



Save the Children

# EVERY ONE

ONE-YEAR-OLD SHIVAM TAKES HIS FIRST STEPS. HE'S ONE OF THOUSANDS OF CHILDREN OUR **EVERY ONE** CAMPAIGN HAS HELPED SURVIVE AND THRIVE (SEE PAGE 2).

Read more about what we've achieved in the campaign's first full year, and how we're scaling up in 2011 towards our goal of saving millions of under-fives by 2015.

# EVERY ONE A GIANT STEP

World leaders made an historic promise in the Millennium Development Goals (MDGs) to reduce child mortality by two-thirds and maternal mortality by three-quarters by 2015. But with only five years to go, progress is off track and millions of newborn babies, children and mothers around the world are continuing to die. In light of this, Save the Children launched EVERY ONE – its biggest-ever global campaign. Our ambitious aim is to inspire urgent action to meet the global promise made to children and mothers.

Shivam (front cover) lives in Sanjay Colony, a slum next to a rubbish tip in Delhi, India, where Save the Children is helping to provide free healthcare and advice about nutritious food.

As part of the EVERY ONE campaign in India, we've expanded our work in maternal, newborn and child survival in seven of the poorest and most marginalised states, reaching 300,000 newborn babies and pregnant women. We're also working with government counterparts to ensure that maternal, newborn and child survival is prioritised in the forthcoming five-year national plan and we're pressing for increased health spending on newborn babies and children.

## Making progress...


- 19 of 68 developing countries are on track to achieve MDG 4 – to reduce child mortality
- 17 countries have reduced child mortality by at least half since 1990
- 47 countries have accelerated progress since 2000

## ...But much work remains

- More than 3.5 million additional health workers are needed, including 1 million community health workers
- More than 40 million children under five have extremely limited access to essential health services
- 48 million women – one in three – give birth every year without a midwife and, shockingly, 2 million are completely alone
- Decline in child mortality has slowed in 12 countries
- Pneumonia, diarrhoea and malaria remain the largest killers and undernutrition contributes to a third of all child deaths
- Globally, over 40% of under-five deaths occur in the first month of life



Andy Hall



Community health worker Sangita Lonbale (Dr Bang's latest recruit) checks up on new mother Vaishali Ada and her 13-day-old son at their home in Dibana village, Maharashtra, India.

"WITH EQUIPMENT ON HER SHOULDERS, AND WITH KNOWLEDGE IN HER HEAD, AND SKILLS IN HER HANDS, AND COMPASSION IN HER HEART, [THE COMMUNITY HEALTH WORKER] CAN GO FROM HOME TO HOME, SHE CAN GO FROM HUT TO HUT, AND SHE PRACTICALLY BECOMES A MOBILE NEWBORN CARE INTENSIVE UNIT."

Dr Abhay Bang, Co-founder of SEARCH (Society for Education, Action and Research in Community Health) and supported by Save the Children

## SAVE THE CHILDREN WILL...

- **EXPAND** our health and nutrition programmes in more than 35 countries. By 2015, we'll be reaching 50 million young children and mothers annually and will have participated in the training and support of 400,000 health workers
- **MOBILISE** a movement of more than 60 million citizen actions across the world showing governments the strength of support for our campaign
- **INFLUENCE** governments and others to provide the funding and make the policy changes needed to accelerate progress towards saving lives
- **BUILD** innovative and effective partnerships nationally and internationally with the corporate sector; governments, media, professional associations, academics, sport and entertainment, and civil society groups
- **INVEST** We'll more than double our investment in maternal, newborn and child health and nutrition to reach US\$500 million annually in 2015

## 2010 HIGHLIGHTS

### Every Woman, Every Child

In September 2010, the UN Secretary-General launched a new global strategy called EVERY WOMAN, EVERY CHILD. It includes pledges of US\$40 billion over the next five years to reach millions of the world's poorest children and mothers. The strategy was the result of an enormous global effort by campaigners and supportive governments.

"Save the Children's work to put these issues on the global agenda and to line up citizen and voter support in a number of countries has been critical. Without this proactive effort it would not have been possible to bring together such a diverse range of partners behind women's and children's health." Robert Orr, United Nations Assistant Secretary-General

### Prioritising child survival at the G8 and African Union

Save the Children and civil society partners successfully lobbied the Canadian government to make maternal, newborn and child survival a priority at the 2010 G8 meetings. The African Union also included many of our policy calls in its declaration on maternal, newborn and child health.

### Children's rights to survival

Save the Children and others led the effort to put child survival on the agenda of the Committee on the Rights of the Child. Our advocacy in Geneva encouraged the Committee to begin work on a General Comment on child health and children's rights. This legal instrument will require countries to prioritise policies that cut child mortality, in order not to be in breach of the UN Convention on the Rights of the Child.

"THE INITIATIVE **ENCOURAGES** WOMEN TO GIVE BIRTH IN A HEALTH CLINIC AND THEN **PROVIDES** THEM WITH THREE HOME VISITS FROM HEALTHCARE WORKERS, IN THE WEEKS FOLLOWING THE BIRTH. THESE VISITS HELP MOTHERS LEARN ABOUT HOW TO CARE FOR THEIR CHILDREN, INCLUDING EXCLUSIVELY BREASTFEEDING."

Melinda Gates, speaking about Save the Children's Saving Newborn Lives Programme, Davos Economic Forum, 27 January 2011

## EVERY ONE SAVING LIVES

In 2010 the EVERY ONE campaign reached just over **40 MILLION** young children and mothers.

In **BANGLADESH**, where we're training female health workers in rural areas with few health facilities, there's been a 34% reduction in newborn deaths. A Save the Children-supported pilot programme to treat and prevent severe acute malnutrition is now being scaled up in other parts of the country.

**"In the beginning people thought 'how can this lady treat a child?', but now I'm confident that I can manage these cases."**

Marziya, community health worker, Patuakhali, Bangladesh

In **AFGHANISTAN**, where women face a 1 in 11 lifetime risk of dying from complications during pregnancy and childbirth, and one in five children dies before their fifth birthday, we've helped train more than 3,600 community health workers and 60 midwives, and over 120,000 under-fives have received

treatment for common illnesses and acute malnutrition.

In the Amhara region of **ETHIOPIA**, we're building maternity wards in three regional health centres and training health workers. We've also provided an ambulance that is transporting pregnant women.

In **NIGERIA**, which has the highest number of newborn and under-five deaths in Africa, we're part of a partnership that's improving the quality and availability of healthcare in four states. The number of children fully immunised against common childhood illnesses has already gone up from 16% to 47%, and 63% (up from 15%) are now protected against tetanus at birth.

In **LIBERIA** we've built or refurbished 15 clinics helping nearly 200,000 children.

In **SIERRA LEONE** we've reached 235,000 children and 291,000 adults by rehabilitating and equipping health centres, training health workers, setting up 'belly woman' support groups and providing 24/7 emergency obstetric care units.

In **PAKISTAN**, through the Pakistan Initiative for Mothers and Newborns project, we've helped train and support more than 30,000 healthcare workers in 24 districts and reached over 4 million women of reproductive age through support groups.

In **NEPAL** we've been at the helm of a nationwide effort by the government and key partners to demonstrate and scale up lifesaving healthcare provided by community volunteers to mothers and newborn babies who can't get to a health centre.

In **MALAWI** we're working hand-in-hand with the Ministry of Health and other partners to demonstrate and evaluate the feasibility, cost and outcomes of a community-based maternal and newborn care package delivered by community health workers. In 2010, 720 community health workers made home visits to pregnant women, recently delivered mothers and newborn babies.



Caroline Trutmann/Save the Children



Abayanesu, whose one-month-old daughter has gained 400 grams since being born prematurely in Black Lion Hospital, Addis Ababa, Ethiopia. Abayanesu is practising kangaroo mother care, which involves skin-to-skin contact and exclusive breastfeeding.

## EVERY ONE IN EMERGENCIES

In emergencies the risk of life-threatening illnesses such as diarrhoea, pneumonia and cholera can increase dramatically. Part of our EVERY ONE campaign is therefore to target under-fives, pregnant women and mothers in our emergency responses. In 2010 we responded to the needs of children and their families in 40 emergencies around the world.

In **HAITI** we've benefited more than 2 million people since the January 2010 earthquake. With local and international partners, we opened 80 clinics and nutrition support facilities in the areas most affected. When a cholera epidemic broke out in October 2010,

we quickly opened treatment centres and worked to prevent further spread of the disease.

Following extensive flooding in **PAKISTAN**, we reached more than 3.3 million people affected by devastating floods. This included operating mobile health teams, providing ambulances and supporting community-based female health workers.

During **NIGER**'s 2010 food crisis, which failed to hit the headlines like other disasters, we helped nearly 200,000 under-fives and 3,200 women with free healthcare and treated 98,600 children suffering with malaria.

Marie-Naomi provides lifesaving support to children and mothers in a makeshift camp near Port-au-Prince, Haiti. As well as newborn and child healthcare, we're providing ante- and postnatal care and preventing and treating acute malnutrition, including through the promotion and support of breastfeeding.



Susan Mamer/Save the Children

"WE'D LIKE TO APPLAUD SAVE THE CHILDREN FOR THEIR COMMITMENT AND FOR BEING A TRUE PARTNER, NOT DOING IT FOR THE GLORY, BUT FOR GIVING SIERRA LEONE SOMETHING WE CAN USE FOR OUR CHILDREN."

Representative of Sierra Leone government

## EVERY ONE A POLITICAL PRIORITY

Save the Children never set out to do it alone. We know that reducing child and maternal mortality – and sustaining progress beyond 2015 – will take massive political will and commitment. By working with and lobbying governments, we've seen political breakthroughs that will affect millions more children than we can reach through our direct work.

These are just a few of the successes EVERY ONE has contributed to in the first full year of the campaign...

**SIERRA LEONE** has been called the toughest place in the world to be born. An overwhelming majority of mothers said the reason they didn't give birth at or take their children to health centres was because they simply couldn't afford to. After strong campaigning by ourselves and partners, the government abolished healthcare fees in April 2010. Already this has led to a 179% increase in the numbers of children being seen at health centres.

In November 2010, the government of **INDIA** announced that it will prioritise maternal, newborn and child health in its next five-year plan. Dr Syeda Hameed, Member of the Planning Commission, said Save the Children bringing people together on this issue is building pressure for real change.

Following an advocacy campaign by Save the Children and partners, the government of **NIGERIA** passed a national health bill focusing on primary healthcare and maternal and child health. The federal government and governments of 36 states have committed 15% of annual budgets to health (up from 6%).

In **PAKISTAN** the EVERY ONE campaign launch was attended by over 350 ministers, parliamentarians and national and international media. The government committed to a three-fold increase in spending on health, focusing particularly on maternal, newborn and child health.

"FREE HEALTHCARE HAS MADE A BIG DIFFERENCE... NOW I CAN COME WITH MY CHILDREN TO THE CLINIC WITHOUT HAVING TO WORRY ABOUT THE COST."

Fatmata, at a clinic in Freetown, Sierra Leone, where her daughter, Ramatulai, has been diagnosed with pneumonia and malaria.

# HEALTH WORKERS SAVE LIVES

In 2010 we helped train 84,906 health workers in developing countries. By 2015 we aim to have increased this number to 400,000.

Health workers are the backbone of healthcare. Properly trained and equipped, they can prevent most child and maternal deaths. Without them, millions of mothers and children have no one to diagnose illnesses, dispense treatment, assist at births or provide immunisation. But the world is short of health workers and millions of them lack the power, training, equipment and medical supplies to deliver basic health services.

To stop preventable deaths of newborn babies, children and mothers, we need a health worker within reach of every vulnerable child and mother. New and existing health workers need to be trained, equipped and supported to deal successfully with the principal threats to survival of mothers and children. Investing to increase the numbers of doctors, nurses, midwives and community health workers and to expand the range and quality of services provided through existing health workers is essential. That's why Save the Children's EVERY ONE campaign is investing in the training and support of health workers.

## Health workers – the numbers gap

- More than 3.5 million additional health workers are needed to close the healthcare gap, including 1 million community health workers
- 48 million women – one in three – give birth every year without a midwife and, shockingly, 2 million are completely alone
- More than 40 million under-fives have no or extremely limited access to essential health services
- The World Health Organization recommends a minimum of 2.3 doctors, nurses and midwives for every 1,000 people. According to this measure, 61 developing countries have a critical shortage of health workers



Rachel Palmer/Save the Children

## Health workers Save the Children helped train in 2010



Figures on the map include health workers trained with our direct support and those trained by the government or other partners as a result of our significant contribution to national training packages or policies (eg, developing and testing clinical guidelines and training curricula, and training trainers). In Pakistan, for example, 10,980 health workers have been trained with our direct support (technical, material or financial) and 15,404 trained at national level by other partners in evidence-based packages which Save the Children played a lead role in developing and testing.

“I felt happy after the training because I’ve now treated 20 children with pneumonia and given people the drugs they need to treat malaria.”

Doris qualified as a community health worker near Mvolo in Southern Sudan in April 2010. With medicine and equipment provided by Save the Children, she is now able to treat malaria, diarrhoea and pneumonia. In Southern Sudan, only one in four people lives within reach of a functioning health centre, only 13% of children are immunised and only 12% of families have a mosquito net.



## BUILDING A GLOBAL MOVEMENT

“CHILDREN UNDER FIVE STILL DYING FROM PREVENTABLE DISEASES EVERY YEAR IS NOT RIGHT. WE WANT TO SEE OUR COUNTRY COMMITTED TO HELPING MAKE THIS A THING OF THE PAST.”

Josie, one of three ‘mummy bloggers’ from the UK, visiting our programmes in Bangladesh. Her stories reached 10 million people.

The EVERY ONE campaign has already generated 6 million ‘handraiser’ actions in support of the campaign. In 2010 millions of people around the world played their part to help save a life. They’ve run marathons, pledged support, signed petitions, raised awareness, texted a donation and helped save lives.

In **ITALY** 800,000 people took part in a national TV and SMS campaign and raised nearly US\$4.3 million for the campaign. On 6 October 2010, the people of Rome, Milan and ten other major cities woke to find thousands of red balloons covering the main streets and squares. Each balloon carried the words ‘Don’t let them go’, referring to the children’s lives. Members of the Fiorentina football team posed with the balloons and branded their shirts with the Save the Children logo to show their support.

In **MYANMAR** (Burma) 100,000 people supported the campaign, including popular rock star Phyu Phyu Kyaw Thein.

In **BANGLADESH** around 5,000 people, including many celebrities, braved heavy rain and floods to show their support at the ‘I care, I walk’ event, which finished with a spectacular concert by some of Bangladesh’s finest musicians.

In **UGANDA** the campaign was launched by the First Lady of Uganda with a free, full-day event, packed with activities including a football game where Parliamentarians challenged a number of ex-Uganda internationals.

In **AUSTRALIA** and **GERMANY** campaigners knitted 300,000 hats to send to health projects around the world to keep newborn babies warm.

In **SOUTH KOREA** supporters, including the First Lady, knitted 93,000 babies’ hats and students sent campaign postcards in advance of the G20 summit.

In **INDIA** 320,000 people were brought on board through public hearings, postcard campaigns and various events.



"TODAY WE DECIDED THAT OUR SUPPORT FOR THIS INTERNATIONAL ORGANISATION, FOR AN IMPORTANT PROJECT LIKE **EVERY ONE**, SHOULD GROW TO A HIGHER LEVEL, AND WE DECIDED TO OFFER... THE MOST VISIBLE PLATFORM... WE HAVE AVAILABLE – OUR SHIRTS."

Mario Cognigni, Fiorentina's Vice-President

In **PAKISTAN** hundreds of streamers and banners highlighting the campaign were displayed in the capital, Islamabad.

In **ETHIOPIA** 5,000 runners and spectators, including world record holder Haile Gebrselassie, took part in a half marathon.

In the **UK** 200,000 people took part in activities throughout 2010, and in January 2011 'No Child Born to Die', a mass media campaign, was launched to contribute to the global EVERY ONE campaign.

In the **USA** more than 170 adults and children held meetings with Members of Congress and their staff to launch the campaign, and supporters knitted more than 120,000 hats for newborn babies.

"THIS CAMPAIGN IS AIMED AT CUTTING PREVENTABLE DEATHS OF CHILDREN IN OUR COUNTRY AND IS CLOSE TO MY HEART."

Kunal Kapoor, Bollywood actor and EVERY ONE Campaign Ambassador

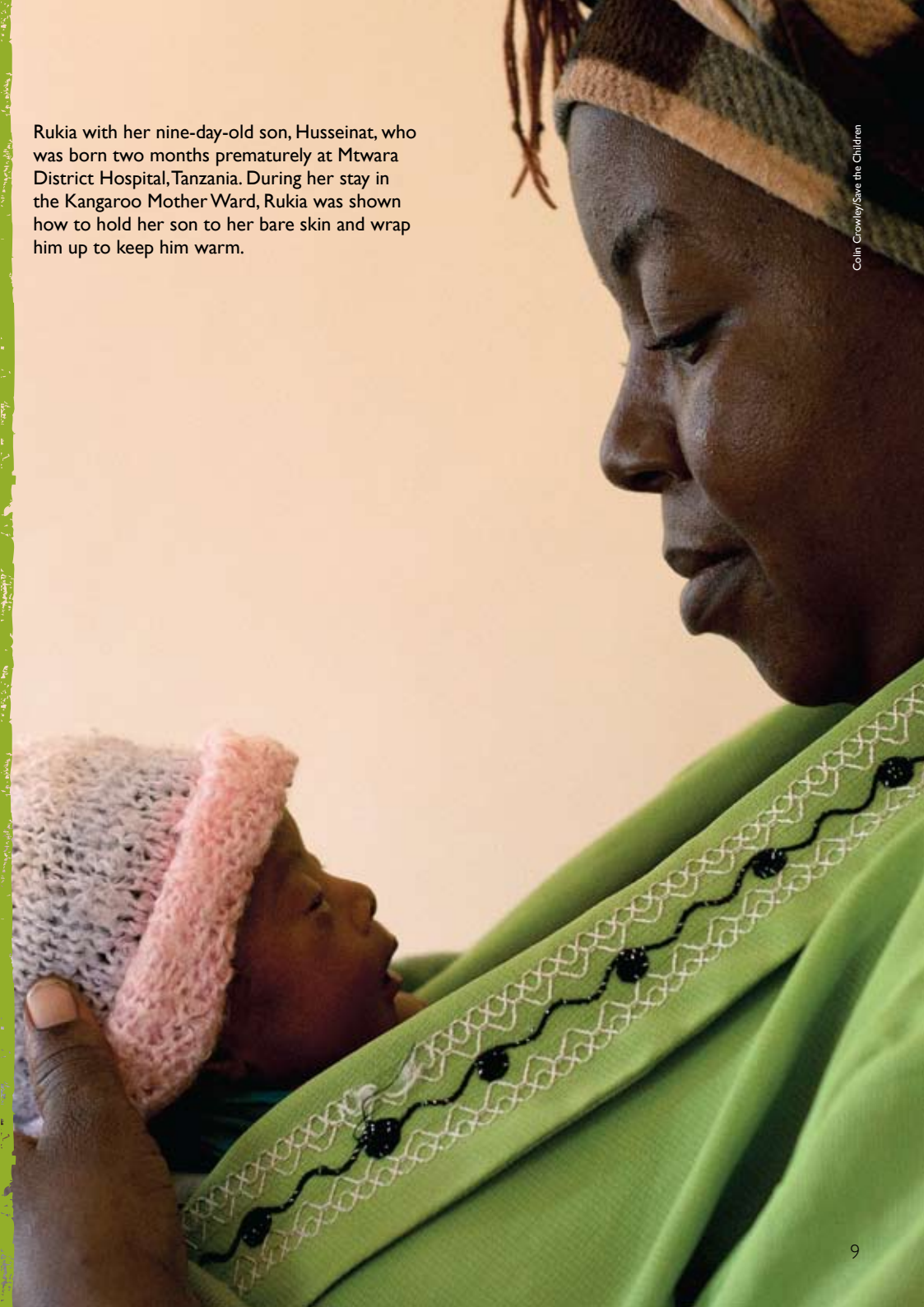
### Campaign ambassadors

We want to thank all those outstanding personalities who have supported our campaign around the world, including Bollywood actors Priyanka Chopra and Shabana Azmi in India, the Fiorentina football team in Italy, actor Claire Danes (pictured) in the US, singer Annie Lennox in the UK, actor Cecilia Cheung in Hong Kong, Olympic record holder runner Haile Gebrselassie in Ethiopia, and the Nobel Peace Prize Laureate Shirin Ebadi, who launched our campaign report in Spain.



Actor Claire Danes adds her thumbprint to thousands 'pressing for change' at the UN's September 2010 summit.

Rukia with her nine-day-old son, Husseinat, who was born two months prematurely at Mtwara District Hospital, Tanzania. During her stay in the Kangaroo Mother Ward, Rukia was shown how to hold her son to her bare skin and wrap him up to keep him warm.



Colin Crowley/Save the Children

## EVERY ONE A FUNDRAISER

Since the start of the campaign, we've raised **US\$565 MILLION** and have identified where we'll get 75% of the future funding we need to achieve our goal of \$2 billion. This leaves a funding gap of \$354 million before the end of 2014, which we're aiming to raise through significant global corporate partnerships as well as other sources such as governments, foundations and individuals.

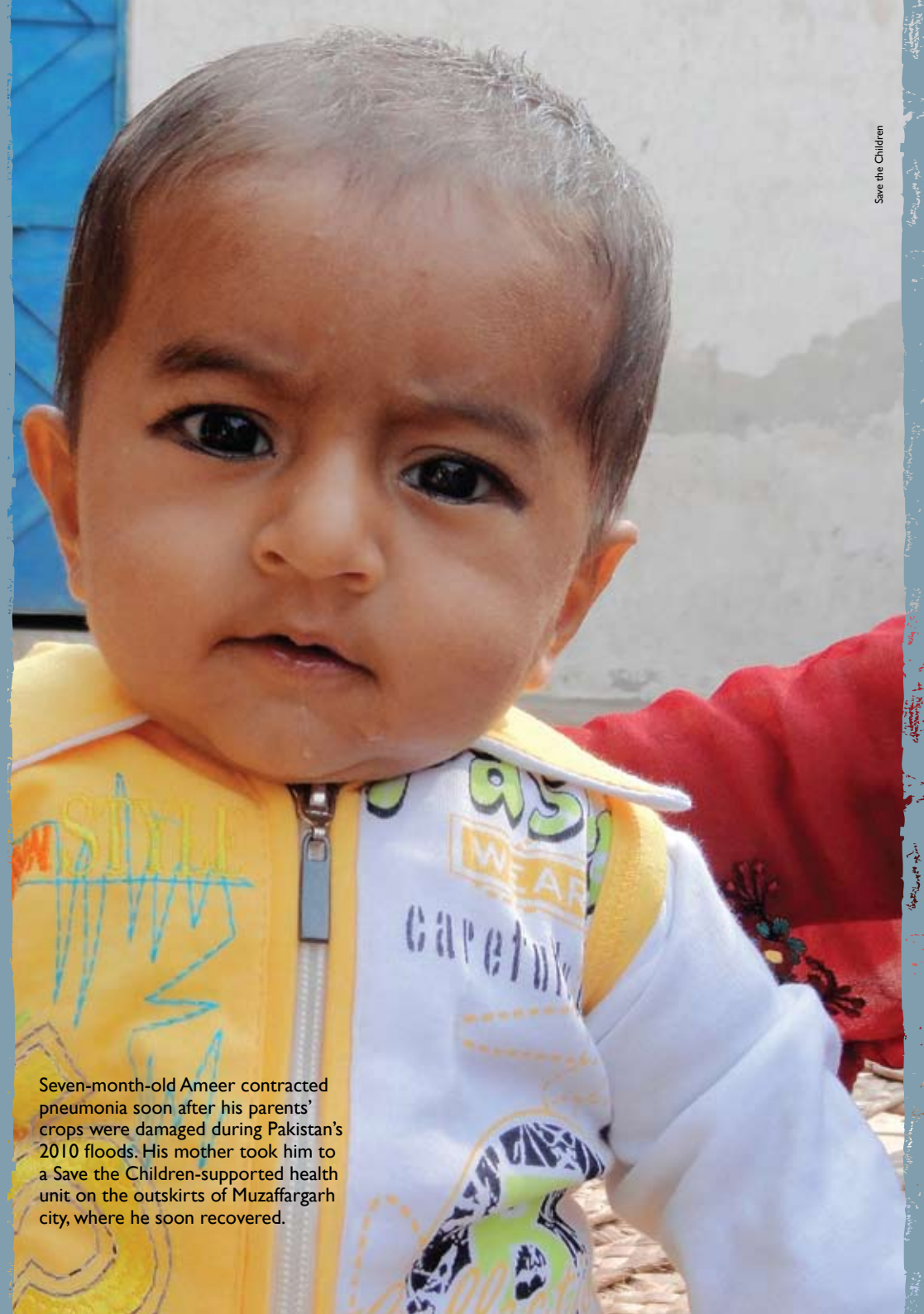
In 2011 we're focusing on raising funds for our immediate priority countries – Afghanistan, China, Ethiopia, India, Nigeria, Pakistan and Sierra Leone – and a small number of others.

Even a small amount of money can save a child's life...

- \$5** = a mosquito net, protecting a child from malaria
- \$16** = medicine to treat 27 children for life-threatening diarrhoea
- \$41** = medicine to treat 82 children with pneumonia
- \$47** = a course of emergency food supplements to save a severely malnourished child's life
- \$150** = training for a health worker
- \$926** = the cost of helping one child survive all the threats to their health in their first five years

But we're also looking for big money, to save thousands more ...

- \$982,000** = a maternity centre in Tanzania staffed with trained midwives and community health workers
- \$1.6 million** = food supplements for 180 communities in Pakistan with high numbers of malnourished children



Seven-month-old Ameer contracted pneumonia soon after his parents' crops were damaged during Pakistan's 2010 floods. His mother took him to a Save the Children-supported health unit on the outskirts of Muzaffargarh city, where he soon recovered.

## Exciting new partnerships

### Born to Care: Mothercare and Early Learning Centre



Mothercare and Early Learning Centre are aiming to raise £1.75 million over three years

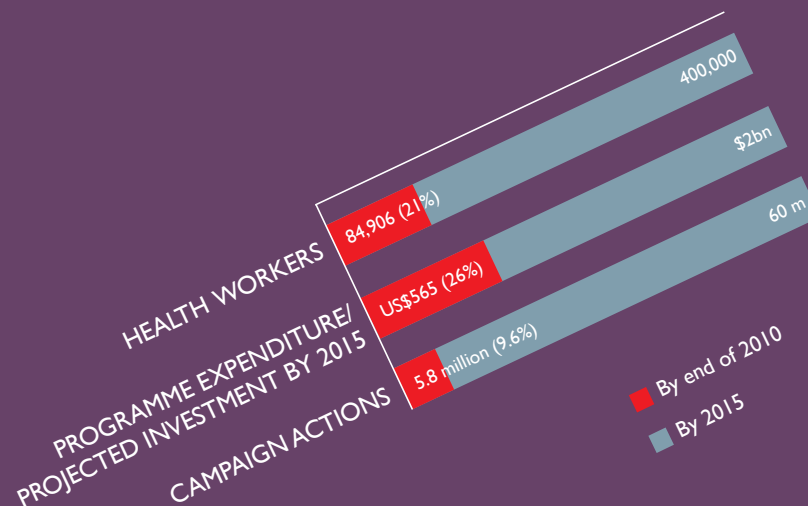
to support Save the Children's work to improve and save children's lives. Leann Atkinson, Head of Corporate Social Responsibility, said the company chose to partner Save the Children because it has a global presence and because its brand values fit well.

“Our DNA is about care for parents, and nothing is more important for them than the protection of their children.”

### See Where the Good Goes™

In the US, we've partnered with the Ad Council to create a public service advertising campaign. Called See Where the Good Goes™, the campaign, which will run for three years, aims to raise awareness of what frontline health workers in developing countries are doing to address the preventable and treatable causes of childhood mortality. It employs a variety of communications, marketing and advocacy strategies – such as a microsite, social media sites, and TV, radio and print advertising – to mobilise the American public. The pro bono creative agency for the campaign is BBDO and the Ad Council is able to gain donated media space worth many millions of dollars each year.

# EVERY ONE SO FAR



The chart shows the progress of the campaign so far.

- **HEALTH WORKERS:** Where Save the Children has made a significant contribution to the training of health workers
- **EXPENDITURE:** This includes programme expenditure so far and predicted investment for the remaining years of the campaign
- **CAMPAIGN ACTIONS:** The number of individual actions taken by people to express their support for the EVERY ONE campaign or, more generally, for the issue that children should not die of preventable illnesses

# EVERY ONE TOGETHER IN 2011

WE'RE BIG, BUT WE'RE AIMING EVEN BIGGER. WE CAN'T AFFORD TO STAND STILL.

WE NEED TO TAKE ACTION, KEEP LEARNING, AND NOT BE AFRAID TO TAKE RISKS.

JOIN US IN THE FIGHT FOR CHILD SURVIVAL.

In 2011 we'll be mobilising 25 million people around the world to support two key political breakthroughs urgently needed this year:

- **REDUCING** the global 3.5 million shortage of health workers. At a major UN Summit in September 2011 we need to have persuaded governments to each make commitments to fill a specific and significant part of that gap.

- **TACKLING** the US\$3.7bn global funding gap for vaccines. New and existing vaccines for children in the poorest countries could save an additional 2 million lives a year by 2015. But there is currently a funding shortfall. At a major pledging conference for the Global Alliance for Vaccines and Immunisation (GAVI) in London in June we need to see real funding commitments from world leaders.

All figures correct at time of printing. Some figures for 2010 may be updated in the future as more data is collected.

## THE VALUE OF EVERY CHILD

WE BELIEVE EACH AND EVERY CHILD HAS THE SAME FUNDAMENTAL RIGHT TO SURVIVE AND WE PUT EQUITY AT THE HEART OF OUR APPROACH.

## THE POWER OF EVERY ONE

WE BELIEVE COLLABORATION AND INNOVATIVE PARTNERSHIPS ARE CRITICAL IF WE ARE TO ACHIEVE OUR GOAL.

## OUR DETERMINATION TO SUCCEED

WE BELIEVE THE GOAL OF THE CAMPAIGN CAN BE REACHED AND WE WILL DO EVERYTHING IN OUR POWER TO ACHIEVE IT.

We look forward to your ongoing partnership in 2011 and beyond as we work together to save more lives.

[www.everyone.org](http://www.everyone.org)

