



Welcome to your **2016 Advocacy Toolkit.**

It's full of key messages and social media resources to help you increase awareness about the need to combat pneumonia and other preventable childhood diseases, in the week leading up to and on **November 12.**

We encourage your organization to incorporate this toolkit into your digital communication strategy and share it with partners. Your voice is critical. Thank you!

[Please note: This resource will be updated in the weeks leading up to November 12 as organizations share more information about activities.]



Contact: For more information on World Pneumonia Day or to share advocacy materials you've developed, please contact Salma Warshanna-Sparklin at the International Vaccine Access Center (IVAC) at swarsha3@jhu.edu.

This year's theme: **Keep the promise. Stop pneumonia now.**

Pneumonia is a leading cause of death for children around the world, taking more lives than malaria, TB, HIV, Zika and Ebola *combined*. We have an opportunity to keep the promise of the Sustainable Development Goals (SDGs) by stopping pneumonia and saving thousands of lives.

The suite of interventions for tackling pneumonia overlap with the SDGs. The goal to create a world with health and well-being for all is intertwined with those to eliminate poverty and hunger, provide clean water and sanitation, reduce inequality, and maintain affordable and clean energy. Providing all families—rich or poor—with access to the tools they need to stay healthy can help keep children in school and parents at work, leading to more productive households, communities, and countries. It's all connected.

Pneumonia and diarrhea are the leading killers of children and can be tackled with overlapping interventions. Water, sanitation and hygiene (WASH) interventions are key to prevent the spread of diarrhea, pneumonia and other illnesses.

Key Messages

World Pneumonia Day, marked each year on **November 12**, presents an opportunity to focus on child health challenges around the world. The goal is to raise awareness about pneumonia, promote prevention and treatment, and generate action to fight the illness by bringing together donors, policymakers, health care professionals and the general public. Despite dramatic improvements in child health in the last 20 years, too many young lives are lost to common illnesses, such as pneumonia and diarrhea. We must continue to encourage efforts around combatting these diseases.

We must improve child health to reach the SDGs

- As world leaders work to meet the SDGs, there is a once-in-a-generation opportunity to make investments that will improve child health.
- We can keep the promise of the SDGs by working to improve child health. Preventing and treating pneumonia supports #GlobalGoals for health and well-being, clean air and water, economic stability, equality, clean energy, and eliminating poverty and hunger. They are all connected.
- Closing the gap on preventable deaths, which disproportionately affect the poorest communities, should be the first order of business for countries around the world.
- Thanks to increased investments in global health in the last 20 years, we have witnessed a dramatic improvement in child health – the number of children dying has been cut in half since 1990.

- Affordable and effective interventions like vaccines, antibiotics, hand-washing and breastfeeding have proven track records and immediate impacts.
- It's unconscionable that children are still dying by the hundreds of thousands every year from diseases that are preventable and curable. Governments – rich and poor alike – must prioritize child health so that young people can grow and unlock their full potential.
- We can't afford to wait any longer to prevent these senseless deaths. Countries need to step up and provide all children with vaccines and other lifesaving tools they need to survive *and* thrive.

Pneumonia is the leading infectious killer of children

- **Burden:** Pneumonia continues to be the #1 infectious killer of children under the age of five worldwide—more than HIV, TB, Zika, Ebola, and malaria *combined*.
- **Equity:** People of any age, in any country, are at risk of contracting pneumonia, but the vast majority of all childhood deaths from pneumonia occur in poor countries.
- **Access:** We know how to prevent and treat pneumonia. Improving access to health services and increasing awareness and demand for them within communities is crucial to #StopPneumonia.
- **Progress:** Proven, lifesaving interventions to prevent and treat pneumonia exist, and history has demonstrated that they work. In the last three decades, millions of children's lives have been saved thanks to access to oxygen and antibiotics, and more recently with new vaccines.
- **Innovation:** Companies and researchers around the world are working to improve our ability to prevent and treat pneumonia. Innovative ways to diagnose, prevent, and treat pneumonia will strengthen our ability to protect young lives.

Pneumonia and diarrhea can be tackled together

- **Integration:** Pneumonia and diarrhea are leading killers of children and can be tackled with overlapping interventions. Water, sanitation and hygiene (WASH) interventions are key to prevent the spread of diarrhea, pneumonia, and other illnesses.
- **Prevention:** It's critical to promote a set of health practices—no one intervention is enough—to prevent pneumonia and diarrhea, especially for children without reliable access to health care and treatment.
- **Burden:** A mere inconvenience for people in wealthy parts of the world, diarrheal diseases are the most common cause of childhood illness and the second leading killer disease among children worldwide.
- **Burden/Access:** 90% of childhood deaths from diarrheal disease are in South Asia and sub-Saharan Africa, where access to safe water, sanitation, and urgent medical care can be limited.
- **Burden:** Diarrheal diseases play a role in compromising health more broadly and can lead to a vicious cycle of infection, stunted growth, cognitive impairment, and poor immune response, preventing children from reaching their full potential.

- **Progress:** Proven, lifesaving interventions to prevent and treat diarrheal diseases exist, and history has demonstrated that they work. In the last 3 decades, millions of children’s lives have been saved thanks to access to improved sanitation and simple hydration treatments, and more recently with new vaccines.

Call to Action

- World Pneumonia Day is an opportunity to take action on behalf of all the world’s children. We must hold all governments accountable and provide families *everywhere* with the tools they need to prevent and treat pneumonia and other illnesses. Everyone has a role to play.
- **Governments** can prioritize child health and increase resources to fight pneumonia and diarrhea. They can increase investment to: 1) scale-up existing programs to prevent and treat pneumonia, 2) develop new tools to fight pneumonia, and 3) evaluate programs and monitor progress.
- **Citizens** can hold governments accountable and demand that they prioritize child health so all families have the tools they need to help their children fight common illnesses.
- **Health workers** can continue the practice of evidence-based methods to minimize suffering in pneumonia and to promote accurate messages about pneumonia treatment and prevention.
- **Researchers** can continue to explore innovations, particularly those that address inequities of access to pneumonia vaccines, diagnostics and medicine. Providing families with the tools they need to keep their children healthy and treat them when they get sick will lead to healthier families, communities, and countries.

Social Media Channels



Stop Pneumonia



@Stop_Pneumonia

Hashtags

#WorldPneumoniaDay

#StopPneumonia

#KeepThePromise

#GlobalGoals

Website

www.StopPneumonia.org

Suggested Social Media Posts

Countdown to World Pneumonia Day

- Mark your calendars! #WorldPneumoniaDay is Nov. 12!
- What do you have planned to celebrate #WorldPneumoniaDay this year? Let us know: <http://svy.mk/2cmUNzg>
- #WorldPneumoniaDay is **6 weeks** away on Nov. 12! Learn more about the issues <http://bit.ly/2ddzrVr>
- #WorldPneumoniaDay is **5 weeks** away on Nov. 12! Check out the new momentum in Ethiopia on preserving child health <http://bit.ly/2dtKHKW> #GlobalGoals
- #WorldPneumoniaDay is **1 month** away on Nov. 12! Get inspired by how advocacy paid off in Bangladesh <http://bit.ly/1PoWzhQ>
- #WorldPneumoniaDay is **3 weeks** away on Nov. 12! Read about reaching the most vulnerable kids in Nigeria <http://bit.ly/2dxAk9V>
- #WorldPneumoniaDay is **2 weeks** away on Nov. 12! Are you ready? Find advocacy resources here: <http://bit.ly/2cHtHjM>
- #WorldPneumoniaDay is **this week** on Nov. 12! Check out expert Q&As, country profiles and more. <http://bit.ly/2ddyIsK>

World Pneumonia Day

- Pneumonia is the leading infectious killer of children under 5 worldwide. With safe and effective interventions to prevent and treat the disease, we can work to ensure that all children reach their 5th birthdays. #WorldPneumoniaDay
- Pneumonia kills more children under the age of 5 worldwide than HIV, TB, Zika, Ebola and malaria combined. #StopPneumonia #WorldPneumoniaDay
- Let's #StopPneumonia from taking the lives of infants with proven interventions: exclusive breastfeeding, adequate nutrition, reduced household air pollution, clean water and sanitation, vaccines, and antibiotics. #WorldPneumoniaDay
- Reducing pneumonia mortality is critical to achieve SDG 3: well-being for all at all ages. #KeepThePromise on #WorldPneumoniaDay
- We can overcome pneumonia! Find out more information on proven prevention and treatment measures at <http://bit.ly/2ddzrVr> #WorldPneumoniaDay
- You have the power to #StopPneumonia deaths, we have the tools to help you! For more info, visit <http://bit.ly/2cHtHjM> #WorldPneumoniaDay

- We have made #progress, but there is still much more that can be done to #stoppneumonia. Learn more: <http://bit.ly/2ddzrVr>
- Did you know that #pneumonia can be prevented through #vaccination and exclusive breastfeeding? For more info on preventative measures, visit <http://bit.ly/2ddzrVr>
- Improving access to health services and increasing awareness and demand for them within communities is crucial to #StopPneumonia. #WorldPneumoniaDay