

Rx for Child Survival

As Americans join us in exploring global health—through the *Rx for Survival* television series, the PBS Web site or our community activities—we believe the stories they hear will move them to respond on three levels. First, as citizens of a global community, in which disease recognizes no geopolitical boundaries, they'll be more aware of the reasons that good health is in Americans' and all world citizens' self-interest. Second, they'll want to learn more and share with others what's important about global health issues. Third, they'll want to improve health both at home and for people around the world. To give those Americans a quick and easy way to respond on all three levels we've created *Rx for Child Survival*, a campaign to raise awareness and give kids a fighting chance at life.

Why Focus on Child Survival?

As the *Rx for Survival* television series makes clear, there is a growing crisis in global health. And while we think it's important that Americans learn about the range of health issues the world faces, tackling all of these problems would be a daunting challenge. Child survival, though, is one global health challenge about which every American can quickly and easily make a dramatic difference. Worldwide more than 10 million children under the age of five die each year—a majority from preventable causes—and experts agree that nearly all of them would have had a much better chance at life if they had access to simple, inexpensive health interventions:

- Vaccinations to fight childhood diseases, including measles and tetanus
- Vitamin A and micronutrients to meet the minimum requirements for healthy growth
- Oral rehydration packets to help reduce diarrhea-related illness and deaths
- Insecticide-treated netting to protect against mosquitoes that carry malaria and other infectious diseases
- Antibiotics to fight pneumonia and antimalarials

Funds donated to the *Rx for Child Survival* campaign will be used by Save the Children and CARE to deliver these interventions and by UNICEF to purchase vaccines. Additionally, where it is appropriate, pregnant women and new mothers will be educated about the health value of breastfeeding their infants.

(more)

How Americans Can Get Involved

From e-mobilization to local town meetings, from bake sales to scouting projects, from college campus forums to international festivals, *Rx for Child Survival* encourages Americans not only to get informed about global health, but also to get involved. Here are some ways in which the project promotes action:

- **Donating**

One of the most direct ways Americans can help is through donations. CARE and Save the Children have partnered with the WGBH Educational Foundation and Vulcan Productions to establish a special fund for *Rx for Child Survival*. The fund will help ensure that the five critical interventions are delivered to millions of children through existing programs in Afghanistan, Mali, Mozambique, Nepal, Nicaragua, Sierra Leone and Vietnam. CARE will also distribute a percentage of the *Rx for Child Survival* donations to UNICEF for the purchase of vaccines. Donations can be made by logging on to www.pbs.org/rxforsurvival or calling 800-242-4483.

- **Speaking Out**

Neither *Rx for Survival* nor *Rx for Child Survival* advocates any point of view on legislation but, through our partner the Global Health Council, the project will help viewers discover ways to engage in thoughtful public dialogue.

- **Giving Time**

While individual action can and will make a difference, events in the broader community can make a larger one. *Rx for Child Survival* and many outreach partners will offer a wide variety of child survival events.

Our fervent hope is that by offering Americans the tools to get involved, we can shift the world's understanding and leave a legacy that reminds us all that through the power of many voices, we can make our shared planet a stronger and healthier place.

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