

# NO CHILD BORN TO DIE

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.

## WHY AGE FIVE?

Five is a key milestone in a child's development.

- Until five, children **depend** on adults to survive.
- Before five, a child's **immune system** is still developing and everyday sicknesses are killers.
- Five is the **international benchmark** for measuring the early deaths of children (child mortality), which is a key indicator of levels of poverty and wellbeing.



## WHAT IT COSTS TO SAVE A LIFE

To help one child survive all the health threats they could face in their first five years costs an average of £566\* – less than £10 a month. Every one of us can help save a child's life.

## 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.**

\*The Lancet, 2010



## 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.

Wherever they're born, whatever their circumstances, every child should have the chance to shine.

**Find out how else you can get involved at [www.savethechildren.org.uk/bornto](http://www.savethechildren.org.uk/bornto)**

