13.2 MILLION

under-fives and women through our maternal, newborn and child health programmes.

CALENDAR OF EVENTS AND POLICY ACHIEVEMENTS

JAN	<ul style="list-style-type: none"> Government of Sierra Leone announces 3.1% increase in health budget Mexican government launches Crusade against Hunger
FEB	<ul style="list-style-type: none"> Breastfeeding and nutrition law passed by Sindh Provincial Government in Pakistan US President Barak Obama makes ending preventable child deaths globally a national priority
MAR	<ul style="list-style-type: none"> Human Rights Council discusses child health for the first time in its history
APR	<ul style="list-style-type: none"> Global Action Plan for Prevention and Control of Pneumonia and Diarrhoea launched in Geneva Every Newborn Action Plan launched by WHO and UNICEF Pakistan joins Scaling Up Nutrition (SUN) initiative
MAY	<ul style="list-style-type: none"> <i>State of the World's Mothers</i> report focusing on the critical first day of life launched in 46 countries Myanmar (Burma) joins SUN initiative
JUN	<ul style="list-style-type: none"> Nutrition for Growth summit commits extra US\$1.4 billion for children's nutrition Ethiopia launches National Nutrition Programme Kenya makes maternity and primary healthcare free
JULY	<ul style="list-style-type: none"> African Union commits to mobilising domestic resources to strengthen health systems
AUG	<ul style="list-style-type: none"> African leaders announce action plan to tackle child and maternal mortality Norwegian government promises to spend at least 1% of GDP on Overseas Development Assistance and make maternal and child health a priority
SEPT	<ul style="list-style-type: none"> Ethiopia achieves Millennium Development Goal 4 by reducing child mortality by two-thirds Save the Children attends UN General Assembly calling for action to end preventable child deaths
OCT	<ul style="list-style-type: none"> 80,000 children in 68 countries take part in Global Day of Action for Child Survival <i>Lives on the Line: An agenda for ending preventable child deaths</i> kick starts final phase of EVERY ONE campaign
NOV	<ul style="list-style-type: none"> Nigeria launches National Routine Immunisation Strategic Plan
DEC	<ul style="list-style-type: none"> Children in Belgium pass Race for Survival baton to EU Commissioner Save the Children works with the US government on its Human Resources for Health strategy

WE'RE ON COURSE TO ACHIEVE OUR HEALTH WORKER TARGET

378,755 HEALTH WORKERS TRAINED SINCE 2009



CHILDREN TAKE THE LEAD ON GLOBAL DAY OF ACTION

In October 2013, more than 80,000 children in 68 countries took part in Save the Children's Global Day of Action for Child Survival. Many countries used the launch of our report – *Lives on the Line: An agenda for ending preventable child deaths* – as a platform to press policy makers and governments to complete the job started by MDG 4 and work towards ending preventable child deaths by 2030.

In several countries, as well as running the Race for Survival, children led delegations to discuss priorities for child survival with decision makers. Over 145 meetings were held between partners, civil society, religious leaders, decision makers and government officials.

The **Ethiopia** and **Nigeria** Country Offices participated in a Google hangout discussion with the African Union (AU)'s Head of Population, Health and Nutrition to discuss the AU's efforts to help end preventable child deaths in Africa. In **Brussels**, children presented the European Commissioner for Development, Andris Piebalgs, with a report outlining what must be done to go beyond the child survival MDG and end all preventable child deaths. In **New York**, we targeted 15 UN missions and produced a briefing on ending child deaths.

In Domiz refugee camp in the Kurdistan Regional Governorate of **Iraq**, Syrian children took part in the Race for Survival and hundreds more learned about the importance of hygiene and sanitation and the simple steps that can be taken to help prevent children becoming sick.



Philippines

In the **Philippines**, children met with legislators, the heads of local government units and journalists calling for action to end malnutrition.

In **Sierra Leone**, we organised forums to bring together community members and decision makers to assess progress and identify key actions to promote women's and children's health.

In **Ethiopia**, around 3,000 children joined world 800m champion Mohammed Aman in the Global Day of Action in Jijiga, Somali region. At a roundtable meeting convened by Save the Children, government officials and organisations working on maternal and child health discussed how to improve health services for pastoralist communities in the region.

In **Mali**, over 10,000 children were involved in the Global Day of Action, which included an event led by the Children's Parliament and other children's rights organisations. This resulted in the Chief of the Governor's Cabinet making a commitment to take forward calls for universal health coverage for women and children under five.



Malawi

In **Malawi**, primary school student Evelyn Kachemwe addressed government representatives and community leaders, praising the government for progress in tackling child mortality and calling for a greater focus on newborn deaths.

In **China**, thousands of children and adults – including Save the Children staff and staff from our partner, Reckitt Benckiser – took part in races and publicity events as far apart as Beijing, Shanghai and Xinjiang to draw attention to the shortage of health workers in some of the country's remotest regions and among disadvantaged minority groups.

In **Pakistan**, over 400 children ran the race, which took place in Islamabad, Sindh and Punjab provinces. Children's representatives also met with members of Parliament. Speaking to the media, 13-year-old Mustafa Ali said, "If we, being so small, can run for so long for other children's survival, why can't the government, being so big, do anything for them?"



Pakistan

"THE GLOBAL DAY OF ACTION IS FOR US NOT ONLY A SPORTING EVENT, BUT ALSO AN OPPORTUNITY TO REMIND DECISION MAKERS AND DONORS TO SET TARGETS TO SAVE THE LIVES OF CHILDREN UNDER FIVE..." Kadiatou Sy, President of the Children's Parliament, Mali

"I WANT TO ASSURE YOU THAT MALAWI CONTINUES TO RECOGNISE THE NEED TO INVEST IN MATERNAL AND NEWBORN CARE AS PART OF A BROADER STRATEGY TO EXPAND ACCESS TO ESSENTIAL HEALTH SERVICES." Deputy Minister of Health, Chikumbutso Hiwa

"THE GLOBAL DAY OF ACTION IS A CALL ON PEOPLE WITH AUTHORITY AND RESPONSIBILITY TO STOP THE DEATHS OF TWO CHILDREN EVERY HOUR IN NEPAL WHICH COULD HAVE BEEN PREVENTED. THE RUN BY THE CHILDREN IS A FUN EVENT BUT IT HAS A SERIOUS MESSAGE TO ALL OF US THAT TIME IS RUNNING OUT." Tarak Dhital, Executive Director of Central Child Welfare Board, Nepal

ETHIOPIA — CONTRIBUTING TO SUCCESS

In 1990, 204 children in every 1,000 in Ethiopia died before their 5th birthday. In 2012, this figure had been reduced to 68 per 1,000, making Ethiopia one of the few sub-Saharan countries to have achieved MDG 4.

Save the Children has been working closely with the government to achieve this success and is continuing to push for even fewer deaths, particularly among newborn babies, and in geographical areas such as Somali and Afar regions that are lagging behind.

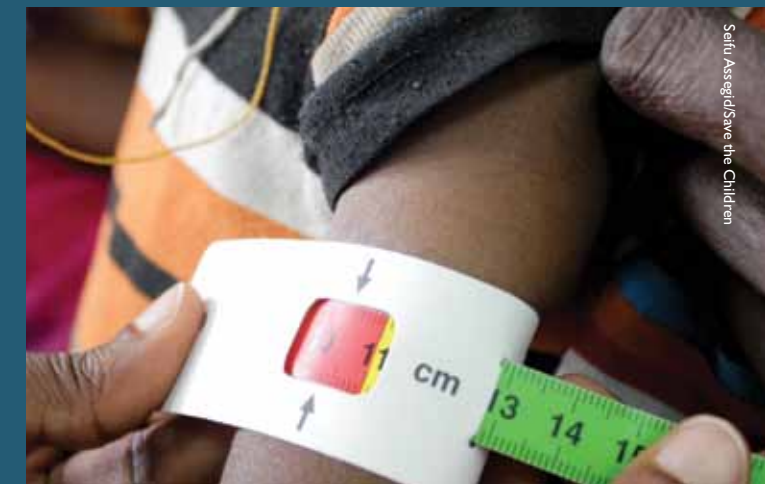
We've been instrumental in helping the government to develop its National Nutrition Programme and will be representing community-based organisations on the programme's coordination committee. Through our coordinating role in the Scaling Up Nutrition (SUN) initiative, we're influencing international donors and government to fully fund the programme and ensure that it reduces malnutrition, particularly among children under five and pregnant and breastfeeding women.

We highlighted barriers to maternal and child health among pastoralist communities in Somali region and worked with the Federal Ministry of Health on a new policy that enables Health Extension Workers to use antibiotics to treat pneumonia at local health posts.

Save the Children's Saving Newborn Lives programme supported a large trial that informed a recent ground-breaking decision by the Federal Ministry of Health to allow Health Extension Workers to treat neonatal infections.



Fatuma with 7-month-old Mohammed, who has been successfully treated for malnutrition. Below left: More than 200 Save the Children staff take part in the Great Ethiopian Run, with placards and stickers supporting breastfeeding. Below right: Ahmed, 2, has his upper arm measured to check for malnutrition at a stabilisation centre in Afar region



AFGHANISTAN – ACHIEVING IN THE FACE OF UNCERTAINTY

Although child mortality rates have declined significantly in recent years, Afghanistan still has the worst child mortality rate in Asia and the worst infant mortality rate in the world. One child in ten dies before their fifth birthday and nearly 50% of under-fives are stunted. This is at a time of continuing insecurity and the imminent withdrawal of international forces, which has raised uncertainty over future levels of aid.

We successfully lobbied the European Union and World Bank to fund the government's Basic Package of Health Services (BPHS) – including its nutrition component – for a further three years. We also helped 58 shuras (community health councils) develop action plans based on local healthcare solutions and lobbied health providers and government representatives for better healthcare.

As a result of our and our partners' advocacy and media activities, including the launch of our flagship report, *State of the World Mothers: Surviving the first day*, newborn care is now a top priority for the Ministry of Public Health, which has produced an Every Newborn national action plan committed to increasing services for newborn babies and their mothers.

During World Breastfeeding Week we launched the *Superfood for Babies* report at an event attended by high-level government officials, UN agencies and community organisations. We used media, billboards, SMS messages and door-to-door visits to promote breastfeeding in Bamyan and Jawzjan provinces.



A healthy baby girl who was safely delivered at the Cure hospital in Kabul.
Below left: Alam, a Save the Children community mobiliser, discusses plans with a new shura (community health council) in Feruz Baran, Bamyan province.
Below right: A midwife trained with the support of Save the Children looks after a newborn baby in rural Jawzjan province



Zubair Sharazy/Save the Children

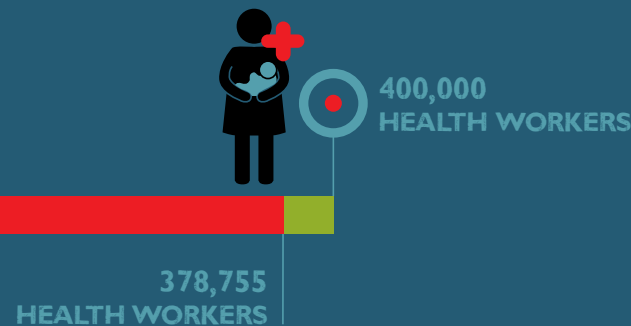


Zubair Sharazy/Save the Children

COUNTING OUR SUCCESSES...

We're now in the final phase of the EVERY ONE campaign – our most ambitious campaign ever – and we've seen huge progress in reducing the numbers of children dying from preventable diseases, including in most of our priority countries.

When we launched the campaign in 2009, as well as pushing for policy and political change to save children's lives, we set ourselves the challenge to train 400,000 health workers by 2015. At the end of 2013, we'd helped to train 378,755, so we're now within 5% of our target.



IN 2013 WE REACHED

14.4 MILLION

children under five with nutritious food and micronutrient supplements.

13.2 MILLION

under-fives and women through our maternal, newborn and child health programmes.

THIS INCLUDES

- 582,813** BIRTHS ATTENDED BY A SKILLED ATTENDANT
- 585,226** CHILDREN VACCINATED
- 407,254** CHILDREN TREATED FOR ACUTE MALNUTRITION
- 3.1 M** CASES OF MALARIA, PNEUMONIA, DIARRHOEA AND MALNUTRITION TREATED
- 1.2 M** PREVENTIVE INTERVENTIONS*

* DPT3/PENTA3 immunisations and births assisted by a skilled attendant

...OVERCOMING BARRIERS

In 2014, we'll be focusing on the key barriers to achieving our breakthrough ambition that no child under the age of five dies from preventable causes, and public attitudes will not tolerate high levels of child deaths.

We'll be supporting the Every Newborn Action Plan and working with national governments and donors to ensure that resources are available to tackle high rates of newborn mortality.

We'll work to sustain progress in countries that are on track to achieve MDG 4 and to secure the policy changes that will increase child survival rates in those that aren't.

We'll highlight the challenge of saving children's lives in conflict settings and humanitarian crises, and the need to find effective ways to reduce child mortality in these contexts.

In 2013, Save the Children Italy launched a national campaign, which included an interactive village that toured four cities giving 8,000 visitors the chance to learn about the simple solutions that could save 6 million children's lives every year.



OUR GLOBAL CHALLENGE

We'll continue to work to ensure that every child:

- has access to essential healthcare, including before, during and after birth
- survives their first day
- is vaccinated against killer diseases
- is within reach of a properly trained, supported and equipped health worker
- has the nutrition they need to survive and fulfil their potential.

And that every government has committed to ending preventable child deaths and to healthcare for all in the post-2015 agenda.

Paramedic Moyna Khatun gives Aklima an antenatal check-up on Save the Children's boat ambulance, which serves remote communities in Hobiganj, north-eastern Bangladesh

OUR BREAKTHROUGH – No child under the age of five dies from preventable causes, and public attitudes will not tolerate high levels of child deaths.

OUR GOAL – Millennium Development Goal (MDG) 4 – a two-thirds reduction in child mortality rates by 2015 – is achieved. Our campaign goal is a stepping stone towards the breakthrough.

OUR STRATEGIC OBJECTIVE – By 2015 we will have influenced changes in policy and its implementation that expand coverage of services and practices that dramatically accelerate sustainable and equitable progress towards MDG 4.

“WE KNOW THAT THE MDGS HAVE STARTED THE JOB, RATHER THAN FINISHED IT. EVERY CHILD HAS THE RIGHT TO SURVIVE, NO MATTER WHERE, OR TO WHOM, THEY’RE BORN. THAT’S WHY WE’RE JOINING THE CALL FOR AN END TO PREVENTABLE CHILD DEATHS BY 2030, AND ARE CAMPAIGNING TO HAVE THIS ADOPTED AS AN EXPLICIT TARGET IN THE UN POST-2015 FRAMEWORK.”

Jasmine Whitbread, CEO, Save the Children



Front cover photo: Save the Children
Nikita, 5, in Andhra Pradesh, India, where, as part of Save the Children’s Early Childhood Care and Development programme, she receives regular health check-ups and her mother, Nagamani, is given help and advice about nutrition

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The impact of both our campaign and programme work has been greatly strengthened by our dynamic partnerships with influential partners. These include: the Swedish government (Sida), which committed to a three-year investment in advocacy and community mobilisation; the Bill & Melinda Gates Foundation, which has invested in EVERY ONE advocacy, and in advocacy and research on newborn babies (Saving Newborn Lives); a partnership with leading healthcare provider Merck to train, support and advocate for frontline health workers; a new collaborative framework with UNICEF on health policy; a global corporate partnership with Unilever to improve the nutritional status of children under five; support from Johnson&Johnson to reduce the number of babies dying from asphyxia; and a partnership with GlaxoSmithKline (GSK), which has committed to donate at least £15 million towards transforming children’s health in some of the world’s poorest countries.

We’ll continue to bring together corporate sector partners, civil society, governments and others who share our commitment to bringing about the changes that will save children’s lives.

