**Every Breath Counts**

World Pneumonia Day 2018

10 Years of Progress and the Path Forward

#everybreathcounts #stoppneumonia #worldpneumoniaday

**Mortality**

Pneumonia kills more children than any other infectious disease [UNICEF]

**Nutrition**

Malnourished children are 5 times more likely to die from pneumonia [UNICEF]

**Air Pollution**

Half of all child pneumonia deaths are directly related to air pollution [UNICEF]

**Vaccination**

Only 44% of children are fully vaccinated with the pneumococcal vaccine [WHO]

**Care Seeking**

Less than 50% of poor children with suspected pneumonia are taken to a health facility [UNICEF]

**Diagnosis**

Among children with severe pneumonia who reached a health facility in Nigeria, only 4% of cases were correctly diagnosed

[Clinton Health Access Initiative]

**Antibiotic Treatment**

Half of all child pneumonia deaths could be prevented with antibiotics that cost 40 cents [Clinton Health Access Initiative]

**Oxygen**

In a study of Ethiopian hospitals, 64% had fully functional oxygen delivery devices, but only 14% had health care workers trained in oxygen therapy

[Clinton Health Access Initiative]

**UHC**

No disease illustrates as powerfully as pneumonia why Universal Health Coverage is so critical to the achievement of national child survival goals

[Save the Children]

**Pneumo/diarrheal disease integration**

* Did you know? Many of the solutions to #StopPneumonia can also #DefeatDD. Integrating policies and programs that address both can have a big impact:<https://report.defeatdd.org/solutions/> #WorldPneumoniaDay #EveryBreathCounts [use GAPPD graphic]
* Pneumonia and diarrhea are a diabolical duo, but they also share the same weaknesses. By integrating solutions to #DefeatDD and #StopPneumonia, we can take them both out with a one-two punch: <http://bit.ly/2CUHTGS> #WorldPneumoniaDay #EveryBreathCounts [use photo of boys]
* Millions of children worldwide who need oxygen still aren’t receiving it. This [#WorldPneumoniaDay](https://twitter.com/hashtag/worldpneumoniaday?src=hash), learn how #OxygenGivesLife and can be used for the treatment of childhood pneumonia. <http://bit.ly/2fjTe7N> #EveryBreathCounts [use PATH oxygen primer GIF]

**Tweets featuring PATH.org and DefeatDD.org articles on growing the vaccine toolkit and equity of access to pneumonia solutions**

* Is the #stoppneumonia toolkit about to get bigger? New pneumococcal and RSV vaccines may be on the way. @PATHTweets explains: <https://bit.ly/2Pl8pkc> #WorldPneumoniaDay #EveryBreathCounts [NOTE: Blog link won’t be live until 11/10. Use Atherly photo]
* Even though the solutions to #StopPneumonia and #DefeatDD are simple, children most in need still lack access. @PATHtweets #Kenya country director explains what we need to do differently: <http://bit.ly/2CVwAy7> #WorldPneumoniaDay #EveryBreathCounts [NOTE: Blog link won’t be live until World Pneumonia Day. [Use photo of Anthony Okoth.]