

The Global Coalition Against Child Pneumonia



Together as
one
Against Pneumonia

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“ “ Anyone looking for a cause should grab pneumonia and run with it. Think of it not as a grim and depressing initiative, but as potentially a happy turnaround opportunity, for these kids’ lives can be so breathtakingly easy to save. ” ”

— Nicholas D. Kristof
“The Killer No One Suspects”
The New York Times, May 9, 2009

COVER PHOTO: Bapta Union Council, Bola District, Bangladesh. Shah Alam holds her son Nadim, who was diagnosed and treated for pneumonia through the Community Health Volunteer program. Another baby died of pneumonia in 2005, prior to the start of Save the Children's program.

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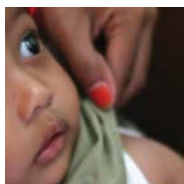
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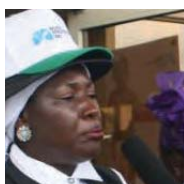
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The Global Coalition against Child P



Children gather with their families as part of a media campaign and symposium organized by Hasan Sadikin General Hospital and the Indonesian Pediatric Society, West Java Chapter in Bandung, Indonesia.

pneumonia The Global Coalition against

The Global Coalition against Child Pneumonia brings together a diverse group of organizations to elevate the profile of pneumonia as a global health issue. The coalition seeks to bring attention to pneumonia's toll and save millions of lives by providing children everywhere with access to the affordable vaccines and antibiotics that can prevent millions of needless deaths.

A coalition to fight pneumonia and save lives

Pneumonia is a leading killer of children under the age of five; however, many people are unaware of the disease's overwhelming death toll. Although child pneumonia is preventable and treatable, it has not received the attention or funding a disease with its impact merits.

In April of 2009 four organizations – Save the Children; the International Vaccine Access Center (IVAC) at the Johns Hopkins Bloomberg School of Public Health; Hedge Funds vs. Malaria & Pneumonia; and the GAVI Alliance – founded the coalition to demonstrate the ability to save millions of young lives by preventing and treating pneumonia.

The Global Coalition against Child Pneumonia grew from a four-organization effort to a diverse coalition of nearly 100 member organizations. Members include government agencies, international institutions, leading child health organizations, academic institutions and other civil society organizations in both donor and developing countries. The coalition brings together groups involved in both treatment and prevention efforts to provide policy makers with a comprehensive approach to addressing this solvable problem.

A list of 2009 coalition members appears on page 24 of this report.

“Unlike HIV/AIDS, malaria, TB, breast cancer — you name it — pneumonia has lacked forceful, articulate, powerful adult advocates. Until now babies, by the millions, die of pneumonia and are never heard from. I think that this has changed.”

—Dr. David Marsh

Senior Advisor, Save the Children, Amherst Bulletin (November 6, 2009)



The Global Coalition against Child P

Why Pneumonia, why now?

In 2006 the UNICEF/WHO report “Pneumonia, the Forgotten Killer of Children” disclosed that pneumonia kills 2 million children every year - more than AIDS, malaria and measles combined. Although more recent estimates show child mortality has since declined, pneumonia deaths remain a significant problem. Fighting pneumonia is a critical strategy for countries working to reach the Millennium Development Goals by 2015, which include a goal to reduce under-5 child deaths by two-thirds from the 1990 level.

Research shows that a package of basic health measures could dramatically cut childhood deaths from pneumonia. Vaccines against two of pneumonia’s common bacterial causes, Hib (*Haemophilus influenzae* type B) and pneumococcus, have prevented many deaths

in industrialized countries. The GAVI Alliance, an international partnership devoted to improving child health, is working to help low-income countries introduce these vaccines within public vaccination programs. Other proven, low-cost techniques include exclusive breast feeding for six months, ensuring good nutrition, reducing indoor air pollution, access to antibiotics, washing hands, and preventing mother-to-child transmission of HIV.

Many children who contract pneumonia do not get the care they need. Though it is common, it is rarely diagnosed as few caregivers can recognize pneumonia symptoms. Consequently, less than one third of children suffering from pneumonia receive antibiotics, which are available for less than US\$1.

Musicians take part in a walk and motor rally following a stakeholder seminar in Abuja, Nigeria to mark the first-ever World Pneumonia Day.



pneumonia The Global Coalition against

Fight Pneumonia, Save Lives

PNEUMONIA IS A LEADING KILLER OF CHILDREN.

Every 15 seconds, pneumonia kills another child. That's 5,500 child deaths every day, and a staggering 2 million child deaths every year from a preventable, treatable disease.

PNEUMONIA IS A PROBLEM WITH SOLUTIONS.

More than ever before, we know how to protect and prevent children from catching pneumonia, and how to treat those suffering with this illness.

FIGHTING PNEUMONIA IS AN INVESTMENT IN THE HEALTH OF CHILDREN EVERYWHERE.

If children in poor countries had access to the routine vaccines and antibiotics children in the United States and Europe receive, millions of lives would be saved.

Parents, nurses and health workers take part in a large march and rally, as well as a three-day information blitz in Kolkata, India organized by the Institute of Child Health in collaboration with the West Bengal branch of the Indian Academy of Pediatrics to demonstrate to the media the urgency of addressing pneumonia.

The need for World Pneumonia Day



Young Paul Odhiambo is recovering after treatment at Mbagathi District Hospital in Nairobi, Kenya.

The need for World Pneumonia Day

We already have the tools we need to prevent and treat pneumonia. Nevertheless, 2 million children under five years of age die from this disease each year—more than from HIV/AIDS, measles, and malaria combined. With World Pneumonia Day, we are seizing the opportunity to change this.

World Pneumonia Day was founded to highlight the need to stop pneumonia deaths in the world's poorest countries. The day was established by The Global Coalition against Child Pneumonia as a way to bring focus to this under-recognized killer and to advocate for affordable and effective solutions that will save millions of young lives.

Child health advocates founded World Pneumonia Day to draw attention to this often overlooked yet solvable global health problem. The goal of World Pneumonia Day is to bring this global health crisis to the public's attention and encourage policy makers and child health advocates to combat the disease.

World Pneumonia Day 2009: Summary of results

The first-ever World Pneumonia Day was held on November 2, 2009. Thousands of advocates in 36 countries recognized the day through a variety of outreach activities.

167 activities in more than 36 countries on 6 continents

Events – such as symposia, rallies, football matches, radio call-in shows, marches and races – attracted new organizations to the cause and activated advocates.

World Pneumonia Day increased awareness and urgency in donor countries. The need to invest in life-saving programs to combat pneumonia and save children's lives received important attention.

Communications efforts delivered a united message on saving children's lives. Coalition members delivered consistent, positive messages about the need for the global community to step up efforts to fight pneumonia. Centralized communications efforts combined to generate more than 330 English-language total print, radio, television and online stories, 80 blogs and increased visits to the World Pneumonia Day website.

“We have what it takes to prevent and cure childhood pneumonia. Yet the disease tragically claims more than two million babies and toddlers every year. We can stand on the sides and continue to watch this tragedy unfold or we can step in and change the ending. World Pneumonia Day gives everyone the chance to act.”

—Gwyneth Paltrow

Save the Children Artist Ambassador

Country advocacy efforts

Fight pneumonia Save a Child

Our Children Deserve a Chance for A Better Life

Join the Fight to end Pneumonia Deaths in Children

2009/2010

world pneumonia day

Fight Pneumonia. Save a child. November 2nd

November 2009							December 2009						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	1	2	3	4	5		
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

January 2010							February 2010							March 2010							April 2010							May 2010							June 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
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8	9	10	11	12	13	14	8	9	10	11	12	13	8	9	10	11	12	13	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14		
15	16	17	18	19	20	21	15	16	17	18	19	20	15	16	17	18	19	20	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21		
22	23	24	25	26	27	28	22	23	24	25	26	27	22	23	24	25	26	27	22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28		
29	30	31					29	30	31				29	30	31				29	30	31					29	30	31					29	30	31						

July 2010							August 2010							September 2010							October 2010							November 2010							December 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7		
8	9	10	11	12	13	14	8	9	10	11	12	13	8	9	10	11	12	13	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14		
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21							
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29	30	31					29	30	31					29	30	31					29	30	31					29	30	31											

Calendar developed by NGO Childhood Bridge International Initiative to raise awareness on pneumonia prevention in Jos State, Nigeria.

advocacy effortsCountry advocacy effort

World Pneumonia Day efforts resulted in 167 activities in 36 countries on 6 continents. The day provided an opportunity for countries to educate policy makers and the public on the need to take action against the urgent problem of child pneumonia.

Country advocacy efforts

World Pneumonia Day provided an opportunity for the countries most affected by child pneumonia to lead the call for policies that will increase support for prevention and treatment. These advocacy efforts complemented existing policy maker outreach and education efforts by encouraging innovative ways for advocates to approach policy makers and the public.

What follows are some of the highlights of these advocacy efforts. Additional information on these events and many others is available at <http://worldpneumoniaday.org/events/>.

Rally, Media Briefing, and Symposium — Dhaka, Bangladesh

PACE (Pneumococcal Awareness Council of Experts) sponsored a symposium and press conference with editors of leading newspapers and TV channels. A rally of more than 400 people in Dhaka and a policy maker roundtable were also organized. Opinion leaders, paediatricians, reporters and students discussed the issue and ways to solve the pneumonia crisis.

Running for Child Survival — Nairobi, Kenya

Approximately 1,000 people participated in the Kenya Paediatric Association's 2nd annual Running for Child Survival event in Nairobi. The run was sponsored by the Pneumococcal Awareness Council of Experts (PACE) and the International Vaccine Access Center (IVAC) at Johns Hopkins Bloomberg School of Public Health. The Honorable Beth Mugo, Minister of Public Health and Sanitation in Kenya, was the keynote speaker.

“We live in a world with infinite possibilities. Hearts are transplanted, DNA is decoded, and new medical discoveries are made every day. Yet we continue to be stymied by how best to reach those in resource-poor settings with the most basic care and medicines that we take for granted. What could break through this conundrum? The answer is a committed community in both donor and developing countries to make the health of children a priority.”

—Dr. Bill Frist and Dr. Richard Sezibera

World Pneumonia Day: Time for renewed global action against the forgotten killer of children, The Lancet (October 30, 2009)



Country advocacy effortsCountry ad

Shining a Light on the Forgotten Killer of Children — Kolkata, India

In collaboration with the West Bengal branch of the Indian Academy of Pediatrics, Kolkata's Institute of Child Health organized an information blitz about child pneumonia. A large march and rally by parents, nurses and health workers demonstrated to the media the urgency of addressing pneumonia. Additionally, a scientific program brought together specialists and nurses from across the city to learn about the prevention and treatment of pneumonia.

The Time is Now — Gujarat, India

A press conference resulted in media coverage in more than 50 national media outlets. This coverage featured the state's Chief Medical Officer (CMO) and officials from the Indian Academy of Pediatrics. The following day, a rally of school children was organized in conjunction with more than 20 local NGOs.

Fight Pneumonia, Save a Child Family Gathering, Walk, and Symposium — Bandung, Indonesia

Close to 200 children and parents participated in the family gathering and walk. A press conference took place with the chairman of the Indonesian Pediatric Society, the Indonesian Pediatric Society Respiratory Working Group and several national and local media outlets. Additionally, the "Fight Pneumonia – Save a Child" symposium was held in collaboration with the Jawa Barat Government, Padjadjaran University, the Indonesian Pediatric Society, Hasan Sadikin General Hospital, and the West Java Province Department of Health. Indonesian Health Minister, Dr. Endang Rahayu Sedyaningsih, was the keynote speaker.

Africa: Uganda Paediatric Association Pneumonia Awareness Walk — Kampala, Uganda

The Uganda Paediatric Association (UPA) spearheaded a Pneumonia Awareness Walk to the Parliament of Uganda to present a petition. The UPA petitioned Parliament and the Ministry of Health for the introduction of the vaccine on the regular immunization schedule. A series of press articles and op-eds were also published in conjunction with this event.

Road Show and Rally — Cross River State, Nigeria

Four hundred people attended a World Pneumonia Day Rally in Cross River State, Nigeria. The Deputy Speaker of the State House of Assembly was present. He stated that he would present immunization against pneumonia as an issue for inclusion in the 2010 budget.

Press Conference and Awareness Campaign — Ibadan, Nigeria

The College of Medicine at the University of Ibadan, the Paediatric Infectious Diseases Association of Nigeria (PIDAN), distributed posters and flyers to 33 local government areas as well as to schools, mothers, doctors, nurses, and the general public. In addition, a 60-second radio message, which was played repeatedly on several radio stations in the area — Radio Nigeria, Ibadan and Broadcasting Corporation of Oyo State, and Splash FM 105.5 — reinforced the campaign's message. Advocates also held a press conference, participated in a phone-in radio Q&A program on Radio Nigeria, and gave several television and newspaper interviews.

Together as One against Pneumonia Football Match and Panel — Kinshasa, DRC

Advocates aired a televised panel on pneumonia featuring pediatricians and vaccine experts. A football match was also organized between doctors at University Hospital and national television and radio broadcast journalists. Both events were featured on national television in DRC, which is followed by viewers across the country and other African countries as well as countries in Europe such as Belgium.

Rise against Pneumonia Rally — Delta State, Nigeria

Stakeholders, including a large number of women and children, participated in performing music and decorating floats with colorful mascots. Mrs. Sheila Roli Uduaghan, First Lady of Delta State and chairperson of the MasterCare Foundation, encouraged mothers to prioritize the health needs of their children and called upon Deltans to join in the fight against pneumonia. MasterCare Foundation aired announcements on local radio and television, distributed 15,000 posters and 100,000 handbills to 25 local government areas of Delta State, and held a pneumonia seminar.



Advocacy efforts Country advocacy effort

World Pneumonia Day 2009 — 167 events in 36 countries

AFRICA

Cote d'Ivoire	1
Democratic Republic of the Congo	3
Egypt	1
Kenya	5
Malawi	2
Mali	5
Nigeria	27
Rwanda	1
South Africa	4
The Gambia	1
Uganda	6
United Republic of Tanzania	1

EUROPE

Czech Republic	1
Spain	2
Switzerland	6
Turkey	2
United Kingdom	3

SOUTH AMERICA

Argentina	1
Brazil	2

Seminar and Walk/Motor Rally — Abuja, Nigeria

The event was attended by key Ministry of Health staff, non-governmental organizations, the World Health Organization, UNICEF, professional associations (pediatricians, pharmacists, and nurses), and media. Dr. Chizoba Wonodi of Johns Hopkins Bloomberg School of Public Health was featured as a guest on a health magazine program that aired on an independent TV station - ITV. The media, including the National Television Authority, The Federal Radio Service, and several newspapers covered the issues of new vaccines and pneumonia symptom recognition at the community level.

Participants gather for a World Pneumonia Day celebration and rally in Warri, Delta State, Nigeria. Opposite page: Motor Rally organized by MasterCare Foundation, Nigeria.

ASIA

Bangladesh	5
Cambodia	1
China	3
India	29
Indonesia	4
Israel	2
Jordan	1
Nepal	4
Pakistan	10
Philippines	3
Thailand	4

CENTRAL AMERICA AND THE CARIBBEAN

Costa Rica	1
Dominican Republic	2

NORTH AMERICA

Mexico	1
USA	21

AUSTRALIA and NEW ZEALAND 2

Bridging Knowledge Gaps about Pneumonia — Chandigarh, India

This innovative project, based at Chandigarh's preeminent PGIMER School of Public Health, used local health workers and the media to strategically disseminate information about child pneumonia to mothers. A radio campaign, which reached an estimated 40 million people in Haryana, Chandigarh and Punjab, and a regional newspaper campaign in Hindi and English, featured myths and misconceptions about pneumonia.

Increasing awareness in donor coun



Children in the world's poorest countries need access to vaccines and antibiotics to protect them from pneumonia. Additional funding from donor countries is needed to support this effort.

tries Increasing awareness in donor countries

World Pneumonia Day gave citizens around the world the opportunity to call on their governments to do more to stop pneumonia and protect the world's most vulnerable citizens.

Increasing awareness and urgency in donor countries

World Pneumonia Day provided an opportunity for advocates to increase public awareness and partner with donor country governments in order to provide a sense of urgency around the issue of child pneumonia. World Pneumonia Day activities were conducted in the United States and the United Kingdom as well as the European Parliament. The primary goal of these efforts was to raise awareness among the public and policy makers and create additional opportunities for resource mobilization.

One of the key strengths of this outreach was the ability of coalition members to provide the public and policy makers with a complete picture of how best to prevent pneumonia deaths and save young lives. Policy makers specifically noted that too often advocates focused only on a small piece of the development puzzle and that it was both helpful and inspirational to see a diverse group of advocates united around a common message and agenda.

“For the first time in history, we have the commitment from countries and the tools and systems in place to deliver new life-saving vaccines to protect millions of children against the world’s biggest childhood killer — pneumonia. With increased donor support, we can save many more lives and make an incredible leap in progress towards further reducing child mortality in the world. This is an historic opportunity we must not ignore.”

—Dr. Julian Lob-Levyt
CEO of the GAVI Alliance



Increasing awareness in donor coun

Mobilizing Political Leadership in the UK

The All-Party Parliamentary Group on Pneumococcal Disease Prevention in the Developing World (APPG) hosted the showcase UK event to mark World Pneumonia Day in the House of Commons. More than 50 attendees from a broad range of organizations were present at the event. Parliamentary Under-Secretary of State for International Development, Mike Foster MP, gave the keynote speech on behalf of the Government. Additional political leaders sending messages of support included the Leader of the Conservatives, the Rt Hon David Cameron MP; the Leader of the Liberal-Democrats, the Rt Hon Nick Clegg MP; Secretary of State for International Development, the Rt Hon Douglas Alexander MP; and the Shadow Secretary of State for International Development, Andrew Mitchell MP.

In addition to the event, extensive outreach was conducted in the House of Commons. An Early Day Motion highlighting World Pneumonia Day was introduced in the House of Commons and received wide support from MPs.

Briefing European Parliament

The Pneumococcal Awareness Council of Experts (PACE) and Michael Cashman, Member of the European Parliament (MEP), hosted a parliamentary discussion on the role of the European Union (EU) in combating pneumococcal disease. Led by Dr. Ciro A. de Quadros and Dr. Fred Were, the discussion called attention to the World Health Organization's (WHO) September 2009 data on the global burden of pneumococcal disease and highlighted opportunities for prevention.

Mike Foster MP, Parliamentary Under-Secretary of State for International Development and Dr. Katherine O'Brien, Associate Professor, Johns Hopkins Bloomberg School of Public Health, brief members of parliament and civil society in the UK.

US Opinion Leader and Legislative Events

Johns Hopkins University Pneumonia Symposium – Baltimore

Students and public health leaders hosted a film screening and symposium to draw attention to the disease. Students planned activities throughout the week to learn about the issue and the steps needed to increase public support for pneumonia fighting programs in the world's poorest countries.

U.S. Centers for Disease Control Child Pneumonia Information Session – Atlanta

The U.S. Centers for Disease Control and Prevention hosted a documentary viewing and Q&A session in honor of World Pneumonia Day. CDC staff as well as faculty and public health students attended the event.

United States Congress Recognizes World Pneumonia Day

The US Coalition for Child Survival and Save the Children hosted a briefing featuring Former US Senate Majority Leader Bill Frist, MD. The event highlighted the release of WHO and UNICEF's Global Action Plan for Prevention and Control of Pneumonia (GAPP). Congressional staff members were given an overview of global child health issues, including efforts to fight pneumonia.

A Congressional resolution was introduced to raise awareness among policy makers of the scope of the child pneumonia tragedy as well as the need to support life-saving solutions. The resolution, which was passed on November 4, 2009, calls attention to child pneumonia by "recognizing the scourge of pneumonia, urging the United States and the world to mobilize cooperation and focus resources to fight pneumonia and save children's lives, and recognizing November 2 as World Pneumonia Day."



tries Increasing awareness in donor co

Global Pneumonia Summit — New York City

On November 2, 2009, nearly 200 participants gathered to discuss pneumonia prevention and treatment and other ways to protect children from pneumonia. Participants from all over the world heard presentations from international health experts, leading non-government organizations, governments, foundations, the private sector, faith-based communities and influential journalists regarding how to meet the child pneumonia challenge

A summit program and webcast may be viewed at <http://worldpneumoniaday.org/webcast/>

At the summit, WHO and UNICEF released the Global Action Plan for Prevention and Control of Pneumonia (GAPP) a six-year plan for the worldwide scale-up of a comprehensive set of interventions to control the disease. The GAPP urges countries to implement a three-pronged pneumonia control strategy that: protects children by promoting exclusive breastfeeding and ensuring adequate nutrition and good hygiene; prevents the disease by vaccinating them against common causes of pneumonia such as *Streptococcus pneumoniae* (pneumococcal disease) and *Haemophilus influenzae* type b (Hib); and treats children at the community level and in clinics and hospitals through effective case management and with an appropriate course of antibiotics.

The GAPP estimates the cost of scaling up exclusive breastfeeding, vaccinations and case management in the world's 68 high child mortality countries. Together, these countries account for 98% pneumonia deaths worldwide. With this investment, the GAPP projects that by 2015, the scale-up of existing interventions can decrease child pneumonia mortality substantially. The full report can be found at the World Health Organization's website—www.who.int.

Wear Blue Jeans on World Pneumonia Day

To express a sense of urgency in fighting the pneumonia emergency, Hedge Funds vs. Malaria & Pneumonia started the movement to get people to wear blue jeans to work on World Pneumonia Day. Blue jeans were chosen because blue is the official color for the fight against pneumonia and because wearing blue jeans is a simple way for people to show support and raise awareness of this urgent problem. More than 20 leading hedge funds participated in this effort.

Speakers at the Global Pneumonia Summit in New York City. FROM LEFT TO RIGHT: Professor Jeffrey Sachs, Director, The Earth Institute, Columbia University; Angélique Kidjo, Singer-Songwriter, UNICEF Goodwill Ambassador and Founder, Batonga Foundation; and Dr. Richard Besser, Senior Health and Medical Editor, ABC News.

Communicating a united message



Media interviewing member of the Delta State House of Assembly, the Honourable Princess Ajudua at a pneumonia seminar and walk to commemorate World Pneumonia Day in Warri, Delta State, Nigeria.

Communicating a united message

Members of the Global Coalition against Child Pneumonia used World Pneumonia Day to communicate the unequivocal message that more must be done to prevent and treat this disease. Members were able to garner global attention through diverse media, on-line and education efforts.

Communicating a united message

World Pneumonia Day brought together nearly 100 organizations on six continents to fight for policies that will prevent pneumonia deaths. The Global Coalition against Child Pneumonia was able to leverage the expertise of its members to create communications materials and activities that presented the problem – and its solution – to the media, policy makers and parents.

Advocates were able to employ outreach techniques that worked best in their local markets while also providing consistent messages that attracted significant attention. Key success factors included:

New information on pneumonia prevention and treatment was available and shared with media

The release of the Global Action Plan for Prevention and Control of Pneumonia provided advocates with the opportunity to provide the media and policy makers with new information on pneumonia control. The release of this report by UNICEF and WHO against the backdrop of World Pneumonia Day garnered significant attention and was featured prominently in the media coverage.

Coalition website provided materials and information for advocates

A coalition website provided advocates with supporting messages and materials for outreach activities and events. The site also provided journalists, policy makers and the public with information on pneumonia and World Pneumonia Day events. The site is www.worldpneumoniaday.org.

High-profile, diverse spokespeople were featured in outreach

Members of academia, politicians and child health leaders all over the world were willing to lend their voices to the chorus calling for increased funding of pneumonia prevention efforts. For example, Ministers of Health and heads of pediatric societies collaborated in a number of countries to increase policy maker attention and educate parents. These high-profile voices provided great credibility to the united messaging of the coalition.

We can NOT afford to miss the train of hope – the pneumococcal vaccine that could save millions of children every year from an early grave. Time lost means lives lost. We must act immediately to help our children struggling to breathe.”

—Dr. Abu Sayeed Shimul and Dr. Tareq Salahuddin

in Combat Pneumonia, Help Children Struggling to Breathe, The Daily Star (Bangladesh) October 31, 2009



Communicating a united message

Social media efforts gave supporters a way to take action

Significant efforts were undertaken to establish a constituency for pneumonia, and social media proved an efficient way to activate these supporters. Outreach included change.org petitions as well as World Pneumonia Day Facebook and Linked-In messages. Additionally, coalition members used their own social media portals to disseminate pneumonia information and action-oriented messages.

Coalition outreach increased awareness of child pneumonia

Coalition members created innovative communications tools and conducted outreach to specialty outlets. This outreach generated substantial interest in pneumonia, for example:

- The Sabin Vaccine Institute spearheaded an effective effort to place articles and editorials on pneumonia in academic journals during the week of World Pneumonia Day.
- The CDC used its website to promote World Pneumonia Day through a feature story, e-cards and an announcement in the Morbidity and Mortality Weekly Report (MMWR) with an accompanying podcast.
- Save the Children's interactive quiz "Mission: Pneumonia" has been played by thousands of Americans. Hundreds of individuals sent letters and signed petitions urging Congress to do more to address child pneumonia deaths. In addition, Save the Children, in partnership with Scholastic, Inc., launched an effort to bring the issue of pneumonia to schools and households across America. "Knock Pneumonia Off the Map" educational kits were distributed to 10,000 classrooms nationwide.

World Pneumonia Day 2009 Communications Highlights

- More than 330 total print, radio, television and online stories in 37 countries and on six continents including coverage by top-tier US outlets such as: ABC News, Boston Globe, Chicago Public Radio, CNN, CNBC, Denver Post, Diplomatic Courier, MSNBC.com, National Public Radio Blog, The New York Times, NBC Today Show, Seattle Post-Intelligencer, USA Today, US News and World Report, Washingtonpost.com, Washington Post Express, Washington Times.

Coverage also included stories in the following top-tier outlets: BBC Channel Africa, Daily Monitor (Uganda), Daily Nation (Kenya), The Daily Star (Bangladesh), Dawn (Pakistan), The Guardian (Nigeria), The Hindu (India), Hindustan Times (India), The Independent (U.K.), The Jakarta Post (Indonesia), The Kathmandu Post (Nepal), The Korea Times (South Korea), The Lancet (UK), The Liberian Times (Liberia), Manila Bulletin (Philippines), The National Post (Canada), New Straits Times (Malaysia), Philippine Daily Inquirer (Philippines), The Times of India (India), Vanguard (Nigeria).

- 233,000 hits for "World Pneumonia Day" on Google
- More than 80 blogs featuring World Pneumonia Day including Huffington Post, Health Day, Disruptive Women in Health Care, ONE
- A full report on World Pneumonia Day communications activities is available at <http://worldpneumoniaday.org/news/wpd-2009-media-report/>

A televised panel on pneumonia took place in Kinshasa, Democratic Republic of Congo including Dr. Nyembwe and Dr. Kasogo of the Expanded Programme on Immunization DRC, and Dr. Kamanga and Dr. Illunga of the DRC Pediatric Association.

The fight against pneumonia continues



es The fight against pneumonia continues

World Pneumonia Day 2009 was just the beginning. The Global Coalition against Child Pneumonia continues to urge policy makers to take steps to fight pneumonia, the world's leading killer of young children.

Seizing the opportunity

The first-ever World Pneumonia Day united advocates around the shared goal of fighting pneumonia. This event increased global attention on child pneumonia and serves as a strong foundation on which to build a global advocacy effort to educate policy makers and save lives.

With nearly 100 members in more than 30 countries, the Global Coalition against Child Pneumonia is well-positioned to raise the profile of pneumonia and ensure that policy makers everywhere dedicate the necessary resources to the prevention and treatment of the disease.

In 2010 and beyond, the Global Coalition against Child Pneumonia will continue to build global awareness and create a sense of urgency around the need to enact affordable and effective solutions. In 2010 the coalition will expand its work by 1) building a strong, diverse constituency to support its work; 2) supporting the work of developing country advocates as they implement a policy agenda to fight pneumonia; and 3) working with donors to ensure the necessary resources are dedicated to protecting the health of children in the world's poorest countries.

“Pneumonia is entirely preventable and treatable, yet this disease still kills more than 2 million children each year, more than any other disease in the developing world. We have seen that when the world takes aim at preventable diseases and partners with poor countries in smart ways, we get results and save lives. It's time for the world to target pneumonia in a concerted way and stop these needless deaths.”

—David Lane
ONE President and CEO



The fight against pneumonia continues

Global coalition against child pneumonia: strategic approach

Continue building a diverse constituency to fight pneumonia

World Pneumonia Day 2009 was an opportunity to mobilize supporters around a life-saving agenda. Moving forward, advocates will work with colleagues focused on neonatal care and diarrhea prevention and treatment to ensure policy makers appreciate the context in which these interventions take place. Taken together, efforts to prevent neonatal, diarrhea and pneumonia deaths, would dramatically improve the health of children in poor countries. Coalition members will work to demonstrate how pneumonia fits within this comprehensive effort and how investments in all three areas are both life-saving and cost-effective.

Coalition members will also reach beyond the child health community and increase the diversity of voices through appeals to faith-based, maternal health and economic development organizations.

Support developing country advocacy

Developing country efforts were at the heart of the successful 2009 effort. Parents, pediatricians and policy makers came together in unprecedented numbers to demonstrate the strong need for pneumonia prevention and treatment programs. The Global Action Plan for the Prevention and Control of Pneumonia (GAPP) provides countries with a road map on how they can move forward in developing policies and programs to fight pneumonia. The coalition will work with countries to implement the GAPP and other policies that prevent pneumonia deaths.

Broaden efforts in donor countries

The GAPP articulates the consensus of the child health community in terms of the scope of the problem as well as its causes and solutions. It continues to unite coalition members by providing a concrete policy agenda for action. The GAPP also provides donor countries with an ambitious funding target that is needed to provide proper support for child health programs. Coalition members will work with G20 governments to provide the needed information on child pneumonia so policy makers have the information they need to support pneumonia prevention and treatment programs.

World Pneumonia Day 2010

November 12, 2010 is the next World Pneumonia Day. This day will provide advocates, the media and policy makers with an opportunity to focus attention on how best to protect young lives in the world's most vulnerable countries. Above all, World Pneumonia Day will provide an opportunity to build momentum and reenergize efforts to protect children from this leading killer.

Parents, nurses, and health workers participate in a march in Kolkata, India organized by the Indian Academy of Pediatrics West Bengal branch and Kolkata's Institute of Child Health.

esThe fight against pneumonia continu



Babies waiting with their mothers for vaccinations at a clinic outside Kigali, Rwanda.



The Global Coalition against Child Pneumonia was established in April 2009. It seeks to elevate focus on pneumonia as a public health issue and to prevent the millions of avoidable deaths from pneumonia that occur each year, particularly in children. The coalition is grounded in a network of international government, non-governmental and community-based organizations, research and academic institutions, foundations, and individuals that have united to bring much-needed attention to pneumonia among donors, policy makers, health care professionals, and the general public.

Coalition members for World Pneumonia Day 2009

- Africa Fighting Malaria
- American India Foundation
- American Jewish Joint Distribution Committee
- Antibiotic Consensus Society of Uganda (ACSU)
- Arab Pediatric Infectious Disease Society
- Asian Alliance for Pneumococcal Disease Prevention (ASAP)
- Barcelona Centre for International Health Research (CRESIB, Hospital Clínic-Universitat de Barcelona)
- Best Shot Foundation
- Boston University School of Public Health, Center for Global Health and Development
- CARE
- California Immunization Coalition (CIC)
- Center for Vaccine Development (CVD-Mali)
- Centre National d'Appui à la lutte contre la Maladie (CNAM)
- Chinese Society of Pediatric Pulmonology
- Columbia University Mailman School of Public Health
- Croatian Centre for Global Health
- The Earth Institute, Columbia University
- Emerging Markets Group, Ltd.
- Every Child By Two
- Episcopal Relief and Development
- Destinee Charity Foundation, Cameroon
- GAVI Alliance
- GiveVaccines.org
- Global Action for Children
- Global Health Council
- Global Science Academy, India
- Hedge Funds vs Malaria & Pneumonia
- Immunization Action Coalition
- Indian Academy of Pediatrics, West Bengal Branch
- International Pediatric Association
- International Rescue Committee
- International Union Against Tuberculosis and Lung Disease
- International Society for Tropical Pediatrics-Philippines
- International Society of Tropical Pediatrics - Thailand Chapter
- International Vaccine Institute (IVI)
- The Johns Hopkins Bloomberg School of Public Health
- John Snow Inc.
- Jordan University Medical School, Division of Pediatric Infectious Disease
- Kageno
- March of Washingtons
- The MacDella Cooper Foundation
- Measles Initiative
- Medical Teams International
- Monitoring and Accelerated Child Survival Initiative (MACS Initiative)
- Millennium Villages
- Ministry of Health - ARI Programme, Malawi
- Ministry of Health, Mali
- National Foundation for Infectious Diseases (NFID)
- National Institutes of Health (NIH)
- The Nigerian School Project
- NYU School of Medicine, Department of Medical Parasitology, Malaria and Neglected Tropical Diseases Initiative
- One
- Parents of Kids with Infectious Diseases (PKIDs)
- PATH
- The Paediatric Association of Nigeria (PAN)
- Paediatrics Association of DRC
- Pediatric Association of Tanzania
- Paediatric Infectious Diseases Society, Nigeria
- Pediatric Infectious Disease Society of the Philippines
- Pediatric Infectious Disease Society of Thailand
- Pediatric Lung Association
- PGIMER School of Public Health, Chandigarh
- Philippines Foundation for Vaccination (PFV)
- PneumoAction
- Pneumonia Advocacy and Working Group of Uganda
- Population Services International (PSI)
- Project HOPE
- The Public Health Foundation of India
- The Rollins School of Public Health at Emory University
- There Is No Limit Foundation
- Sabin Vaccine Institute
- Save the Children
- Southern African Society of Paediatric Infectious Diseases (SASPID)
- The Task Force for Global Health
- Uganda Paediatrics Association (UPA)
- University of Edinburgh
- University of Melbourne, Centre for International Child Health
- US Coalition for Child Survival
- US Fund for UNICEF
- The Vaccines for Africa Initiative (VACFA)
- Vicks®
- Voices for Vaccines
- Women's Refugee Commission
- World Vision
- Technical assistance provided by: The Centers for Disease Control and Prevention and UNICEF



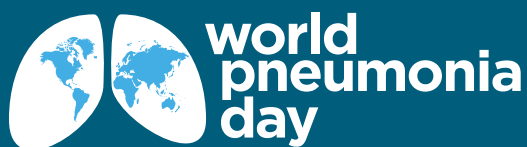
World Pneumonia Day, Bangladesh. Hundreds of participants, including Member of Parliament Saber Hossain Chowdhury, call on the government to step up efforts to fight child pneumonia.

The Global Coalition Against Child Pneumonia

“ In wealthier countries, we don't often see life-threatening child pneumonia. It's easy to forget that around the world, pneumonia is still killing thousands of children every day. Pneumonia is both common and extremely serious, but with existing tools like vaccines and antibiotics, we can save more than a million children every year. ”

— Dr. Orin Levine

Executive Director of International Vaccine Access Center (IVAC) at the Johns Hopkins Bloomberg School of Public Health



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