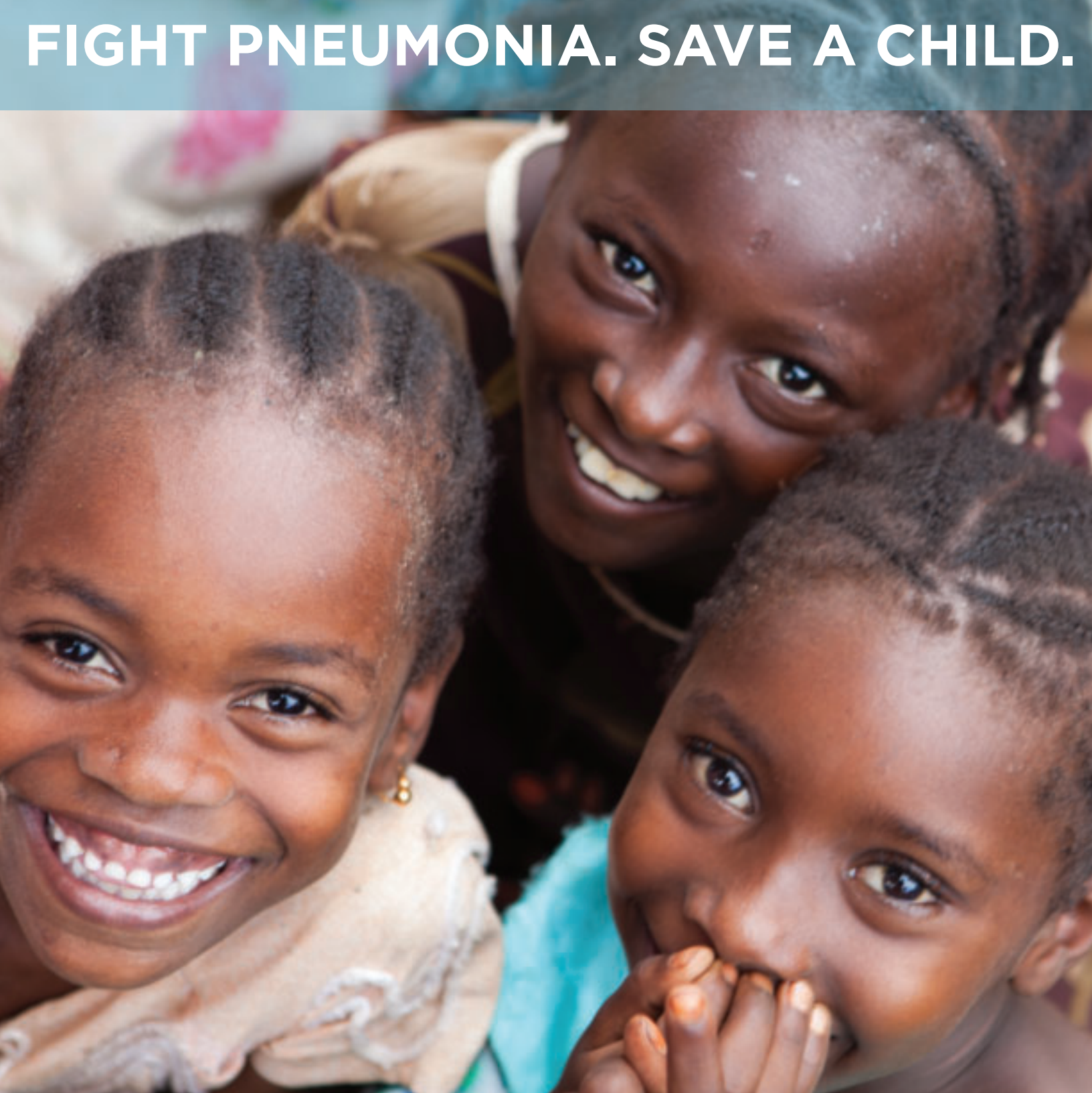


2012

THE GLOBAL COALITION
AGAINST CHILD PNEUMONIA

FIGHT PNEUMONIA. SAVE A CHILD.





global coalition against
child pneumonia

A young girl in Matlab District, Bangladesh.

Contents

- 5** The World's Leading Killer of Children
- 6** Raising Awareness, Promoting Interventions, and Generating Action
- 8** A Closer Look: World Pneumonia Day Achievements 2009 - 2012
- 10** World Pneumonia Day 2012: An Overview
- 12** Small Grants Program for World Pneumonia Day Advocacy
- 18** Championing the Cause
- 20** Paint the Town Blue Campaign for World Pneumonia Day
- 21** Overview of 2012's World Pneumonia Day Media Coverage
- 22** Doubling the Impact: Combating Pneumonia and Diarrhea
- 23** Building the Network
- 24** The Global Coalition Against Child Pneumonia

“Pneumonia can be prevented and cured. Yet, for too long it has been the leading cause of global deaths among children. We know what to do, and we have made great progress — but we must do more. We must scale-up proven solutions and ensure they reach every child in need.”

— United Nations Secretary-General Ban Ki-moon,
who spearheads Every Woman Every Child,
an umbrella movement for women’s and children’s health.

12 November 2012.



The World's Leading Killer of Children

Pneumonia is the leading killer of children under the age of five worldwide — responsible for nearly one in five global child deaths annually.¹ In 2011 alone, 1.3 million young children died from this preventable and treatable illness.¹ Furthermore, more than 99 percent of deaths from pneumonia occur in the developing world — where access to healthcare facilities and treatment is often out of reach for many children.

Yet, pneumonia is one of global health's most solvable problems; we have safe, effective and affordable tools to save children. Interventions to protect against, prevent, and treat pneumonia include:

PROTECT

- Exclusive breast-feeding during the first six months of life and adequate nutrition through age five protect babies from pneumonia, diarrhea, malnutrition, and other illnesses.
- Regular hand washing and access to clean water and sanitation protect children from pathogens that cause pneumonia, among other illnesses.
- Eliminating household air pollution, especially smoke from unsafe cookstoves, reduces the risk of severe pneumonia in children.

PREVENT

- Vaccines against pneumococcus, *Haemophilus influenzae* type b (Hib), pertussis, and measles can prevent a significant portion of pneumonia cases from ever occurring.²
- Other preventative strategies include: zinc supplementation for children with diarrhea, prevention of HIV infection in children, and antibiotic prophylaxis for HIV-infected children.²

TREAT

- Antibiotics, such as amoxicillin, can prevent the majority of pneumonia deaths, and cost only about USD 0.21-.42 per treatment course.³
- Effective, integrated case management strategies ensure that children receive proper and timely treatment for pneumonia.²
- Improving access to services and increasing awareness and demand for services within communities is critical to controlling pneumonia.²

Investments in preventing, treating, and protecting children against pneumonia have contributed to significant declines in child mortality over the last decade, but there is still more to be done. Political will is lacking and further action is urgently needed; we must scale-up the interventions we know will save children's lives.

Raising Awareness, Promoting Interventions, and Generating Action



Children at Sinza Hospital in Dar es Salaam, Tanzania.

Amplifying the need to reduce the burden of child pneumonia is the crux of World Pneumonia Day, marked every year on November 12. World Pneumonia Day provides a platform for action — working to ensure that targeted interventions reach the communities and children that need them most. The goals of this effort are to:

- **Raise awareness** about pneumonia;
- **Promote the interventions** that can save lives by protecting against, preventing, and treating pneumonia; and
- **Generate action** to combat pneumonia.

Established in 2009, World Pneumonia Day has earned international recognition among health leaders, medical professionals, journalists, activists, and community leaders as the day for the world to collectively raise its voice and take action on behalf of the millions of children who die from this preventable illness every year. World Pneumonia Day is led by a committed and diverse group of over 140 NGOs, community-based organizations, academic institutions, government agencies, and foundations working together as the Global Coalition Against Child Pneumonia.

The work of the Coalition, organizations, communities, and individuals alike has generated attention about World Pneumonia Day and pneumonia through events, media, advocacy, and campaigns.



Ambassadors from donor and implementing countries, members of partner organizations, and GAVI Alliance staff gather at an event to mark World Pneumonia Day in Geneva, Switzerland on November 11, 2011.

A Closer Look:

World Pneumonia Day Achievements

2009-2012

In 2009, a group of concerned global health advocates came together to brainstorm how to best spread the message and garner support for tackling childhood pneumonia. From there, World Pneumonia Day was born — but the message still needed to get to the public. Through communications and advocacy, World Pneumonia Day and the Global Coalition Against Child Pneumonia gained momentum — while calling attention to the devastating toll of this disease. In just four years, World Pneumonia Day has been a pivotal driver in the global health landscape — helping to put the issue on the forefront of policy development and global health agendas.

Some highlights over the past four years include:

Mobilizing the International Community and Health Advocates

- **2009: Global Pneumonia Summit, New York City:** Nearly 200 participants gathered to discuss pneumonia prevention, treatment, and other ways to protect children from pneumonia. At the Summit, the World Health Organization (WHO) and UNICEF launched the Global Action Plan for the Prevention and Control of Pneumonia (GAPP), which details a comprehensive plan of interventions to control the disease.
- **2010: Pneumonia Roundtable Discussion, Washington, D.C.:** Coalition members convened a discussion at the Kaiser Family Foundation, moderated by journalist Cokie Roberts. Panelists included: Dr. Ezekiel Emanuel, a health advisor to President Obama, Dr. Orin Levine, then director of the International Vaccine Access Center, Dr. Salim Sadruddin of Save the Children and Shannon Duffy Peterson, a vaccine advocate and mother.

Promoting Local Action and Education

- **2010: Children's Hospital, Lahore, Pakistan:** Pediatricians organized a symposium to discuss the causes of pneumonia and the ways to protect, prevent, and treat the illness.
- **2010: Tanta University, Egypt:** Several professional associations organized an information session about child pneumonia at the University that reached more than 1,400 medical students and over 100 mothers.
- **2011: Nigerian Supreme Council for Islamic Affairs, Nigeria:** The Council undertook a program to teach Imams, traditional leaders, and members of the community about pneumonia and then were asked to share their knowledge with more than 5,000 worshippers. The Council's activities called on the government for action to provide immunization against the common causes of pneumonia.



Engaging New Voices and Inspiring Campaigns

- **2009:** World Pneumonia Day brought together nearly 100 organizations on six continents to fight for policies to prevent child pneumonia deaths.
- **2011: Safe Womanhood Organization (SWH), Kenya:** SWH held a large-scale pneumonia awareness event for Somali and Oromo refugees of Eastleigh residing in Nairobi. The event was shaped to help educate refugees, who often do not speak the languages of their host country, about interventions to address infant mortality. The event also included medical examinations for more than 350 children. Originally completed in 2011, the organization undertook similar activities in 2012, building on the work that originally took place.
- **2011: Dhaka, Bangladesh:** Save the Children Bangladesh and the Bangladesh Pediatric Association (BPA), organized a coalition of young pneumonia ambassadors who performed plays, marched in rallies, and participated in stakeholder dialogues to persuade policy makers to pursue pneumonia prevention.

Generating Media Coverage and Building Virtual Efforts

- **2009:** The launch of World Pneumonia Day took shape largely through virtual efforts — with a high social media profile and promotion of the World Pneumonia Day website. In its pilot year, the World Pneumonia Day website had over 230,000 hits.
- **2010: Malawi:** Advocates working with the Ministry of Health organized a TV and radio campaign to broadcast public service messages about the importance of preventing and treating the disease. Hospital visits were also organized for the media - to highlight the collaboration of the Malawian Ministry of Health and the U.S. Agency for International Development (USAID) to deliver life-saving oxygen concentrators used to treat children with pneumonia.
- **2012:** A hallmark of the 2012 World Pneumonia Day campaign was virtual outreach. With various social media action plans, the highlighting of World Pneumonia Day on the homepages of more than 20 major public health organizations, and the collaboration of World Pneumonia Day efforts with other outstanding global campaigns built the momentum this year.

Other examples of World Pneumonia Day events and achievements are shown across this two page spread from left to right: 1. Pneumonia fighters spread awareness in Washington DC in 2010. 2. Children in Kenya hold posters about pneumonia in 2012. 3. Organizers at a 2011 World Pneumonia Day Conference in Moldova. 4. A rally in Bangladesh celebrating World Pneumonia Day 2009. 5. Indonesian children participate in a media campaign and symposium organized for World Pneumonia Day 2009. 6. Children in Seoul, South Korea "knock out" pneumonia during a World Pneumonia Day event in 2010.



World Pneumonia Day 2012:

An Overview

World Pneumonia Day 2012 showcased a range of efforts, activities and events from organizations and individuals across the world all working to advocate for action and improve child health.

2012's Highlights

Global Campaign

- This year, the Global Coalition Against Child Pneumonia joined forces with a number of other child survival campaigns — most notably with the United Nations Secretary-General's Every Woman Every Child initiative and World Vision's Global Week of Action. These partnerships helped to strengthen messages around improving child health and championing for support.
- More than 30 events took place throughout the world. From school plays to university lectures to turning buildings and landmarks blue — innovative ways to get pneumonia messages out into the public were front and center.
- As part of the Small Grants Program, 13 recipients in 10 countries were awarded funding to undertake pneumonia advocacy programs on or in the lead up to November 12.
- This year, several key global health leaders lent their voices to the Campaign — including: United Nations Secretary-General, Ban Ki-moon; GAVI Alliance CEO, Seth Berkley; UNICEF Executive Director, Anthony Lake; IVAC Executive Director, Kate O'Brien; and USAID Administrator, Raj Shah.

Media and Virtual Outreach

- 362 media pieces in 30 countries on five continents.
- During the week of World Pneumonia Day, over 60 newspaper articles and more than 90 online articles were published.
- More than 40 blogs were written on pneumonia issues.
- World Pneumonia Day's Facebook page has nearly 6,000 fans and the NoMorePneumo Twitter account has more than 3,800 followers. The reach is exponentially greater, with Coalition partners such as the GAVI Alliance, PATH and UNICEF following the World Pneumonia Day social media accounts and sharing messages with their followers.

Integrating Child Health Efforts

- World Pneumonia Day advocates took efforts to the next step in global child health — ensuring integration of key messages and actions to tackle not only pneumonia, but also diarrhea, the second leading killer of children.
- Several information packages and brochures, developed by Coalition members, highlighted the importance of interventions that can prevent, treat, and protect against both pneumonia and diarrhea.

Small Grants Program for World Pneumonia Day Advocacy

About

Since 2009, the Small Grants for World Pneumonia Day Advocacy Program has been awarding funding to organizations in low and lower-middle-income countries to support pneumonia awareness-raising events and activities, on or around World Pneumonia Day, November 12. Grantees in the most heavily impacted countries have helped to bring the pneumonia crisis to the forefront of child health efforts, mobilizing concerned citizens, advocates, donors, policy makers, and communities around the world to take action against pneumonia. The International Vaccine Access Center (IVAC) at the Johns Hopkins Bloomberg School of Public Health has administered the grants since the program's establishment.

The Small Grants awarded by IVAC and its partners provide an opportunity for advocates in the countries most affected by child pneumonia to implement tailored, locally relevant activities aimed at increasing political will, public awareness, health worker training, recognition of signs and symptoms, or uptake of comprehensive pneumonia interventions.

Activities made possible by the small grants program have included (but have not been limited to):

- Press conferences
- Scientific seminars
- Briefings with government leaders
- Information sessions and workshops
- Journalist trainings
- Public rallies and marches
- TV and radio broadcasts
- Walkathons
- Balloon launches
- Athletic competitions

Program Activities & Impact

The Small Grants Program has varied in scope over the past four years - with maximum funding amounts ranging from \$5,000 - \$10,000. The program, which has awarded nearly 100 grants since 2009, was established to maintain the momentum around World Pneumonia Day, and the grants were intended to be catalytic.

Over the past four years, many of the events that have taken place to commemorate World Pneumonia Day worldwide have occurred because of the availability of the Small Grants Program, providing the funding and opportunity to drive efforts that target the public, health workers and policy makers. In several cases, grantees have continued World Pneumonia Day advocacy activities unaided after a first successful World Pneumonia Day Small Grant "seed."



A young girl reads a declaration against pneumonia at a 2012 World Pneumonia Day event in Cameroon.

The 2012 Small Grants Recipients:

Burkina Faso

- Association of Community Health and Development (ASCOD)

Cameroon

- Front for Inter-School awareness on STD / AIDS (FISS-MST/SIDA)

Cote d'Ivoire

- Stop Tuberculosis Bouake

Egypt

- Healthy Egyptians

Ghana

- Association of People for Practical Life Education (APPLE) in collaboration with Reliance Network (R-Net)

Haiti

- Haitian Pediatric Society

India

- Global Health Strategies, India

Nigeria

- Breath of Life
- Vaccine Network
- University of Ibadan
- Pediatric Association of Nigeria

Philippines

- Philippine Foundation for Vaccination

Zambia

- Social Workers Association of Zambia (SWAZ)

The 2012 Small Grants Program was supported by IVAC and members of the Global Coalition Against Child Pneumonia, including the GAVI Alliance and the Global Alliance for Clean Cookstoves. The following sections of the report showcase the Small Grants recipients' exciting and innovative work in 2012.

Small Grants Recipients 2012

Connecting with Communities in Burkina Faso



The Association of Community Health and Development (ASCOD) completed a number of community outreach activities in Burkina Faso, focusing on educating communities in the town of Sapouy in the Ziro province about the dangers of pneumonia, diarrhea, and malaria. From door-to-door campaigns to meeting with local leaders to broadcasting messages on local radio, ASCOD's activities were impactful and vast. Important outcomes of this work included attendance by local leaders, including the Mayor and High Commissioner of Sapouy and the Director-General of Family Health; training of more than 20 community volunteers; and an estimated 2,000 people reached through the media messages. ASCOD's work culminated on World Pneumonia Day, when an all-day event took place in the town, including a rally in the morning and a theatrical presentation about pneumonia in the afternoon.

Official Launch of the Egyptian Coalition Against Pneumonia



Healthy Egyptians, a non-governmental organization based in Cairo, set out to grow its network of partners to expand its pneumonia awareness messaging. As such, the Egyptian Coalition Against Pneumonia was born, and the official launch event took place in Cairo on World Pneumonia Day. The event was attended by the Minister of Health, as well as key partners from WHO's Regional Office for the Eastern Mediterranean, USAID, pediatric associations, and more. Several media outlets covered the event, helping to spread important messages about pneumonia to the community and build the new coalition's platform for action.

A Week of World Pneumonia Day Campaigns in Cameroon



Beginning a week before World Pneumonia Day, Front for Inter-School Awareness on STD/AIDS (FISS-MST/SIDA) led a campaign aimed at raising awareness across the national community on the toll of pneumonia and advocating for increased action. Educational shows, developed in partnership with the Cameroon Society of Pediatrics, were broadcasted nationally via two TV programs and three radio shows. More than 20,000 phone messages were sent in two regions in the country, targeting adults in underprivileged neighborhoods whose children are more likely to contract pneumonia. The messages were also sent to key government stakeholders with the capacity to influence national policies on pneumonia. Additionally, meetings with officials at the Ministry of Public Health were held through the Expanded Program of Immunization (EPI), which led to the Ministry promising to issue financial resources and improve the financial sustainability of health programs.

Using Advocacy to Reach Parents and School Children in Nigeria



The University of Ibadan in Nigeria held a number of community education activities in Ogun State on pneumonia, diarrhea, and other child health issues. The University hosted an educational event at Ijemo Titun Junior High School in Abeokuta, Ogun State, which used drama, dance, and songs performed by primary school children to call attention to the problem of pneumonia and its effect on children's health. Additionally, capacity-building sessions in 20 local government areas focus on the roles parents or caregivers play in prevention and control of child pneumonia. On World Pneumonia Day, the organization hosted a rally to educate mothers within Ogun State about a variety of child health topics.

Engaging Media and Using Targeted Messaging in Ghana



Association of People for Practical Life Education (APPLE), in collaboration with the Reliance Network (R-Net), focused their World Pneumonia Day efforts on reaching the masses to spread pneumonia awareness. Their project encompassed aspects of behavior change communication, advocacy, and mass media. Their first activity was to get messages about their campaign out into the mainstream, which they achieved by putting together a press conference that was attended by members of the Ghana Coalition of NGOs in Health, the EPI of the Ghana Health Services, and more than 30 members of local press. Next, the organization created and launched a public film show on pneumonia in early October, which was estimated to reach more than 2 million viewers. In the weeks closer to World Pneumonia Day, APPLE and R-Net took their efforts to the community level, hosting school walks and drama performances, as well as a gathering of more than 500 participants at a church, which were attended by representatives from the Ministry of Health and traditional leaders.

Promoting Pneumonia Education in Cote d'Ivoire



Stop Tuberculosis Bouake launched an effort in the city with the aim of developing community support for children affected by pneumonia. Their first priority approach was to educate all those involved in child health, including community volunteers, paramedical officers, health centers, traditional healers, and more, about pneumonia and diarrhea prevention and risk factors. The organization held activities at 10 health clinics across the city, where 20 counselors held talks with groups of mothers-to-be and parents of sick children about how to prevent pneumonia and diarrhea. On November 12, a number of activities took place, including a hand washing tutorial in the village of Kanankro and a large event in Bouake, where many leaders gathered to discuss pneumonia. Stop Tuberculosis Bouake's important work involved policy decision makers, health workers, community advocates, religious leaders, and local celebrities. Activities continued through the week of World Pneumonia Day — leading up to Universal Children's Day — marked every year on November 20.

Reaching Market Workers with Pneumonia Education in Nigeria



The Pediatric Association of Nigeria organized an awareness program for women working at a popular market in Lagos, Nigeria. The campaign was planned in conjunction with the Mushin Local Government, who helped to mobilize the women and enable them to leave their market stalls to participate in the program. Interpreters were available to help communicate messages about the dangers of pneumonia and educate the women about how to recognize pneumonia symptoms and the importance of seeking medical help on time. Various media outlets covered the event, which included information sessions about breastfeeding and immunization.

Page 14: A World Pneumonia Day parade in Burkina Faso; Dr. Mohamed Zaazoue, Founder of Healthy Egyptians and the Egyptian Coalition Against Pneumonia, in a TV interview speaking about the importance of such awareness events; Students at a public school in Cameroon listen to a presentation on pneumonia; Trained community mothers rallying in Ogun state, Nigeria. Page 15: School children in Ghana participate in a walk to build support in the community; Involving civil society organizations in raising awareness in Fetekro village against pneumonia; Dr. Ojo from the Pediatric Association of Nigeria examines a baby at the event.

Small Grants Recipients 2012

Empowering Mothers for Pneumonia Prevention in Haiti



This year for World Pneumonia Day, the Haitian Pediatric Society emphasized efforts to educate and empower mothers about child health through its campaign, “Let’s fight child pneumonia and diarrhea by empowering mothers and young women about pneumonia awareness and prevention!” A tenet of this program included outreach to women living in tent cities in Haiti, where thousands of people have lived since displacement due to the

2010 earthquake. Three focus groups were organized in Port-au-Prince and Cap-Haitien, educating women leaders from professional associations, coordinators from the Ministry of Women Conditions and Women’s Rights, and women from a tent city currently supported by actor Sean Penn’s J/P Haitian Relief Organization. In addition to community outreach, the Haitian Pediatric Society also undertook a number of mass communications activities including television sketches with famous local cartoon characters and a radio spot with the Society’s champion for preventing pneumonia, Dr. Jessy Colimon Adrien.

Working with School Children to Raise Pneumonia Awareness in India



Global Health Strategies, India, completed a number of activities for World Pneumonia Day, including an innovative approach to combating the disease through “pneumonia awareness camps.” Three camps took place in three Indian states: Odisha, Rajasthan, and Uttar Pradesh. Each camp included a variety of activities and special guests. For example, in Rajasthan, the camp was held at the Government Girls Senior Secondary School in Ajmer, with

the State Education Minister, Smt. Naseem Akhtar Insaaf, as the key guest. The event began with a speech by the minister about pneumonia and diarrhea, followed by two school students presenting on the two diseases. Additional activities were coordinated with the children as well, helping to manage the placement of booths showcasing educational materials about pneumonia. In addition to the health camps, Global Health Strategies also developed a short film, entitled “The Breath of Life,” highlighting problems with diagnosis and treatment of pneumonia. The film includes stories of young infants afflicted with pneumonia, describing the conditions of their diagnosis and the challenges their families face in access to treatments. Global Health Strategies also led the development of a television show with leading experts describing appropriate pneumonia interventions, which aired on CNN-IBN, a leading news channel in India.

Profiling Child Health Issues with Zambian Leaders



Seeing an opportunity to advocate for the increased budgetary allocations towards child health program in the 2013 National Budget, the Social Workers Association of Zambia engaged with Members of Parliament to emphasize the importance of increased financial resources. The Association capitalized on its extensive networks, profiling pneumonia as a key target in improving child health with various ministries. On November 12, the Minister

of Community Development, Mother and Child Health, marked World Pneumonia Day by addressing the public via TV and radio outlets. Additionally, the Association addressed pneumonia as a leading child health issue through various community activities, including drama performances and radio discussion programs.

Page 16: Participants attend an event in Haiti for educating female community leaders on pneumonia and diarrhea; School children gathered for the inauguration ceremony in Ajmer, Rajasthan, India; Minister of Community Development Mother and Child Health, Dr. Joseph Katema (center), leading a World Pneumonia Day march in Lusaka.

Scientific and Advocacy Workshops in the Philippines



From Manila to Baguio City, the Philippine Foundation for Vaccination convened two workshops — one primarily scientific and another focused on advocacy — in the weeks leading up to World Pneumonia Day. One of the activities organized was the Third Clinical Vaccinology Course on Pneumonia Prevention, which was held with support from the Vaccine Study Group of the National Institutes of Health of the University of the Philippines,

Manila and the National Center for Disease Prevention and Control of the Department of Health. Over 50 professional health workers involved in the field of vaccines — from both public and private sectors — gathered to discuss the general principles of vaccination and to examine preventative measures for pneumonia among children and the elderly. Additionally, detailed presentations extensively discussed schedules of childhood and adult/elderly immunization, optimizing the intradermal route for influenza vaccination, recommendations for use of the pneumococcal vaccine, and other topics. An advocacy training workshop on pneumonia was also held at the University of the Philippines in Manila. The Philippine Foundation for Vaccination invited 50 stakeholders from public and private institutions whose advocacy for disease prevention, particularly pneumonia, was paramount.

Vaccine Network in Nigeria Address “The Silent Killer”



The Vaccine Network for Disease Control in Nigeria organized a project called “Pneumonia: The Silent Killer,” with the goal of involving children in creating awareness about the disease, its causes, symptoms, and prevention. The project involved a series of activities to educate children about pneumonia and the power of sharing important information about prevention and treatment in communities. Some of the activities included a quiz to assess

how much information the children learned, a play sharing the project’s title, and a pneumonia pledge, asking that the children regularly wash their hands, eat a healthy, well-balanced diet, and help to keep their environment clean. In advance of World Pneumonia Day 2012, the Network also organized a flash mob event at a market and mall in Abuja. Educational flyers were distributed during the flash mob, which grabbed the attention of hundreds of people in the two areas.

Leaders from Cross River State in Nigeria Join in the Fight Against Pneumonia



At an event organized by Breath of Life, an initiative focused on promoting community-directed approaches to pneumonia prevention and control in Nigeria, several key leaders from Cross River State spoke about addressing childhood pneumonia. The event included attendance from the Deputy Governor, Efiok Cobham, who represented the State Governor; Senator Liyel Imoke; the First Lady of Cross River State, Mrs. Obioma Liyel-Imoke; the Wife

of the Speaker of the Cross River House of Assembly, Mrs. Eneyi Larry-Odey; Commissioner for Health, Dr. Angela Oyo-Ita; international partners; and many other dignitaries. The leaders addressed a crowd of more than 1,500 and described the high mortality of pneumonia in Nigeria. At the event, the Deputy Governor indicated that, though investments to fight pneumonia had achieved tremendous results, more needed to be done. The Deputy Governor promised to scale up the activities by pushing for increased government commitment in intervening in pneumonia.

Page 17: Honorable Eric Tayag, MD, Assistant Secretary of the Department of Health, delivering his keynote message during the event; Chika Offor from the Vaccine Network for Disease Control in Nigeria tells a story about pneumonia to school children; The First Lady of Cross River State at a World Pneumonia Day at a walk and leading the crowd on November 12th.

Championing the Cause

In addition to the Small Grants Program, many other exciting events and discussions took place across the globe on World Pneumonia Day, connecting organizations, communities, and individuals to this important issue. Global Coalition member organizations were instrumental in promoting change and calling for increased attention to child pneumonia.

Celebrity Voices for Change

Famed NFL football players Steve Young, an NFL Hall of Fame quarterback, and Russell Wilson, quarterback of the Seattle Seahawks, joined forces and wrote a blog for World Pneumonia Day, published on crosscut.com, which called the American public's attention to the global plight of child pneumonia.



“While in Cameroon, I met countless parents and grandparents who coped with the reality that the communities they grew up in, and the children and people they love, are being ravaged by diseases like pneumonia that are not only preventable—they’re treatable,” said Mandy Moore, PSI Global Health Ambassador. “Basic health care should never be a barrier for any individual to reach his or her full potential.”

PSI Global Health Ambassador, Mandy Moore, along with USAID and PSI technical experts, hosted a teleconference for members of the media to highlight the importance of pneumonia efforts at the community level. Mandy discussed her travels with PSI and experiences with community health workers in Cameroon.

First Lady of Cross River State — Mrs. Obioma Liyel-Imoke

Obioma Liyel-Imoke, the First Lady of Cross River State, and the CEO/Founder of POWER (Partnership Opportunities for Women Empowerment Realization), has taken up the cause of creating programs to help reduce the burden of disease associated with pneumonia in children in Nigeria. She created Breath of Life, one of this year's Small Grants recipients, as part of POWER, which aims to call attention to pneumonia as a leading health issue in Nigeria.





A young girl at a health fair in Pilar, Argentina.

Partnerships and Activities to Improve Child Health Outcomes

Communicating the Importance of Vaccines in Latin America

Fighting Infectious Diseases in Emerging Countries (FIDEC), a non-profit organization based in Miami, collaborated with Fundación Centro de Estudios Infectológicos (FUNCEI) in the battle against pneumonia in Argentina, Miami, and across Latin America through a communication campaign aimed to increase knowledge of pneumonia and pneumococcal vaccines. The outreach targeted health officials not currently working in the area of infectious diseases, to educate them about pneumonia and vaccination. Additionally, FIDEC and FUNCEI also held health fairs in Miami and Pilar, Argentina, where participants received information brochures highlighting key facts about pneumonia and pneumococcal vaccines.

Global Week of Action to End Preventable Deaths

World Vision's Child Health Now campaign aims to put an end to the millions of child deaths to preventable illness. To escalate its effort, the "Global Week of Action" was launched this year, beginning with World Pneumonia Day and ending on Universal Children's Day, November 20. The support was tremendous. Over 2 million citizens of 82 countries participated, and more than 935 public events were organized by over 70 World Vision offices. More than 100,00 face-to-face actions were estimated to take place, and a diverse mélange of events were organized to muster support from youth, community activists, political decision makers, and health professionals, ranging from festivals and debates to policy discussions and church services. On World Pneumonia Day, Christian and Muslim leaders convened to discuss maternal and child health with the Deputy Director for Clinical Services from the Ministry of Health in Lilongue, Malawi.

Paint the Town Blue Campaign for World Pneumonia Day

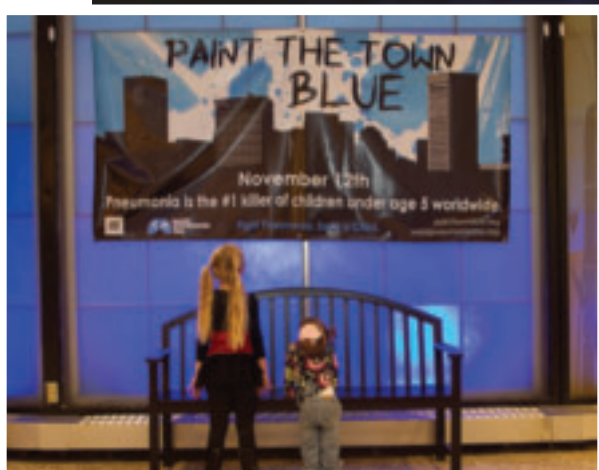
Sponsored by the Global Coalition Against Child Pneumonia and the Best Shot Foundation, Paint the Town Blue is a campaign launched formally this year in the United States. The objective was to educate the American public about the toll pneumonia takes on the world's children by shining blue lights on landmarks and buildings throughout the country, and conducting events and media outreach to raise awareness of why they "turned blue."

The following buildings and monuments were illuminated in blue for World Pneumonia Day 2012:

- The Wrigley Building — Chicago, Illinois
- Trump International Hotel & Tower — Chicago, Illinois
- 680 North Lake Shore Drive — Chicago, Illinois
- Trump Towers SoHo — New York, New York
- Missoula International Airport — Missoula, Montana
- Duke Energy Center — Charlotte, North Carolina
- The palm trees at Scottsdale Fashion Square — Scottsdale, Arizona
- Montana State Capitol Building — Helena, Montana
- Terminal Tower — Cleveland, Ohio
- NEXT Innovation Center — Greenville, South Carolina
- Riverplace Office Building — Greenville, South Carolina
- Saint Leo University — Saint Leo, Florida
- Pacific Science Center — Seattle, Washington
- The Domes — Milwaukee, Wisconsin
- The Parthenon — Nashville, Tennessee
- BMW Zentrum — Spartanburg, South Carolina
- The Morrison Bridge — Portland, Oregon

David Rubenstein, Executive Director of the Best Shot Foundation: "Our hope is that the Paint the Town Blue campaign will lead to increased federal funding for global health programs and a reduction in the number of young children around the world dying needlessly from this preventable disease."

The Parthenon lit blue for World Pneumonia Day 2012 in Nashville, Tennessee. Inset: Two children looking at a "Paint the Town Blue" poster at The Domes, Milwaukee.



Overview of 2012's World Pneumonia Day Media Coverage

The efforts of Coalition partners resulted in nearly 370 media pieces for World Pneumonia Day in 30 countries across five continents. The largest number of pieces appeared in online outlets, followed by print media, such as daily newspapers.

Trending topics:

- **World Pneumonia Day:** Much of the news focused on the day itself, calling attention to its importance and the need to strengthen efforts to protect children.
- **Pneumonia:** The media around World Pneumonia Day centered largely on pneumonia as an important health issue, helping to raise awareness among the general public.
- **Interventions:** The interventions that protect against, prevent, and treat pneumonia were a prominent topic in the media.
- **Urging for Policy Change and Action:** Many articles and blogs included calling for increased prioritization of resources to intensify pneumonia interventions and urging decision makers to act now.



Dr. Jacqueline Gautier and Jessy Coliman of the Haitian Pediatric Society talking to the media at a World Pneumonia Day event.

Doubling the Impact: Combating Pneumonia and Diarrhea



A nurse examines 8-month-old Hurmiza Joldasbaeva accompanied by the child's grandmother, Bibizada Saparova, and mother, Gulmira Uzakova, in the city of Khujayli in Karakalpakstan Region in Uzbekistan.

Child health experts have realized for many years the importance of integrated approaches to health programs to increase impact and maximize use of scarce resources. Building on this course, in early 2013, WHO and UNICEF released the Global Action Plan for the Prevention and Control of Pneumonia and Diarrhea (GAPPD), signaling an important shift to jointly targeting efforts in tackling the two biggest killers of children globally. GAPPD builds on two previously developed strategies to decrease the burden of disease related to pneumonia and diarrhea, the Global Action Plan for the Prevention and Control of Pneumonia (GAPP) and a diarrheal disease prevention and control strategy. GAPPD's interventions are not new. The global community has known for many years which interventions work to make an impact on these two illnesses. GAPPD outlines the strategy for achieving this approach, promoting an integrated framework of interventions to control pneumonia and diarrhea. It calls for urgent action and sets a goal of ending preventable child deaths due to pneumonia and diarrhea by 2025.

The Global Coalition Against Child Pneumonia has progressed on engaging in more crosscutting child health efforts, particularly with respect to diarrhea. In 2012, even before GAPPD was launched, Coalition members worked closely to begin incorporating messages about the two diseases, to ensure cohesion with this comprehensive approach. Integration will be an important area of focus moving forward for the Coalition and World Pneumonia Day, as both mark their fifth anniversaries in 2013.

Building the Network



An indigenous Mayan woman holds her infant daughter as they wait for services at a health center in the community of Corosal in Cobán Municipality, in Alta Verapaz Department of Guatemala.

From what began with a few global health experts coming together to develop a platform for pneumonia action to a Coalition of now more than 140 organizations throughout the world, World Pneumonia Day has grown immensely over the past four years. Going forward, the Coalition is eager to expand and foster new ideas to help lead efforts in scaling up efforts to improve children's health.

More work is still needed. In many parts of the world, political will is still lacking, as is the action that is so desperately needed to help children. The campaigns conducted around World Pneumonia Day reinforce the need to do more and cultivate social and political action. Together, we can ensure the fight against pneumonia is won.

The Global Coalition

Against Child Pneumonia

World Pneumonia Day is led by a committed and diverse group of NGOs, community based organizations, academic institutions, government agencies and foundations working together as the Global Coalition Against Child Pneumonia. With more than 140 members, the Coalition has representation on five continents. For more information on the Coalition, its work, and how to be involved, please visit: www.worldpneumoniaday.org.

- Action for Humane Hospitals/Action pour l'Humanisation des Hôpitaux
- Africa Fighting Malaria
- Africa Health Research Organization
- Alternative Sante
- American Academy of Pediatrics
- American India Foundation
- American Jewish Joint Distribution Committee (JDC)
- American Tamil Medical Association
- Americares
- Antibiotic Consensus Society of Uganda
- Arab Pediatric Infectious Disease Society
- Astitva Welfare Society
- Asian Strategic Alliance for Pneumococcal Disease Prevention (ASAP)
- Barcelona Centre for International Health Research (CRESIB, Hospital Clinic-Universitat de Barcelona)
- Best for Babes
- Best Shot Foundation
- Bill & Melinda Gates Foundation
- Boston University School of Public Health Center for International Health and Development (CIHD)
- California Immunization Coalition (CIC)
- CARE
- Center for Vaccine Development - Mali (CVD-Mali)
- Centre National d'Appui a la lutte contre de Maladie (CNAM)
- Centers for Disease Control and Prevention (CDC)
- Center for Health, Education, and Development Communication
- Children's Hospital No. 1
- Chinese Society of Pediatric Pulmonology
- Christian Medical College - Vellore, India
- Citizen News Service (CNS)
- Columbia University Mailman School of Public Health
- Croatian Center for Global Health
- CSI Hospital Bangalore
- Destinee Charity Foundation
- The Earth Institute, Columbia University
- Egyptian Medical Students Association (EMSA)
- EmergingMarketsGroup, Ltd. (EMG)
- Epidemiological Laboratory (Epi-Lab)
- Episcopal Relief and Development
- ERCON Series
- Every Child By Two (ECBT)
- Every Woman Every Child
- Fighting Infectious Diseases in Emerging Countries (FIDEC)
- La Fundacion del Centro de Estudios Infectologicos (FUNCEI)
- GAVI Alliance
- GiveVaccines.org
- Global Action for Children (GAC)
- Global Alliance for Clean Cookstoves
- Global Health Strategies
- Global Healthcare Information Network
- Global Science Academy (GSA), India
- Haffkine Institute, Mumbai, India
- Hasaan Foundation
- Health and Sustainable Development Association of Nigeria (HESDAN)
- Health N Rights Education Programme (HREP)
- Healthy Egyptians
- Hedge Funds vs. Malaria and Pneumonia
- Hong Kong Pediatric Society
- Immunization Action Coalition
- Indian Academy of Pediatrics, West Bengal Branch
- Infectious Diseases Association
- Institute of Child Health, India
- International Pediatric Association (IPA)
- International Rescue Committee (IRC)
- International Society for Tropical Pediatrics (ITSP) - Philippines
- International Society of Tropical Pediatrics - Thailand Chapter
- International Union Against Tuberculosis and Lung Disease (The Union)
- International Vaccine Access Center (IVAC) at Johns Hopkins Bloomberg School of Public Health
- International Vaccine Institute
- John Snow Inc. (JSI)
- Johns Hopkins Bloomberg School of Public Health
- Jordan University Hospital (JUH)

- Jordan University Medical School, Division of Pediatric Infectious Disease
- Kageno Worldwide, Inc.
- KidBitz
- Kolpin Society of Nigeria
- Laboratory for Public Health Research Biotechnology (LAPHER Biotech)
- Living Safely
- The MacDella Cooper Foundation (MCF)
- MACS Initiative (Monitoring and Accelerate Child Survival Initiative)
- March of Washingtons
- MDG Health Alliance
- Measles Initiative
- Medical Teams International
- Meningitis Research Foundation
- Millennium Villages Project
- Ministry of Health, Malawi - ARI Control Programme
- Ministry of Health - Mali
- Ministry of Health - ARI Programme, Mali
- Ministry of Public Health and Population - Yemen
- National Foundation for Infectious Diseases (NFID)
- National Institutes of Health (NIH)
- National Media Foundation
- Nepal Paediatric Society
- netSPEAR, Kemri-Wellcome Trust
- The Nigerian School Project
- NYU School of Medicine, Department of Medical Parasitology
- ONE
- Otunba Tunwase National Paediatric Centre
- The Paediatric Association of Nigeria
- Pakistan Help
- Pan African Thoracic Society
- Parents of Kids with Infectious Diseases (PKIDs)
- PATH
- Pediatric Association of Tanzania
- Paediatric Infectious Disease Society, Nigeria
- Paediatrics Association of DRC
- The Pediatric Infectious Disease Society of Thailand
- The Pediatric Infectious Disease Society of the Phillipines
- Pediatric Lung Association
- PGIMER School of Public Health
- Pneumonia Advocacy and Working Group of Uganda
- Philippines Foundation for Vaccination (PFV)
- Pneumococcal Awareness Council of Experts (PACE)
- Polk County Health Department
- Population Services International (PSI)
- Project HOPE
- The Rollins School of Public Health (RSPH) at Emory University
- Sabin Vaccine Institute
- Safe Womanhood - Kenya
- Save the Children
- SHD Team "Sustainable Health Development Team"
- Shifa International Hospital
- SIFAT
- Sociedad de Infectologia de Cordoba
- Southern African Society of Paediatric Infectious Disease (SASPID)
- Stop TB and HIV/AIDS - The Gambia
- Sustainable Health Development
- Taiwan Pediatric Society of Thorax
- Task Force for Global Health
- There Is No Limit Foundation
- Tripoli Medical Center, Tripoli, Libya
- Uganda Pediatric Association
- United Nations Children's Fund (UNICEF)
- United Nations Foundation
- University of Edinburgh
- University of Glasgow
- University of Melbourne, Centre for International Child Health
- US Coalition for Child Survival
- US Fund for UNICEF
- Vaccines for Africa Initiative (VACFA)
- Visiting Nurses Association of SW Florida, Inc.
- Voices for Vaccines
- Water for People
- Women for Women of Sierra Leone
- Women's Refugee Commission
- World Consulting Group, Ltd.
- World Vision
- ZGD - Zeus Global Development



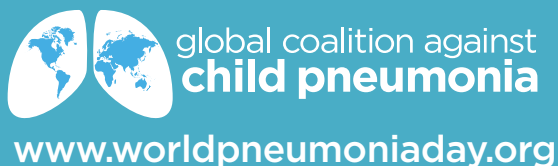
 global coalition against
child pneumonia

Baby is attended to at the Safeway Medical Clinic, Eastleigh - Nairobi.



Participants hold a banner at a rally in Lusaka, Zambia for World Pneumonia Day 2012.

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