



www.child-survival.org

Increased Funding For Child Survival Programs Should Be Strategically Pursued Through Effective Advocacy, Public Education, And Outreach

Andrew E. Barrer, Ph.D.
November 5, 2007



What is the Coalition?

The US Coalition for Child Survival is a coalition of organizations and individuals united to strengthen U.S. and global commitment to improve the survival and health of children under five in developing countries.



Mission of the Coalition

Enhance U.S. and global commitment and resources to improve survival, health, and nutrition of children under five in developing countries...

...through **3** main goals.



Mission of the Coalition

Goal #1

Increase awareness and understanding of unmet health needs, effective interventions and resources needed to improve child survival and health.



Current Situation

- Each year almost *10 million children die* before the age of five – nearly 27,000 every day – mostly from preventable or treatable causes. This is down from 30,000.
- 98% of these deaths occur in only 60 developing countries.
- Nearly 70% of neonatal deaths occur in just 10 countries in Africa and Asia.
- 38% of all child deaths occur in the first month of life.



Main Causes of Death

Disease/Condition	Proportion of Under-five Deaths
Neonatal Illnesses	37%
Pneumonia	19%
Diarrhea	17%
Malaria	8%
Measles	4%
AIDS	3%
Injuries & Other	13%
Malnutrition is an underlying cause of 53% of all child deaths	

Source: *The Lancet*.
Vol.365, June 25, 2005



Gaps in Child Survival

- Gaps in child mortality are increasing between rich and poor countries.
- Mortality rates in sub-Saharan Africa average 175 per 1,000 compared to 6 per 1,000 in industrialized countries.
- Within countries, gaps in mortality rates between rich and poor children are also increasing.



We Know What Works

- *Six million children each year could be saved* with basic, cost-effective measures such as: vaccines, antibiotics, insecticide-treated bed nets, breastfeeding, micronutrients, and health and nutrition education.
- *We know what it takes to improve child health* but *increased resources* are needed to ensure all children have access to these proven measures.
- ***The Public is overwhelmingly on our side!***



Mission of the Coalition

Goal #2

Advocate and **mobilize commitment and action to achieve child survival targets** set forth in the Millennium Development Goals and the United Nations Special Session on Children.



Global Commitment

Millennium Development Goal #4

By 2015, reduce by two-thirds the mortality rate among children under five

Between 1990 and 2002 the **United States**, along with leaders from around the world, made measurable **commitments to the world's children** through goals set at the World Summit for Children, the Millennium Development Summit, and the United Nations Special Session on Children.



United States Leadership

Over the last thirty years, the **U.S. has been a leader** in child health by providing funding and technical expertise.

By placing child survival as a priority on the global public health agenda in 1980s, the United States helped lead a global **“Child Survival Revolution”** that has resulted in a 19% reduction in child mortality rates for children under five in the past two decades.



Mission of the Coalition

Goal #3

Increase the level of US public, private, and multilateral **funding** for child and maternal survival and health.



Increased Resources Needed

- Since the mid-1990s, United States Government funding for child and maternal health programs has been virtually stagnant.
- Between 1995 and 2006 funding for the child and maternal health programs increased from \$316 million to \$360 million, an increase of only 6%, while the population of children under the age of 5 grew by 15%.
- An annual investment of \$1.6 billion is required to effect a solution and bring US contributions to an equitable level.



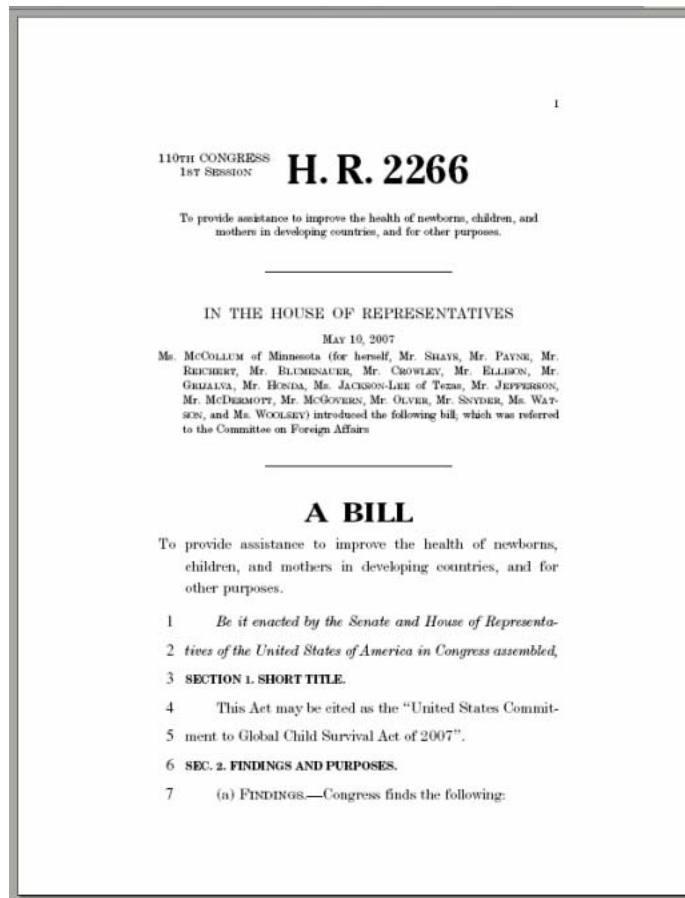
Increased Resources Needed

- In order to achieve internationally recognized child mortality goals increased resources are needed!
 - Now is the time for the United States to **renew its commitment** to reaching child survival targets by **increasing resources** for basic health actions that prevent child deaths.
 - The US Coalition for Child Survival is advocating for the United States Government **to double its existing funding level** for basic, life-saving programs to \$660m.



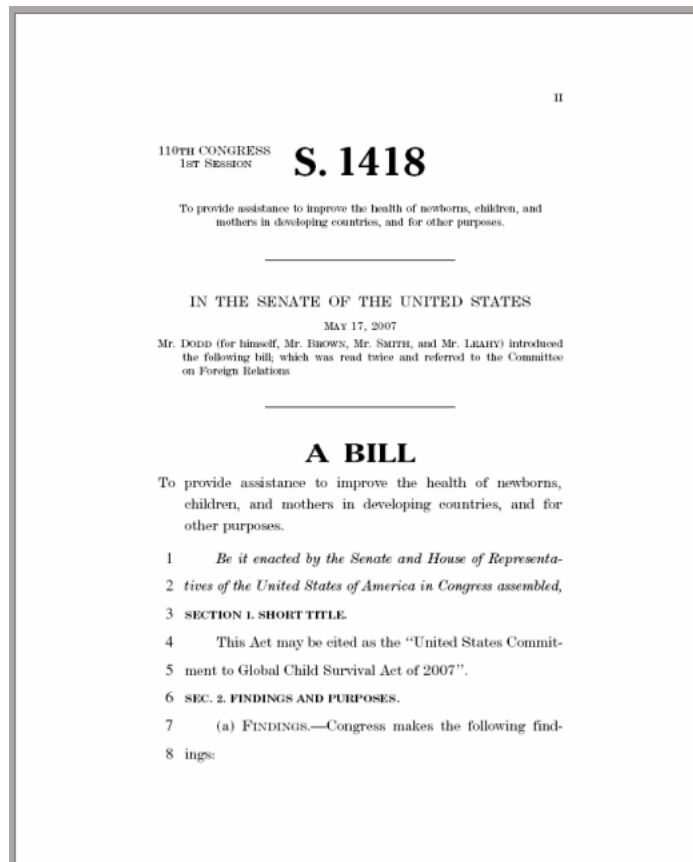
Global Child Survival Act

- H.R.2266 was introduced May 10, 2007 by Rep. Betty McCollum (D-MN), Rep. Chris Shays (R-CT), and several others.



Global Child Survival Act

- S.1418 was introduced May 17, 2007 by Sen. Chris Dodd (D-CT), Sen. Gordon Smith (R-OR), and several others.



The ONE Campaign

www.one.org

The screenshot shows the ONE Campaign website homepage. At the top left is the logo "ONE THE CAMPAIGN TO MAKE POVERTY HISTORY" with a silver ring icon. To the right is the slogan "POWERED BY: YOU". A navigation bar includes links for HOME, TAKE ACTION, ABOUT THE ONE CAMPAIGN, ISSUES, PARTNERS, NEWS, BLOG, and PHOTOS. Below this are three tabs: "What is ONE", "Who is ONE", and "Where is ONE". The main content area features a large image of a woman in a white top and a wide-brimmed hat in a field. Text on the left of the image says "ONE is the campaign to make poverty history." On the right, a large number "02,419,791" is displayed, with the text "people are standing as ONE." below it. Further down, there are sections for "We Believe" and "We Recognize" with statistics about global poverty. A "Take Action" section lists several ways to get involved, such as signing a declaration or wearing a wristband. Below that is a "ONE Videos" section with three video thumbnails and their titles: "ONE.org Click Video", "2006 'ONE Vote' TV Spot", and "Swaziland, Africa HIV/AIDS...". There is also a "ONE Groups" section at the bottom.



Coalition Activities

Education

- Web site
- Newsletter
- Congressional Briefings
- Speakers Bureau
- Media Outreach
- Private Sector Partnerships

Advocacy

- Global Child Survival Act of 2007
- Legislative Education
- Grassroots Mobilization
- Advocacy Days
- Sign-on Letters



Steering Committee

Governing committee that provides leadership to the Coalition

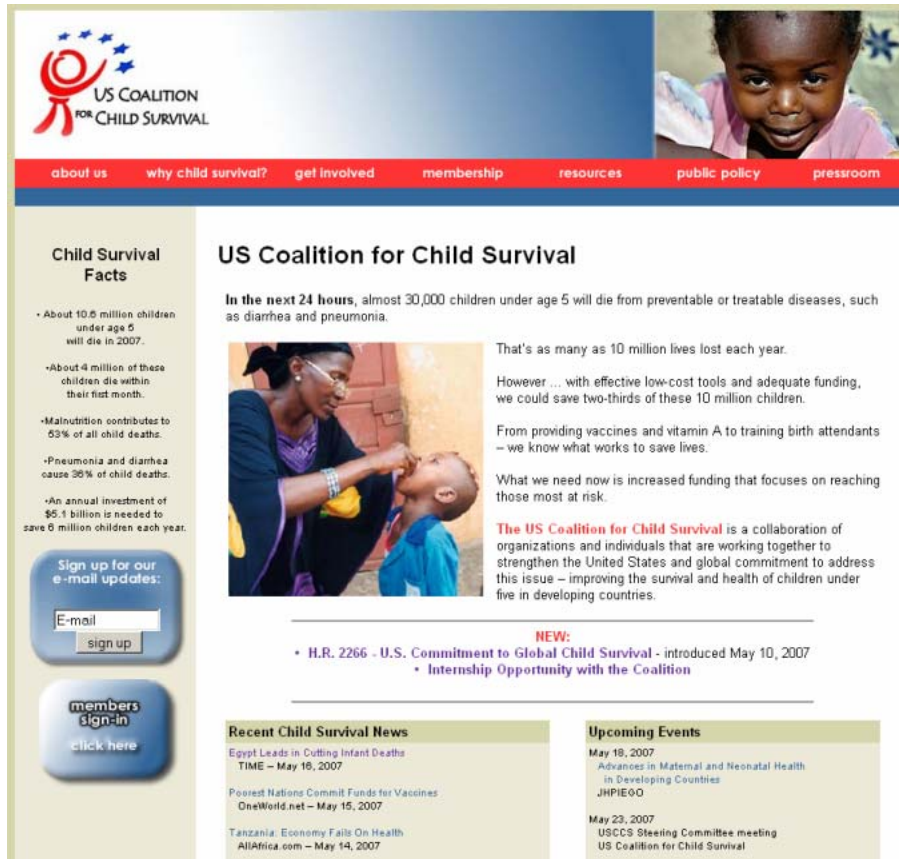
Current members include:

- **Academy for Educational Development**
- **APHA**
- **Bill & Melinda Gates Foundation**
- **Christian Connections for International Health**
- **CORE Group**
- **Future Generations**
- **Global Health Council**
- **Johns Hopkins Bloomberg School of Public Health**
- **John Snow, Inc.**
- **Management Sciences for Health**
- **PATH**
- **RESULTS**
- **Save the Children**
- **Student Campaign for Child Survival**
- **United Nations Association of the USA**
- **U.S. Fund for UNICEF**



For More Information

www.child-survival.org
info@usccs.org




The screenshot shows the homepage of the US Coalition for Child Survival. At the top left is the logo, which consists of a stylized red figure with arms raised, surrounded by blue stars, with the text "US COALITION FOR CHILD SURVIVAL" below it. To the right of the logo is a photograph of a young child's face. Below the logo and photo is a red navigation bar with white text links: "about us", "why child survival?", "get involved", "membership", "resources", "public policy", and "pressroom".

Child Survival Facts

- About 10.6 million children under age 5 will die in 2007.
- About 4 million of these children die within their first month.
- Malnutrition contributes to 53% of all child deaths.
- Pneumonia and diarrhea cause 36% of child deaths.
- An annual investment of \$5.1 billion is needed to save 6 million children each year.

US Coalition for Child Survival

In the next 24 hours, almost 30,000 children under age 5 will die from preventable or treatable diseases, such as diarrhea and pneumonia.



That's as many as 10 million lives lost each year.

However ... with effective low-cost tools and adequate funding, we could save two-thirds of these 10 million children.

From providing vaccines and vitamin A to training birth attendants – we know what works to save lives.

What we need now is increased funding that focuses on reaching those most at risk.

The US Coalition for Child Survival is a collaboration of organizations and individuals that are working together to strengthen the United States and global commitment to address this issue – improving the survival and health of children under five in developing countries.

NEW:

- H.R. 2266 - U.S. Commitment to Global Child Survival - introduced May 10, 2007
- Internship Opportunity with the Coalition

Recent Child Survival News

- Egypt Leads in Cutting Infant Deaths
TIME – May 16, 2007
- Poorest Nations Commit Funds for Vaccines
OneWorld.net – May 15, 2007
- Tanzania: Economy Falls On Health
AllAfrica.com – May 14, 2007

Upcoming Events

- May 18, 2007
Advances in Maternal and Neonatal Health in Developing Countries
JHPiE00
- May 23, 2007
USCCS Steering Committee meeting
US Coalition for Child Survival

On the left side of the page, there are two buttons: "Sign up for our e-mail updates:" with an "E-mail" input field and a "sign up" button, and "members sign-in" with a "click here" button.





**Healthy children
worldwide
is an
attainable goal!**

Photos: Shawna Gibbs: sgibbs@gibbsstudios.com

