

# "Born To" Speak

## An update for speakers April 2011

By now most of you will be aware of our new 'No Child Born to Die' campaign which launched in January this year. This update should help you identify where to find useful information for speakers and highlight resources available to you. Your feedback on what type of resources you would find most useful would be very welcome. – please e mail me direct at [s.jagelman@savethechildren.org.uk](mailto:s.jagelman@savethechildren.org.uk) or send your comments to [speakingout@savethechildren.org.uk](mailto:speakingout@savethechildren.org.uk)

Over the next couple of months we will be reviewing the current materials available for speakers. This will include updating current materials and assessing the requirements of speakers. We will be in touch about this soon, in the meantime please feel free to contact Sue or the Community Support Team with any suggestions or ideas.

## NO CHILD BORN TO DIE

### Key messages

#### THE CAMPAIGN TO SAVE MILLIONS OF CHILDREN'S LIVES

In the world's poorest countries children are dying at a rate too awful to think about. Illnesses such as diarrhoea and pneumonia – stamped out years ago and dealt with easily here at home – are allowed to claim the lives of **8 million children under the age of five** every year. **1.5 million children** do not even make it through their first day of life. In the 21st century, this can't be right. In January 2011 we launched our biggest campaign ever – **No Child Born to Die**. We're asking millions of people across the UK to help us stop children dying.

**What we're doing:** Save the Children already has an impressive track record of saving children's lives, but we're expanding our work to achieve even more. Over the next three years we will:

- help more than **3 million children** beat killer diseases like pneumonia and diarrhoea
- treat at least 300,000 children for severe malnutrition and get better access to food for **3 million children**
- train **50,000 health workers** so that many more children can be diagnosed quickly and treated effectively
- ensure that **640,000 more babies** are delivered safely by **skilled birth attendants**, who will also provide essential post-natal care

**Challenging world leaders:** In 2000 world leaders committed themselves to reducing the deaths of children under five by two-thirds by 2015 – Millennium Development Goal 4 (MDG4) Progress has been made, with the number of child deaths per year dropping from 12 million in 1990 to 8.1 million in 2009. But to hit MDG4 we must move four times as fast. We're challenging world leaders to make sure children everywhere get the basic healthcare they need to survive. Just making new vaccines available to the poorest children could save 1 million lives every year. **Together we can stop this needless waste of young life.**

[savethechildren.org.uk](http://savethechildren.org.uk)



**Save the Children**

**No child born without a chance:** And we'll be helping children here in the UK too. No child should be born without a warm home, the right food, or the hope of a good education. That's why we're helping the poorest children in the UK get a better start in life at school and at home. And we'll press our government to make sure that no child in this country is born without a chance.

## What resources are available for speakers?

### Case Histories:

We will add case histories as the campaign develops. In the meantime, we have uploaded a case history about Doris, a Community Based Volunteer, in Domeri, near Mvolo. She's been trained by Save the Children to diagnose and treat malaria, pneumonia and diarrhoea in the community.

This can be located on the front page of the Speaking Out section on the Volunteer Extranet: [http://www.savethechildren.org.uk/en/6266\\_6273.htm](http://www.savethechildren.org.uk/en/6266_6273.htm)

If you would like to be sent laminated copies of this resource, please contact the Community Support Team on 0207 012 6997.

### Cost examples:

**£3** can buy a mosquito net, protecting a child from malaria.

**£7** could provide a birth kit to help a baby survive their vital first day of life

**£10** can buy medicine to treat 27 children for life-threatening diarrhoea.

**£25** can pay for medicine to treat 82 children suffering from pneumonia.

**£29** can pay for a course of emergency food supplements to save a severely malnourished child's life.

**£50** can buy 25 blankets to keep babies suffering from deadly pneumonia warm.

**£100** can pay to train a health worker to diagnose and treat children.

**£566** – less than £10 a month - is the cost of helping one child survive all of the threats to their health they could face during the vulnerable first five year

### Short films:

There is a range of short films about the campaign including the television advertisement which can be found on the Resources, Forms and Policies page located below:

[http://www.savethechildren.org.uk/en/6266\\_6270.htm](http://www.savethechildren.org.uk/en/6266_6270.htm)

To access this section of the site, please enter the **username: supporter, password: childrights**

The UK programmes Team have produced three short films which feature the work of **'Eat, Sleep, Learn & Play' (ESLP)** a UK programme responding to rising levels of need in the home, with goods, a benefit check and volunteering. **'In My Back Yard'**, a UK programme giving young people the voice, skills and resources to fight poverty in their own communities and **Families and Schools Together (FAST)** Save the Children's cutting edge parenting programme.

These videos are available on the Volunteer Extranet at the link below:

[http://www.savethechildren.org.uk/en/6266\\_6273.htm](http://www.savethechildren.org.uk/en/6266_6273.htm)

Other footage on the No Child Born to Die campaign can be viewed on Save the Children's YouTube site at the link below:

<http://www.youtube.com/savethechildreuk>

If you would like to obtain any of the footage mentioned above on DVD, please contact the Community Support Team who will arrange this for you.

## Leaflets:

A fold out leaflet ideal for use as a handout can be viewed under the No Child Born to Die section on the Speaking Out front page, link below:

[http://www.savethechildren.org.uk/en/6266\\_6273.htm](http://www.savethechildren.org.uk/en/6266_6273.htm)

Paper copies of this resource can be order via the Community Support Team on 0207 012 6997.

Another pamphlet designed specifically for volunteers and staff can be viewed at the same link. This is designed to help convey the message of the campaign. Paper copies of this resource are still being printed but will be available from the Community Support Team at the beginning of next month.

Also available at the link above, is the campaign script and a two page leaflet which outlines the campaign, its goals and achievements made in this area so far. Both of these will be useful when putting a talk together.

## Other relevant Speaking Out resources:

Many of the resources already on the Speaking Out pages of the Volunteer Give time Extranet will also be useful, in particular the Friendship Funday 2010 "props box" talk outline based on child survival items. This can be downloaded at the link below:

[http://www.savethechildren.org.uk/en/docs/Friendship\\_Funday\\_Props\\_Box\\_Talk\\_Outline\\_Final.doc](http://www.savethechildren.org.uk/en/docs/Friendship_Funday_Props_Box_Talk_Outline_Final.doc)

## Generating support:

The No Child Born to Die campaign has a clear call to action:

**Whatever you were born to do, do it to help save a life**

There are lots of different ideas on ways individuals can support the campaign which can be found on the No Child Born to Die webpage: <http://bornto.savethechildren.org.uk/#fundraise>

Please keep an eye on the Speaking Out page on the Volunteer Extranet as we will add more **Born to** resources as they become available.

**If you have any questions or queries relating to the No Child Born to Die campaign, please contact the Community Support Team on 0207 012 6997 or email at [speakingout@savethechildren.org.uk](mailto:speakingout@savethechildren.org.uk).**

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