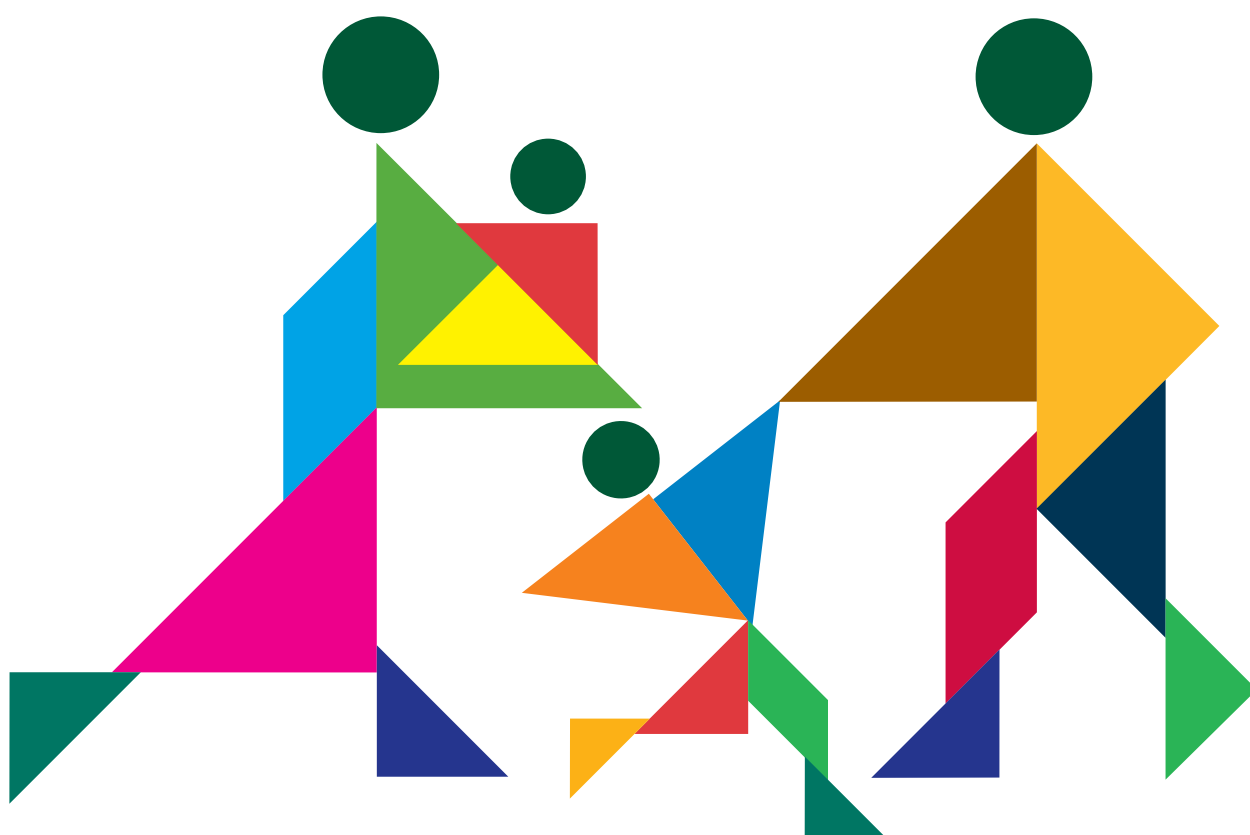


*Make every mother  
and child count*

World Health Day ▶ 7 April 2005



**A TOOLKIT FOR ORGANIZERS OF ACTIVITIES**



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*Printed in Switzerland*

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## *A personal invitation to celebrate World Health Day*



*Dr LEE Jong-wook  
Director-General  
World Health Organization*

*2005 is a critical year for maternal, newborn, and child health, when WHO's flagship day and report focus on this important theme. On 7 April, 2005, World Health Day and the World Health Report will highlight the invisible health crisis which results in the deaths of women having babies, and of young children.*

*We have an opportunity to focus global attention on what should be obvious: every mother, and every child, counts. They count because we value every human life. The evidence is clear that healthy mothers and children are the bedrock of healthy and prosperous communities and nations.*

*Apart from demonstrating your personal commitment to organizing events around World Health Day, it is going to be vital for us to work together to make 2005 a remarkable year. Every event and every voice on every occasion will be vital in bringing new energy and commitment to turning the tide on a situation we can no longer abide.*

*Each year more than half a million women die from pregnancy-related causes and 10.6 million children die, 40% of them in the first month of life. Almost all of these deaths are in developing countries. Many could be prevented with well-known interventions, if only they were more widely available. In establishing the Millennium Development Goals four years ago, the international community made a commitment to reducing maternal deaths by three quarters, and reducing child mortality by two thirds by the year 2015.*

*World Health Day 2005 is a unique opportunity not just to highlight the magnitude of the problem, but to bring all stakeholders together to apply the solutions that work. Whatever kind of event you decide to organize, we hope this toolkit will help you leverage the maximum impact, however modest your budget. Use the World Health Day materials and graphics, photographs and features. Use our web site to build new alliances and partnerships. Use your own creativity to start now, and help to ensure we generate change that will last well beyond 7 April 2005. Above all emphasize the need to promote the health of mothers and their children everywhere.*

*The World Health Organization supports your efforts to make 2005 a landmark year for mothers and children.*





## Why make every mother and child count?

World Health Day is celebrated every year on 7 April. The theme of World Health Day 2005 is healthy mothers and children. This is also the subject of *The World Health Report 2005*, which will be launched on World Health Day.



In developing countries, pregnancy and childbirth are one of the leading causes of death for women of reproductive age, and one child in 12 does not reach his or her fifth birthday. Yet, the fate of these women and children is too often overlooked or ignored. The slogan for World Health Day 2005 "Make Every Mother and Child Count" reflects the reality that today, governments and the international community need to make the health of women and children a higher priority.

The well-being of societies is directly linked to the health and survival of mothers and children. When mothers survive and thrive, their children survive and thrive. When both mothers and children survive and thrive, the societies in which they live prosper.

Too many mothers and children in the world are dying or suffering from the effects of ill-health, poor nutrition and inadequate health care. Each year more than half a million mothers die in childbirth. At the same time 10.6 million children under the age of five years die from a handful of preventable and treatable conditions. Nearly all these deaths occur in low and middle income countries – and mainly amongst the poorest of the poor in these countries. Many of these deaths could be prevented using existing knowledge and affordable tools.

World Health Day 2005 is a unique opportunity to raise awareness of this needless tragedy, and of the efforts needed by all to ensure life and good health among these precious members of society. It is also an occasion to stimulate action; to compel national governments, international donors, nongovernmental organizations, the private sector, the media, community-based groups, and

Joy Phumaphi  
Assistant Director-General  
Family and Community Health Cluster  
World Health Organization

individuals alike to learn about, plan for and undertake sustainable activities that aim to improve the survival, health and well-being of mothers and children.

I welcome and encourage you all to join us in celebrating healthy mothers and children – the real wealth of societies – on 7 April 2005.

This toolkit is intended to support you in developing materials and in planning and conducting events, in celebration of the day. The events that you host will complement events being planned by others. WHO expects that events will be planned by government officials (including ministers of health), representatives of nongovernmental organizations, health-care providers, educators, students, representatives of women's and children's organizations, the media, and members of the public.



## Aim and objectives of World Health Day 2005

The aim of World Health Day 2005 is to create momentum that compels governments, the international community, civil society and individuals to take action to improve the health and well-being of mothers and children – and especially to help save the lives of millions of mothers and children who are dying each year during childbirth and early childhood.

The main objectives of World Health Day 2005 are to:

**Raise awareness** of the extent of illness, suffering and death among mothers and children, and its impact on health as well as social and economic development.

**Increase understanding that solutions exist.** Affordable and effective means are known that can prevent death and suffering. The challenge is to deliver a key set of preventive and curative interventions to the mothers and children who need them – to translate knowledge into action.

**Generate a movement** that stimulates collective responsibility and action. Families, community-based groups, professional societies, national governments, and the international community all need to support the delivery of programmes and services to mothers and children, as well as fight for better access to basic health services. Every individual within society has a role to play.

World Health Day 2005 – and the days, months and years that follow it – is expected to generate enthusiasm, solidarity, support, and – most of all – action that aims to improve the survival, health and well-being of all mothers and children.





## Activities for World Health Day 2005

On World Health Day 2005, WHO anticipates that yours will be one of hundreds of organizations around the world hosting events related to the survival, health and well-being of mothers and children.

WHO itself is planning global, regional and national events to mark World Health Day 2005. At global level, WHO will launch *The World Health Report 2005*, which will also focus on healthy mothers and children, and will organize a high-level meeting in conjunction with this launch.

Every year, *The World Health Report* takes a fresh and expert look at global health. Using the latest data gathered and validated by WHO, the report paints a picture of the changing world of health and shows how, if recent lessons are understood and acted upon, precious health gains can be achieved. *The World Health Report 2005* will take stock of the uneven progress made in maternal and child health thus far, and set out the strategies need-

ed for the accelerated improvements that we know are possible. The report will show how we can mobilize the energy and commitment that will be necessary to make those improvements. It will come at a time when we have a decade left to achieve the Millennium Development Goals. These goals underline the importance of health as part of development, and the centrality of mothers and children to the world's health. Efforts towards reaching these goals, even where these goals may not be fully achieved, will have the potential to transform the lives of millions of mothers, children, and families.

On World Health Day, the Partnership for Safe Motherhood and Newborn Health, the Healthy Newborn Partnership and the Child Survival Partnership plan to

highlight maternal, newborn and child health at a high-level meeting, scheduled to take place in New Delhi, India. The purpose of this meeting will be to heighten the profile of and obtain political commitment for maternal, newborn and child health, building on the momentum created by World Health Day and *The World Health Report 2005*. One of the main objectives of the meeting is to attempt to redress the fact that maternal, newborn and child health messages and technical achievements in the field are not reaching high-level policy-makers.

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WHO/Liba Taylor



# Messages for World Health Day 2005

The overall message for World Health Day 2005 is one of hope for all mothers and children. The future will be healthier and more productive for all societies if we act now to make every mother and child count.

Globally coherent messages will have the greatest impact. So, whatever form of event you are planning to host on World Health Day 2005, please orient your activities around the following key messages:

1. Too many mothers and children are suffering and dying each year.
2. Healthy mothers and children are the real wealth of societies.
3. Millions of lives could be saved using knowledge we have today. The challenge is to transform this knowledge into action.
4. In order to make a difference, we must all join forces and act. Together we can do it. Each one of us has a role to play.

Some background information to each of these messages is given below. You may decide to emphasize particular aspects that are especially relevant to the context of your activities.

## **Message 1:** **Too many mothers and children are suffering and dying each year.**

Millions of mothers and children are dying each year in pregnancy, childbirth and early childhood. Even more are suffering from ill-health and undernutrition. Newborn babies (0 to 28 days) are at the highest risk of death. Nearly all of this suffering and death occurs in low and middle income countries; and within these countries it is the poor and disadvantaged who suffer the most. Just a handful of preventable and treatable conditions are to blame.



WHO/Katerini Storeng

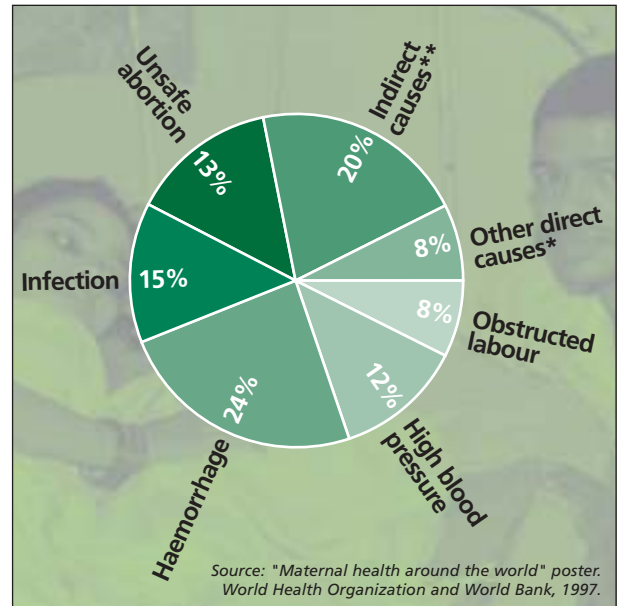
- Every minute, a woman dies from complications in pregnancy and childbirth. That means 1 400 women die every day – more than half a million women die every year (WHO, 2004a). Many millions more suffer disabilities.
- Every minute, 20 children under the age of five years die. That means nearly 30 000 children die every day 10.6 million children die each year (Black, Morris & Bryce, 2003). Newborn babies less than one month old are at greatest risk. Among all child deaths each year, nearly 4 million are among newborns (Lawn et al., 2004).
- Globally, for every two people who die in traffic accidents, one mother and 20 children die from preventable and treatable causes (WHO, 2004b).
- About 99% of maternal deaths and under-five child deaths occur in low and middle income countries, particularly in sub-Saharan Africa and South Asia. Within each country, mothers and children from the poorest families are the most likely to die (Victora et al., 2003; Graham et al., 2004).



- 70% of all maternal deaths are caused by just five factors: haemorrhage (24%), infection (15%), unsafe abortion (13%), high blood pressure (12%), and obstructed labour (8%). Nevertheless, poverty, social exclusion, low levels of education, and violence against women are powerful underlying causes of maternal death and disability. Women who become pregnant very young, who give birth many times, who suffer from infectious diseases such as malaria, TB and increasingly HIV/AIDS, and who are malnourished or anaemic are more likely to die.
- HIV/AIDS presents an ever increasing threat to both mothers and their children. Women currently account for nearly half of all adults living with HIV/AIDS (UNAIDS, 2004). This not only compromises the health of women, but it also increases the risk of mother-to-child transmission of HIV.
- A handful of preventable and treatable conditions are responsible for more than 70% of all child deaths. They are neonatal causes (37%), pneumonia (19%), post-neonatal diarrhoea (17%), malaria (8%), measles (4%), and HIV/AIDS (3%). Although it is rarely listed as a direct cause, malnutrition contributes to more than half of all childhood deaths by increasing a child's risk of dying. Lack of access to food is not the only cause of malnutrition; poor feeding practices and infection, or a combination of the two, are both major factors.

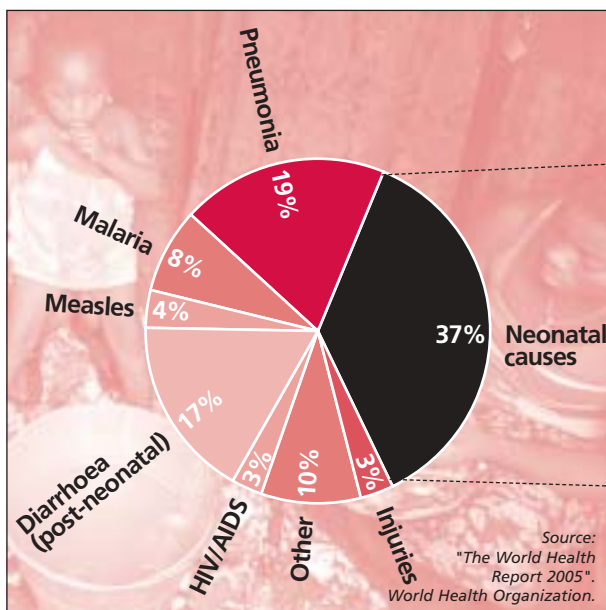
- The greatest threats to the survival of newborns (0-28 days) are a combination of perinatal conditions (e.g. low birth weight, birth trauma, and birth asphyxia) and severe infection (e.g. neonatal sepsis, pneumonia, meningitis, and tetanus).

**Causes of maternal death worldwide**



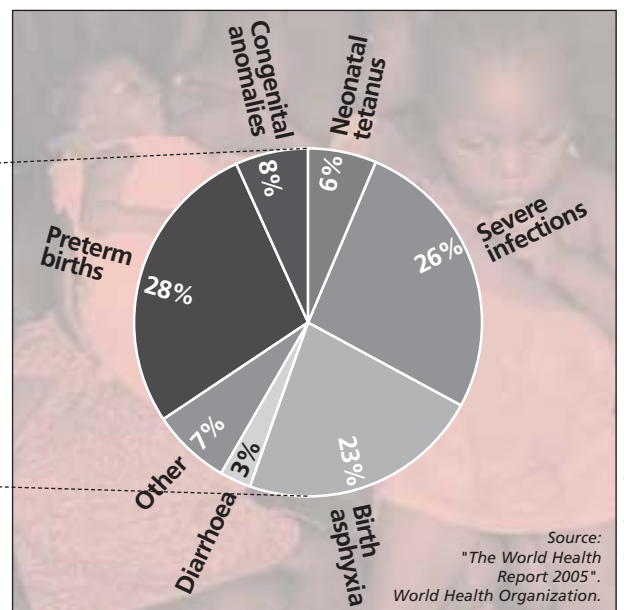
\* Other direct causes include: ectopic pregnancy, embolism, anaesthesia-related causes.  
 \*\* Indirect causes include: anaemia, malaria, heart disease.

**Causes of death among children under 5\* (2000-2003)**



\* The proportions total more than 100% due to rounding

**Causes of neonatal death\* (2000-2003)**



\* The proportions total more than 100% due to rounding

## Message 2: Healthy mothers and children are the real wealth of societies.

The survival and well-being of mothers and children are not only important in their own right, but are also central to solving much broader economic, social and developmental challenges. When mothers and children die or are sick, their families, communities and nations suffer as well. Improving the survival and well-being of mothers and children will not only increase the health of societies, it will also decrease inequity and poverty.

- Ill-health is one of the principal reasons why households become poor and remain poor (Narayan et al., 2000). Sick mothers and children require increased family expenditure. Fees and other out-of-pocket costs are a significant deterrent for families seeking health care, leading to dangerous delays in seeking help outside the household – particularly for children and pregnant women (OECD & WHO, 2003).
- When a mother is sick or dies, her productive contribution to the home, workforce, economy, and society is lost, and the survival and education of her children are jeopardized. Every year, an estimated one million young children die as a result of the death of their mother (WHO, 2003a). In households where a mother has died during the previous 12 months, children spend significantly less time in school as compared to children from households where the mother has not died.
- Good child health is imperative for economic and social development (World Bank 1993). It is estimated that for every dollar invested in child health, seven dollars are returned through reduced spending on social welfare and increased productivity of young people and adults (World Bank, 1996). When a child is sick or dies, both the child's family and society suffer. Frequent illness and malnutrition negatively affect cognitive development, body size and strength of young children. This reduces final educational achievement as well as productivity and work capacity in later life (Commission on Macroeconomics and Health, 2001).



## Message 3: Millions of lives could be saved using knowledge we have today. The chal- lenge is to transform this knowledge into action.

Effective knowledge and tools exist to reduce suffering and death. However, to make a real difference they must reach all mothers and children who need them. Experience has shown that known interventions are affordable and can be delivered, even in the poorest countries. At the same time, international agreements such as the United Nations Millennium Declaration and the Convention on the Rights of the Child, have paved the way for removing important obstacles to the widespread delivery of life-saving knowledge and tools.

- Not enough mothers and children are receiving existing and affordable life-saving interventions. For example, globally, just 61% of births are assisted by a skilled attendant, while in some low income countries the average is as low as 34% (WHO, 2004c). Furthermore, only 4 out of 10 children with pneumonia, worldwide, are treated with antibiotics (Gareth et al., 2003).
- To reduce maternal deaths dramatically, all women need access to high-quality delivery care with at least three key elements: skilled care at birth, emergency obstetric care in case of complications, and a functioning referral system which ensures access to emergency care if needed. Another key solution is helping women to avoid unwanted pregnancies and births.







WHO/Eric Miller

## Proven and effective interventions for reducing maternal and newborn disability and death

- Social support should be available for women during labour and birth.
  - Breastfeeding should start within one hour after birth.
  - Every newborn should have a safe and clean birth and be immediately dried and kept warm to protect against hypothermia; the umbilical cord should be cut using a safe technique, and should be kept clean and dry.
  - The WHO antenatal care package should be used for all pregnant women.
  - Magnesium sulphate should be used to treat severe pre-eclampsia and eclampsia.
  - A partogram should be used to identify obstructed labour.
  - Oxytocin should be used for all women as part of the active management of the third stage of labour.
  - Antibiotic prophylaxis should be used for women undergoing caesarean delivery.
  - Manual vacuum aspiration (MVA) should be used for management of incomplete abortion and induced abortion.
  - Kangaroo-mother-care should be used for all low birth weight babies.
  - Assisted delivery (including caesarean section) should be performed in cases of obstructed labour.
  - Iron and folate supplements should be given routinely during pregnancy to prevent maternal anaemia.
- More than 6 million children could be saved each year if they were reached by a small set of preventive and curative interventions (e.g. vaccines and simple treatments for common serious illnesses) and appropriate home care (Gareth et al., 2003). Appropriate home care includes optimal feeding practices, such as breastfeeding infants exclusively for the first six months of life, introducing adequate complementary foods at six months of age, and continuing to breastfeed up to two years or longer. Appropriate home care also involves key health practices such as using insecticide-treated materials to prevent the transmission of malaria, and giving appropriate home treatment for infections. (WHO, 2004d)



## Critical actions for increasing child survival

### Skilled care during pregnancy and birth

- Safe and clean delivery at birth
- Care of the newborn at birth

### Appropriate feeding in sickness and health

- Exclusive breastfeeding for the first six months of life
- Starting at six months of age, appropriate complementary feeding with continued breastfeeding up to 2 years of age and beyond
- Micronutrient supplementation (at least vitamin A)

### Prevention of illness

- Vaccination
- Insecticide-treated materials
- Water, sanitation and hygiene

### Prevention of mother-to-child transmission of HIV

- Antiretrovirals
- Safer infant feeding practices

### Treatment of illness

- Oral rehydration therapy to prevent and treat dehydration resulting from diarrhoea
- Zinc to reduce the duration and severity of diarrhoea
- Antibiotics for sepsis, pneumonia and dysentery
- Antimalarials

## The Millennium Development Goals

The Millennium Development Goals identify the actions needed across many different fronts (e.g. education, health, transport, agriculture, housing, energy, water, sanitation, legislation and social welfare) for social and economic development.

1. Eradicate extreme poverty and hunger.
2. Achieve universal primary education.
3. Promote gender equality and empower women.

#### 4. Reduce child mortality.

*Target: Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate.*

#### 5. Improve maternal health.

*Target: Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio.*

6. Combat HIV/AIDS, malaria and other diseases.
7. Ensure environmental sustainability.
8. Develop a global partnership for development.



WHO/Joyce Ching

- Special efforts, including intensified coordination between safe motherhood initiatives and child survival programmes, are needed to increase the number of newborn babies (0 to 28 days) who receive critical, life-saving care.
- Schooling for girls results in healthier, better-educated children, fewer maternal and child deaths, greater economic opportunities, and enhanced well-being of families. Nevertheless, two out of every three children not in school are girls; and two out of every three illiterate adults are women (UNESCO 2003).
- More than 189 nations have committed themselves to the Millennium Declaration and the ensuing targets of the Millennium Development Goals. The Millennium Development Goals acknowledge the importance of healthy mothers and children for social and economic development. They also demonstrate that simultaneous action is needed across many different fronts in order to achieve results.
- The Convention on the Rights of the Child, which has almost universal ratification, promotes holistic approaches to child health through its core principles of non-discrimination, participation, the best interests of the child, and the survival, protection, and development of the child.



**Message 4:**

**In order to make a difference, we must all join forces and act. Together we can do it. Each one of us has a role to play.**

Even though we know what to do, global progress has stagnated in improving the survival and well-being of mothers and children. At the current pace, it would take more than 150 years to reduce child mortality by two-thirds in sub-Saharan Africa alone. Rapid and coordinated action is needed to reach every mother and child with an essential and affordable package of proven interventions. This action will require strengthened political and technical leadership, and commitment of financial resources. It will also require concentrated efforts to recruit, train and deploy sufficient numbers of skilled health care providers.

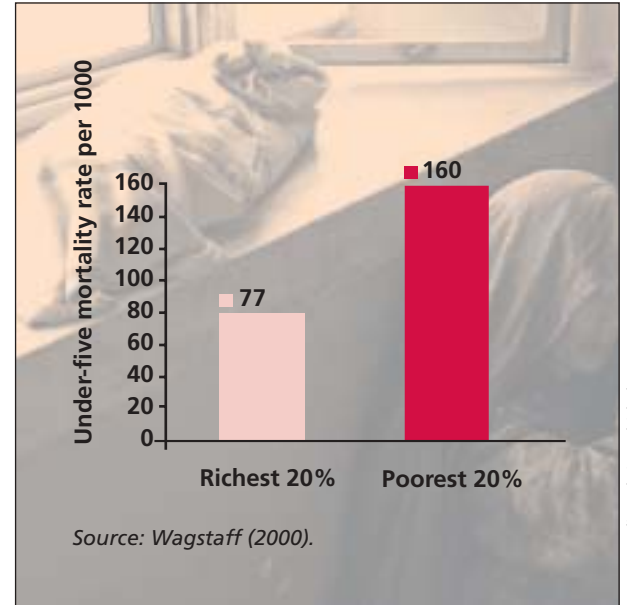
Everyone is responsible for making a difference.

- **The global community.** International aid and global health policy must support coordinated action across different programmes and sectors. This can be done by working in global partnerships around commonly agreed principles and goals, maximizing the allocation and use of available resources, addressing the growing crisis in the lack of trained health workers, and strengthening the implementation of programmes. The global community can also promote the sharing of knowledge, skills and experience within and between countries, as well as support south-to-south collaboration.
- **Governments.** National authorities can develop comprehensive policies, strategies and plans for ensuring universal access to appropriate and effective health promoting and life-saving interventions. These strategies should include ways to mobilize national partnerships, involving all appropriate sectors (e.g. education, health, legislation, social welfare), that aim to bring health services closer to communities, as well as strengthen both home care practices and health-seeking behaviour. They should include a particular focus on meeting needs for skilled health care providers, as well as generating and ensuring long-term commitment and investment, and monitoring progress.

Messages for World Health Day 2005

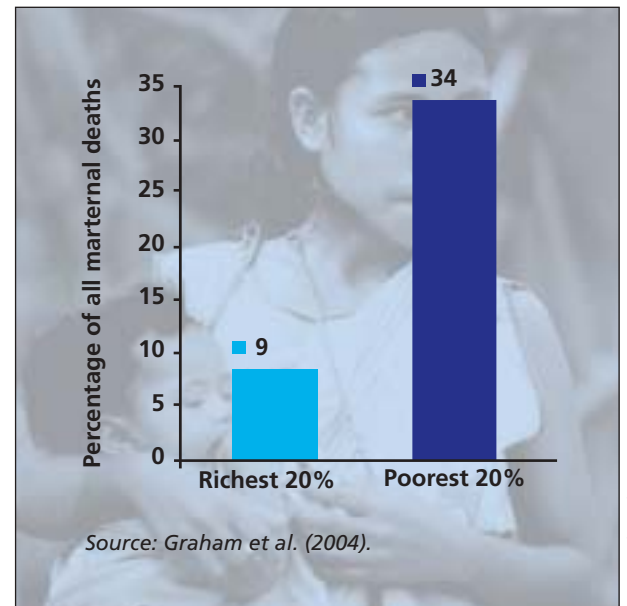
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Under-five mortality rates for the richest and poorest socioeconomic segments of the population, South Africa (1993)



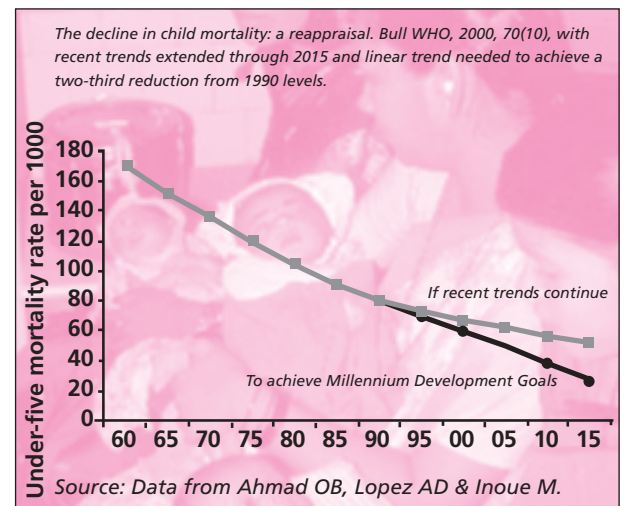
WHO/Natalie Behring-Chisholm

Percentage of all maternal deaths that occur in the richest and poorest socioeconomic segments of the population, Indonesia (1997)



WHO/Pepito Frias

Global trends in under-five mortality, 1960–2000, with projections to 2015





- **Other concerned parties.** Nongovernmental organizations, including community-based groups, health professional bodies, academic institutions, commercial enterprises, and the mass media have crucial and complementary roles to play. These include health service delivery, recruitment and training of health personnel, health education, resource generation, and sensitizing governments and the international community to the health needs of mothers and children. The private sector, including both health and non-health related businesses and entities, comprises not only potential donors, but also potential providers of entitlements and services to their employees and communities.
- **Individuals.** Individuals can inform themselves of their rights and responsibilities, participate in community-level activities, and practise behaviours that ensure the health and survival of their families. Practising key health behaviours – such as eating more and healthier foods during pregnancy, breast-

feeding, taking children for vaccinations, and using appropriate health services for sick children and during pregnancy can save lives (WHO, 2003b, 2004d). Men, as decision-makers, household heads and, above all, partners, have a key role to play in promoting the health of women and children.





# Getting the World Health Day 2005 messages out

What kind of information do you need to gather and how should you use it? Here are some suggestions of ways to present the World Health Day 2005 messages:

- Highlight the situation regarding the health of mothers and children in your region or country.
- Emphasize the local, national or regional situation regarding health and health-related issues, as it concerns mothers and children.
- Publicize and promote the good work done by you or your organization to improve the situation.
- Indicate the gaps (areas that are still not covered or the problems that remain) and what more you can do to raise awareness and stimulate action.
- Highlight maternal and child health success stories.

## Packaging the message

Once you are armed with information and supporting research on a particular message, you will need to transform your material into something to which everyone can relate. Sound bites (short, catchy statements) are the best. Remember that your treatment of the message needs to be oriented to the target audience.

## Creating events

Parades, competitions, street events, or quizzes with a mother and child theme all create media attention and get the messages out to large numbers of people in an interesting, entertaining and stimulating way. Such events are

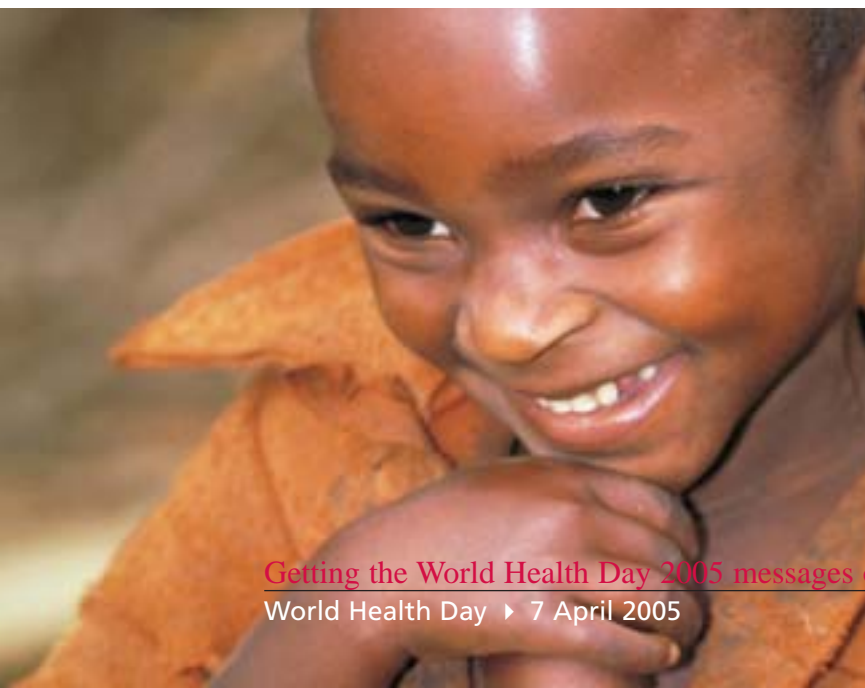
a good means of reaching an audience who might not be attracted by more traditional events, e.g. seminars or meetings.

You might consider involving celebrities as spokespersons. Remember that it takes time and preparation to get celebrities involved.

- Choose individuals who are well known and respected within the country or community, and who can attract positive attention to World Health Day 2005.
- Invite personalities in music, film, sports or politics.
- Find out if a well known person lives in or is from your area – such a person may be more likely to give “local support” to your event.
- Celebrities will often be unaware of the importance and impact of the context of World Health Day 2005 messages. So make sure they are briefed in advance. Specify clearly to their agent or manager, or to them, how you want them to contribute and the message you hope to put across. In creating an event, especially if a celebrity is involved, you will have created an opportunity for a news item. If your event is reported by the media, you will reach a much wider audience.

The media are potentially the most effective tool for communicating a message. But to work with the media you must understand how the media work. Timing is everything, and again sound bites are best. News reporters find information that is new, surprising, compelling or has impact on the public, most newsworthy. Make sure that the story:

- will interest the intended audience; for example, find a personal story and link it to a news event – this is much more interesting than isolated statistics;
- only includes facts and figures that are absolutely accurate – make sure that every name, date and piece of information has been double-checked with a reliable source.







### Organizing a news conference

Perhaps the single most effective means of getting media coverage for your World Health Day 2005 event is to hold a news conference. The following checklist will help you to organize a news conference:

- invitation list – print press, radio, television and others
- time and date: check any possible conflicts with competing events
- invitations
- media advisory
- photo opportunity
- call back to invited press members to confirm their attendance
- media kit – include speeches, main announcement release, biographies, background, fact sheet, photographs and so on
- anticipate possible questions from the media and prepare answers
- focus all presentations and answers on a small number of key messages
- on-site arrangements – room rental, name signs on podium for speakers, audiovisual equipment, and so on
- refreshments (snacks and drinks) if desired.

Do not neglect the news agencies. In addition to newspapers and magazines, you should contact the national news agency, also known as a wire service. If the news agency puts out a dispatch on maternal and child health for World Health Day 2005, the story will go out to every newspaper, magazine, radio station and television network in your country. If you contact the international news agencies or media in addition to your national media outlets, you will have potentially worldwide coverage.

#### Important International Media

Associated Press (AP)  
Reuters  
Agence France-Presse (AFP)  
International Herald Tribune  
Le Monde  
El Pais  
The Economist  
Financial Times (FT)  
Cable News Network (CNN)



# What WHO headquarters can provide to organizers of World Health Day 2005 events

## Campaign design and slogan

The World Health Day campaign design and slogan are available on the World Health Day 2005 web site, [www.who.int/world-health-day](http://www.who.int/world-health-day), and may also be obtained from the World Health Day 2005 Coordinator at WHO Headquarters. The slogan for World Health Day 2005 is "Make Every Mother and Child Count". We encourage you to make use of this design when preparing your materials and events in support of World Health Day.

Organizers are reminded that both the design and slogan are WHO copyright property and should be used together solely to identify events and materials related to World Health Day. The design may not be reproduced for the purpose of self-promotion or obtaining any commercial or personal financial gain, nor may it be utilized in any manner which implies WHO endorsement of the activities or products of a commercial enterprise.

## Materials

The WHO package of materials, for use in conjunction with World Health Day 2005, includes this toolkit, a poster and stickers with the World Health Day design and slogan. The attached *Form to order additional World Health Day 2005 packages* may be used to obtain the relevant materials from WHO regional offices. For contact details, please refer to the list below, entitled "Who to contact at WHO".

**Web site:** [www.who.int/world-health-day](http://www.who.int/world-health-day)

The web site for World Health Day 2005, which will be regularly updated up to and beyond 7 April 2005, contains all the information and materials related to World Health Day. It also includes printed materials, such as this toolkit for organizers and other materials, comprising the World Health Day 2005 package.

The screenshot shows the WHO website interface for World Health Day 2005. At the top, there is a search bar and language options (English, Español, Français). The main header reads "World Health Organization". Below this, a navigation menu lists categories like "Items", "About WHO", "Countries", "Health topics", "Publications", "Research tools", "WHO sites", "Toolkit for organizers", "Information materials", "Activities around the world", "Media career", "Contact information", and "Previous World Health Days". The central content area is titled "World Health Day 2005" and features a large banner with the slogan "World Health Day 2005: Make every mother and child count". Below the banner, there is a photo of a woman holding a child. To the right, there is a "FEATURE" section with a small portrait and text about mothers-to-be. At the bottom, there are links for "Personal invitation" and "Toolkit for organizers" with download options in various languages.

[What WHO headquarters can provide to organizers](#)

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## The World Health Day design concept

The invention of the Tangram puzzle is unrecorded in history. The earliest known Chinese book is dated 1813 but this form of puzzle was very old even then. In China, its country of origin, the tangram puzzle was considered a game for women and children.

This puzzle attracts people on a number of levels. The figures spark visually inclined people through their form, liveliness and striking simplicity. The image on the toolkit cover illustrates a united family. The strong colours and geometric shapes are powerful and easy to remember and identify, and the whole composition makes reference to the world of children. The use of different colours helps to build the idea of multiculturalism and diversity.

The press page will profile various statements in support of World Health Day 2005, as well as press releases and photo and audiovisual galleries. There will also be links to the web sites of WHO regional offices providing information about World Health Day. Eventually, the web site will offer a summary of *The World Health Report 2005*.

The web site will also feature, by country, various events being organized by partners around the world in celebration of World Health Day 2005. If your organization wishes to share information about the events you are planning, you are encouraged to complete the attached *Form to request a listing on the World Health Day 2005 web site*. The section of the web site listing activities planned by external organizations will be available by December 2004. Kindly note that WHO will decide whether or not to list organizations on its web site. Should there be any doubt as to the legitimacy or reliability of an organization, it will not be included.

The screenshot shows the WHO website interface. At the top, there is a logo and the text 'World Health Organization' with language options for English, Spanish, and Français. A search bar is also present. The main content area features a navigation menu on the left and a central article titled 'Great expectations'. The article text discusses the theme of maternal and child health for World Health Day 2005, mentioning six mothers-to-be from different countries. Below the text are several small photographs of the women and their babies. The article is dated 27 November 2004.

## Great expectations

In the lead up to World Health Day, WHO is following the experiences of six mothers-to-be living in different countries of the world. This photo feature, entitled Great expectations, can be viewed on the World Health Day web site.



## Who to contact at WHO about World Health Day 2005

International global organizations should contact WHO headquarters, while international regional organizations should contact the respective WHO regional office. These contact details are listed below.

National and local organizations should contact the respective WHO country office. This information is provided on the main WHO web site at <http://www.who.int/country/en>. In countries where WHO is not present, these groups should contact the respective WHO regional office.

### WHO regional offices

#### Africa

Dr Phanuel Habimana, Medical Officer; Intercountry Programme/Integrated Management for Childhood Illness Southern Africa; WHO Country Office; PO Box CY 348 Causeway; Harare, Zimbabwe;

Tel: +263 4 253 724-9; Fax: +263 4 253 731-2;

E-mail: [habimanap@whoafr.org](mailto:habimanap@whoafr.org)

Dr Seipati Mothebesoane-Anoh, Regional Advisor, Making Pregnancy Safer; WHO Regional Office for Africa; B.P. 6; Brazzaville, Republic of Congo;

Tel: +242 47 241 39189; Fax: +242 47 241 39517;

E-mail: [mothebesoanea@afro.who.int](mailto:mothebesoanea@afro.who.int)

#### Americas

Dr Rafael Antonio Obregon, Communications Advisor, Child and Adolescent Health Unit; Pan American Health Organization, WHO Regional Office for the Americas; 525, 23rd Street, N.W., Room 824; Washington, DC 20037-2895, USA; Tel: +1 202 974 3160;

Fax: +1 202 974 3724; E-mail: [obregonr@paho.org](mailto:obregonr@paho.org)



WHO/Rasoka THOR



Ms Bryna Brennan, Area Manager, Public Information;  
Pan American Health Organization, WHO Regional  
Office for the Americas; 525, 23rd Street, N.W., Room  
V-203; Washington, DC 20037-2895, USA;  
Tel: +1 202 974 34 57; Fax: +1 202 974 31 43;  
E-mail: [brennanb@paho.org](mailto:brennanb@paho.org)

#### **Eastern Mediterranean**

Dr Ahmad Mohit, Director, Health Protection and  
Promotion; WHO Regional Office for the Eastern  
Mediterranean; WHO Post Office; Abdul Razzak Al  
Sanhoury Street (opposite Children's Library); Naser  
City, Cairo 11371, Egypt; Tel: +20 2 276 5377;  
Fax: +20 2 276 5415; E-mail: [MOHITA@emro.who.int](mailto:MOHITA@emro.who.int)

#### **Europe**

Dr Alberta Bacci, Regional Coordinator, Making  
Pregnancy Safer; WHO Regional Office for Europe; 8,  
Scherfigsvej; DK-2100 Copenhagen, Denmark;  
Tel: +45 39 17 14 62; Fax: +45 39 17 18 50;  
E-mail: [ABA@who.dk](mailto:ABA@who.dk)

Ms Liuba Negru, Communications Officer, WHO  
Regional Office for Europe; 8, Scherfigsvej; DK-2100  
Copenhagen, Denmark; Tel: +45 39 17 13 44;  
Fax: +45 39 17 18 80; E-mail: [LNE@who.dk](mailto:LNE@who.dk)

#### **South-East Asia**

Dr Monir Islam, Director, Family and Community  
Health, WHO Regional Office for South-East Asia;  
World Health House; Indraprastha Estate; Mahatma  
Gandhi Road; New Delhi 110002, India;  
Tel: +91 11 233 70804 (ext. 26321);  
Fax: +91 11 233 78510; E-mail: [islammm@whosea.org](mailto:islammm@whosea.org)

#### **Western Pacific**

Dr Khine Sabai Latt, Regional Coordinator for Making  
Pregnancy Safer, Reproductive Health; WHO Regional  
Office for the Western Pacific; PO Box 2932 (United  
Nations Avenue), 1000 Manila, Philippines;  
Tel: +63 2 528 9878; Fax: +63 2 521 1036;  
E-mail: [lattk@wpro.who.int](mailto:lattk@wpro.who.int)

Mr Peter Cordingley, Spokesman, WHO Regional Office  
for the Western Pacific, P.O. Box 2932 (United Nations  
Avenue), 1000 Manila, Philippines,  
Tel: +63 2 528 9992, Fax: +632 521 1036;  
E-mail: [cordingleyp@wpro.who.int](mailto:cordingleyp@wpro.who.int)



#### **WHO headquarters**

Ms Brooke Girard, World Health Day 2005 Coordinator;  
Family and Community Health Cluster; World Health  
Organization; Avenue Appia, 20; CH-1211 Geneva 27;  
Switzerland; Tel: +41 22 791 15 17;  
Fax: +41 22 791 48 53; E-mail: [whd2005@who.int](mailto:whd2005@who.int)

#### **Evaluation of World Health Day 2005**

An evaluation of the results of World Health Day 2005 is important for understanding the extent to which a global advocacy event of such magnitude can have a direct impact on the health of mothers and children. This will be part of an overall evaluation of all the events being organized around the theme of healthy mothers and children during 2005.

To assist us in our efforts to document and assess the many activities which will occur as part of the celebrations for World Health Day 2005, we request you kindly to complete the attached *Form to provide feedback on activities hosted for World Health Day 2005*, and to send it back to us via your regional office or directly. You can also complete this form online at [www.who.int/world-health-day](http://www.who.int/world-health-day). We will be consolidating all the feedback received in a compendium of events planned for World Health Day 2005, which will be accessible on the World Health Day 2005 web site.



# Key sources for preparing World Health Day 2005 materials and activities

## Key WHO documents on maternal and newborn health

*Global action for skilled attendants for pregnant women.* Geneva, World Health Organization, 2004.

*Reproductive health strategy: to accelerate progress towards the attainment of international development goals and targets.* Geneva, World Health Organization, 2004.

*Making pregnancy safer: strategic direction for the accelerated reduction of maternal and perinatal mortality and morbidity.* Geneva, World Health Organization, 2004.

*Maternal mortality in 2000: estimates developed by WHO, UNICEF and UNFPA.* Geneva, World Health Organization 2004.

*Making pregnancy safer: the critical role of the skilled attendant.* Geneva, World Health Organization, 2004.

*Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice.* Geneva, World Health Organization, 2003.

*Skilled attendant at birth - 2004 global estimates.* Geneva, World Health Organization, 2004. Website: [http://www.who.int/reproductive-health/global\\_monitoring/skilled-attendant.html](http://www.who.int/reproductive-health/global_monitoring/skilled-attendant.html) (accessed 20 September 2004).

*Fact sheet on making pregnancy safer.* Geneva, World Health Organization, 2004. Website: <http://www.who.int/mediacentre/factsheets/fs276/en/> (accessed 20 September 2004).

## Key WHO documents on child health and development

*Family and community practices that promote child survival, growth and development: review of the evidence.* Geneva, World Health Organization, 2004.

*Strategic directions for improving the health and development of children and adolescents.* Geneva, World Health Organization, 2002.

*Global strategy for infant and young child feeding.* Geneva, World Health Organization, 2003.

*HIV and infant feeding: framework for priority action.* Geneva, World Health Organization, 2003.

*World health report 2003: shaping the future.* Geneva, World Health Organization, 2003.

## Useful web sites

World Health Day 2005: [www.who.int/world-health-day](http://www.who.int/world-health-day)

WHO headquarters: [www.who.int](http://www.who.int)

Department of Child and Adolescent Health and Development: [www.who.int/child-adolescent-health](http://www.who.int/child-adolescent-health)

Department of Reproductive Health and Research: [www.who.int/reproductive-health](http://www.who.int/reproductive-health)

## WHO regional offices

African Region: [www.afro.who.int](http://www.afro.who.int)

Region of the Americas: [www.paho.org](http://www.paho.org)

South-East Asia Region: [www.whosea.org](http://www.whosea.org)

European Region: [www.who.dk](http://www.who.dk)

Eastern Mediterranean Region: [www.emro.who.int](http://www.emro.who.int)

Western Pacific Region: [www.wpro.who.int](http://www.wpro.who.int)

## Global partnerships

Child Survival Partnership:

[www.childsurvivalpartnership.org](http://www.childsurvivalpartnership.org)

Partnership for Safe Motherhood & Newborn Health:

[www.safemotherhood.org](http://www.safemotherhood.org)

Healthy Newborn Partnership:

[www.healthynewborns.org](http://www.healthynewborns.org)

## References cited in the toolkit

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- Commission on Macroeconomics and Health (2001). *Macroeconomics and health: investing in health for economic development. Report of the Commission on Macroeconomics and Health*. Geneva, World Health Organization.
- Gareth J et al. (2003). How many child deaths can we prevent this year? *Lancet*, 362: 11-17.
- Graham WJ et al. (2004). The familial technique for linking maternal death with poverty. *Lancet*, 363: 23-27.
- Lawn J et al. (2004). Why are 4 million newborn babies dying each year? *Lancet*, 364: 399-401.
- Narayan D et al. (2000). *Voices of the poor: can anyone hear us?* World Bank/Oxford University Press.
- OECD, WHO (2003). *Poverty and health*. Paris, Organisation for Economic Cooperation and Development and World Health Organization.
- Strauss J, Thomas, D (1998). Health, nutrition and economic development. *Journal of Economic Literature*, 36: 766-817.
- UNAIDS (2004). *2004 Report on the global AIDS epidemic*. Geneva, UNAIDS.
- UNESCO (2003). *EFA Global Monitoring Report*. Paris, UNESCO.
- Victora et al. (2003). Applying an equity lens to child health and mortality: more of the same is not enough. *Lancet*, 362: 24-31.
- Wagstaff, A (2000). Socioeconomic inequalities in child mortality: comparisons across nine countries. *Bulletin of the World Health Organization*, 78 (1): 19-29.
- WHO (2003a). *The World Health Report 2003: Shaping the Future*. Geneva, World Health Organization.
- WHO(2003b). *Pregnancy, childbirth, postpartum and newborn care: a guide for essential practice*. Geneva, World Health Organization.
- WHO (2004a). *Maternal mortality in 2000: estimates developed by WHO, UNICEF and UNFPA*. Geneva, World Health Organization.
- WHO (2004b). *World report on road traffic injury prevention*. Geneva, World Health Organization.
- WHO (2004c). Proportion of births attended by skilled health personnel. Website: [www.who.int/reproductivehealth/global\\_monitoring/date.html](http://www.who.int/reproductivehealth/global_monitoring/date.html) (accessed 13/10/2004)
- WHO (2004d). *Family and community practices that promote child survival, growth and development: review of the evidence*. Geneva, World Health Organization.
- WHO (2005). *The World Health Report 2005*. Geneva, World Health Organization (to be published on 7 April 2005).
- World Bank (1993). *World development report 1993*. Washington DC, World Bank.
- World Bank (1996). *Early child development: investing in the future*. Washington DC, World Bank.







## FORM A

### to order additional World Health Day 2005 packages

Please send additional World Health Day 2005 materials

Indicate the required quantity:

\_\_\_ Complete package \_\_\_ Toolkit only \_\_\_ Posters only \_\_\_ Stickers only

in  Arabic  Chinese  English  French  Russian  Spanish

For the following purpose (please indicate how the package will be used):

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### To:

Organization name:

---

Contact name:

---

Address:

---

Telephone:

Fax:

---

E-mail address:

---

Description of the organization:

---

---

---

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*Delivery is by surface mail. Please allow 6-8 weeks for postal delivery.*

**Submit this form to the WHO regional office in your area.**

Do not fill in below – for internal use only

Date rcvd	Approval 1	Approval 2	Date sent to distribution	For use by distribution







## FORM B

### to request a listing on the World Health Day 2005 web site

Please list our event organized for World Health Day 2005 on the WHO web site:

Organization name: \_\_\_\_\_

Title of event: \_\_\_\_\_

Location: \_\_\_\_\_ Date of event: \_\_\_\_\_

Web site link for further details of the event: \_\_\_\_\_

*The following information will not be printed on the web site but may be needed to determine whether or not the event is in compliance with WHO policy. In case of any doubt, the event will not be mentioned on the WHO web site.*

Name of person in charge: \_\_\_\_\_

Fax: \_\_\_\_\_ Telephone: \_\_\_\_\_

Location: \_\_\_\_\_ Email: \_\_\_\_\_

Description of event: \_\_\_\_\_ Date of event: \_\_\_\_\_

Please list our organization on the WHO web site as a source of information on:

*WHO may choose to list organizations and establish a link entirely at its own discretion. Should there be any doubt as to the legitimacy or reliability of the organization or site, it will not be included.*

Name of organization: \_\_\_\_\_

Name of President/Chairperson/CEO: \_\_\_\_\_

Address of organization: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Web site (URL) \_\_\_\_\_

Description of the organization: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

#### Submit this form to:

Coordinator  
World Health Day 2005  
Family and Community Health Cluster  
WHO - Avenue Appia 20  
CH-1211 Geneva 27  
Switzerland

By fax: +41 22 791 48 53  
By e-mail: whd2005@who.int  
By web site: [www.who.int/world-health-day](http://www.who.int/world-health-day)

B





# FORM C

## to provide feedback on activities hosted for World Health Day 2005

Kindly complete this form to report to WHO on the outcome of activities planned for World Health Day 2005

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Town \_\_\_\_\_ Postal code \_\_\_\_\_ Country \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Web site: \_\_\_\_\_

*Short description of the event:*

*Please include the subject addressed, type of activity, specific audience for which it was organized, and the attendance rate.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*The activity received the following press coverage in our area:  
You may attach press clippings for our reference.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*This activity/event led to the following concrete actions in our community/region:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*We plan a follow-up activity:*  No  Yes

*If yes, please describe the type of activity and expected outcome.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Submit this form to:**

**Coordinator  
World Health Day 2005  
Family and Community Health Cluster  
WHO - Avenue Appia 20  
CH-1211 Geneva 27  
Switzerland**

By fax: +41 22 791 48 53  
By e-mail: whd2005@who.int  
By web site: [www.who.int/world-health-day](http://www.who.int/world-health-day)









## Coordinator

World Health Day 2005  
Family and Community Health Cluster  
WHO - Avenue Appia 20  
CH-1211 Geneva 27  
Switzerland

Fax: +41 22 791 48 53

E-mail: [whd2005@who.int](mailto:whd2005@who.int)

Web site: [www.who.int/world-health-day](http://www.who.int/world-health-day)

*Make every mother  
and child count*

World Health Day ▶ 7 April 2005



A **TOOLKIT** FOR ORGANIZERS OF ACTIVITIES



**Coordinator**

World Health Day 2005  
Family and Community Health Cluster  
WHO - Avenue Appia 20  
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Web site: [www.who.int/world-health-day](http://www.who.int/world-health-day)