

# Fact Sheet

## Campaign

*Rx for Child Survival—A Global Health Challenge*

## Project Creators

WGBH Educational Foundation and Vulcan Productions, Inc.

## Funders

Major funding for *Rx for Child Survival—A Global Health Challenge* is provided by the Bill & Melinda Gates Foundation and The Merck Company Foundation.

## Project Overview

As the *Rx for Survival—A Global Health Challenge* television series and its related multimedia coverage make clear, there is a growing crisis in global health. Child survival is one global health challenge about which every American can quickly and easily make a dramatic difference. The WGBH Educational Foundation and Vulcan Productions have created *Rx for Child Survival*, an outreach campaign to raise awareness about child survival issues and encourage people to speak out, volunteer time and energy, and donate money to programs that give the world's most vulnerable children a fighting chance at life.

## Rx for Child Survival Interventions

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. CARE will also distribute a percentage of the *Rx for Child Survival* donations to UNICEF for the purchase of vaccines. Additionally, where it is appropriate, pregnant women and new mothers will be educated about the health value of breastfeeding their infants.

## Rx for Child Survival Countries Served

Interventions will be delivered to children in Sierra Leone, Vietnam, Mozambique, Nicaragua, Mali, Nepal and Afghanistan.

125 Western Avenue  
Boston MA 02134  
617.300.2000 phone  
617.300.1023 fax

TM A project of the  
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Foundation



*Rx for Survival—  
A Global Health Challenge*  
premieres  
November 1–3, 2005  
on PBS

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## **Rx for Child Survival Partners**

*Rx for Child Survival*—A *Global Health Challenge* is a project of the WGBH Educational Foundation and Vulcan Productions in collaboration with CARE and Save the Children, and in association with the Global Health Council and UNICEF. Save the Children and CARE have offices, trained staff and delivery systems in the world's neediest countries, and they will efficiently and effectively distribute necessary healthcare measures to the most vulnerable children; in addition, CARE will distribute a percentage of the *Rx for Child Survival* donations to UNICEF for the purchase of vaccines. As the largest member organization devoted to improving health around the world, the Global Health Council is a natural partner in WGBH and Vulcan Productions' efforts to raise Americans' awareness about health.

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## **Rx for Child Survival Outreach Partners**

A number of humanitarian, professional and community partners will be central to raising Americans' awareness by sharing information with their constituencies and through existing and specially created activities. These outreach partners are: American Academy of Pediatrics; American Public Health Association; The CORE Group; Girl Scouts of the USA; Global Alliance for Vaccines & Immunization (GAVI); National Public Health Information Coalition; the Pan American Health Organization; Rotary International; The United Nations Association—USA; and U.S. Coalition for Child Survival.

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## **Rx for Child Survival Community Coalitions**

PBS stations from Seattle to Atlanta have stepped forward to serve as community coalitions, galvanizing Americans' awareness and engagement in global health and child survival. Anchored by the stations, the community coalitions have partnered with local branches of the 10 national outreach partners and with a variety of organizations and institutions within their communities. From the end of summer and well into 2006, the coalitions will organize a host of activities from screenings and panel discussions to child survival fundraisers and local public affairs programming.

The Coalition stations are: GPB, Atlanta; KCTS, Seattle; KMOS, Warrensburg, MO; KPBS, San Diego; KUHT, Houston; KVIE, Sacramento, CA; KWBU, Waco, TX; MPT, Owings Mills, MD; NET, Lincoln, NE; TPT, St. Paul/Minneapolis; VPT, Colchester, VT; WGBH, Boston; WGBY, Springfield, MA; WGVU, Grand Rapids, MI; WPT, Madison, WI; WLPB, Baton Rouge, LA; WNET, New York; WNPT, Nashville, TN; WTCI, Chattanooga, TN; WTVI, Charlotte; and WIPR, Puerto Rico.

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## **Rx for Child Survival Campaign Advisory Board Members**

Shahida Azfar, Interim Director, Child Survival Partnership (hosted by UNICEF)  
Rev. Bob Edgar, General Secretary, National Council of Churches  
Dr. Harvey V. Fineberg, President, Institute of Medicine of The National Academies  
Rev. Dr. C. Welton Gaddy, President, The Interfaith Alliance  
Sherry Lansing, CEO, The Sherry Lansing Foundation  
Kakenya Ntaiya, Youth Leader and Consultant, United Nations  
Daniel E. Pellegrrom, President, Pathfinder International  
Dr. Alfred Sommer, Professor, Johns Hopkins Bloomberg School of Public Health  
Dr. Louis W. Sullivan, President Emeritus, Morehouse School of Medicine

In addition, *Rx for Child Survival* has received comments from:

Vice Admiral Richard Carmona, Surgeon General, U.S. Department of Health and Human Services  
Dr. Julie Gerberding, Executive Director, Centers for Disease Control and Prevention  
Dr. Jay McAuliffe, Medical Officer, Office of Global Health, Centers for Disease Control and Prevention  
Dr. Kenneth Moritsugu, Deputy Surgeon General, U.S. Department of Health and Human Services

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## **PBS Web Site**

The *Rx for Survival* Web site can be found online at [pbs.org/rxforsurvival](http://pbs.org/rxforsurvival). This site gives users the chance to learn more about global health and child survival and become involved in efforts to improve the health of people around the world. The site will be updated with a wealth of information in October 2005.

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## **Newsroom Guide to Global Health: A Resource for Reporters**

A special Newsroom Guide will provide a comprehensive source for global health and child survival reporting, including global health fact sheets; a glossary of terms and acronyms; experts and contacts; useful Web sites; and sources for photos. The Guide will be available in September 2005.

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## **Press Contacts**

### *Rx for Child Survival*

**Paula M. Fleming**

617.300.4247

[paula\\_fleming@wgbh.org](mailto:paula_fleming@wgbh.org)

### *Rx for Survival*

**Sara Green**

617.300.4249

[sara\\_green@wgbh.org](mailto:sara_green@wgbh.org)

### *Photography*

**Erin Francis**

617.300.4244

[erin\\_francis@wgbh.org](mailto:erin_francis@wgbh.org)

### **Mary Beth LeFaivre**

617.300.4248

[mary\\_beth\\_lefaivre@wgbh.org](mailto:mary_beth_lefaivre@wgbh.org)