

ACTING ON THE CALL

ending preventable child and maternal deaths

20 Days of Action for #MomAndBaby Social Media Toolkit

June 5 – June 25

The goal of ending preventable child and maternal deaths is within reach. June 2014 marks the two-year anniversary of the Child Survival Call to Action and the launch of *Committing to Child Survival: A Promise Renewed* – a global effort to accelerate declines in preventable newborn, child, and maternal deaths. On June 25, 2014, the U.S. Agency for International Development (USAID) and the Governments of Ethiopia and India, in collaboration with UNICEF and other key partners, will come together for a high-level forum: *Acting on the Call: Ending Preventable Child and Maternal Deaths* to celebrate the progress, assess the challenges that remain and identify the steps needed to sustain momentum in the future.

On June 5, USAID and partners will launch the social media campaign “20 Days of Action for #MomAndBaby.” The campaign will highlight 20 days of action to raise awareness of and support the goal of ending preventable child and maternal deaths. More information around the June 25th event as well as social media campaign can be found at www.usaid.gov/ActingOnTheCall (webpage live June 4).

Every two days, USAID will highlight a different focus area through social media. Each theme will focus content on progress made since the Call to Action and how each contributes to ending preventable child and maternal deaths. We encourage partner organizations to use the hashtag #MomAndBaby from June 5-June 25 and share related content over their various social media accounts.

Below is the schedule of themes we plan to highlight:

- June 6-7 Newborns
- June 8-9 Ensuring Healthy Behaviors (WASH, Breastfeeding, etc.)
- June 10-11 Family Planning
- June 12-13 Immunizations
- June 14-15 Prevention and Treatment of Childhood Illness
- June 16-17 Maternal Health

HASHTAG

#MomAndBaby

HANDLES

@USAIDGH

@USAID

www.facebook.com

[/USAIDGH](http://www.facebook.com/USAIDGH)

www.facebook.com

[/USAID](http://www.facebook.com)

WEB

www.usaid.gov/ActingOnTheCall

[ActingOnTheCall](http://www.usaid.gov/ActingOnTheCall)

OR

<http://ow.ly/xxUay>



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- June 18-19 PMTCT
- June 20-21 Nutrition
- June 22-23 Community Health Workers
- June 24 – Twitter Chat Relay
- June 25 – Acting on the Call: Ending Preventable Child and Maternal Deaths

In addition to using the hashtag and the messaging included in this toolkit, here's what else you can do:

- **Photo action:** Ask your followers in your social media networks to post a photo with their child (current or old) or with their mom when they were a child and tag it with the hashtag “#MomAndBaby” to show their support for the global goal of ending preventable child and maternal deaths. We encourage you to have your organization's leadership participate in this photo action. Example Tweets:
 - Every #MomAndBaby should have this chance at health and happiness. (INSERT PHOTO) www.usaid.gov/ActingOnTheCall
 - Every #MomAndBaby should have the chance to survive & thrive. (INSERT PHOTO) www.usaid.gov/ActingOnTheCall
 - #MomAndBaby are doing fine. Families everywhere should be able to say the same. (INSERT PHOTO) www.usaid.gov/ActingOnTheCall
- **Twitter chat relay:** Participate in our Twitter chat relay on June 24, 2014 from 9am-1pm EDT. It will be an opportunity for organizations to talk about the great work they're doing in the fields of reproductive, maternal, newborn, and child health. You will receive a Twitter Chat Relay document with information on how you can participate in a separate email closer to the event.
- **Sharable content:** Send us your published stories, videos, infographics, photos and other promotional material that help tell the story of our collective work to end preventable child and maternal deaths to actingonthecall@gmail.com with complete sources. We'll push these out on our social media channels and mention your organization.
- **Photo contest:** We are holding a public photo contest for photos taken around the world that tell the story of what is working to end preventable child and maternal deaths. Photos should answer the question “Why are mom and baby doing fine?” For example, mom and baby are doing fine because mom delivered with a skilled birth attendant by her side, or mom and baby are doing fine because they both sleep under a bed net every night. USAID will feature select photos on our website and through social media. Please send photo contest submissions to actingonthecall@gmail.com by June 16, 2014. Additional photo contest



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guidelines can be found at the end of the toolkit.

Other Related Events & Campaigns:

- June 25, 5-7 PM, Capitol Hill: US-based civil society advocates are hosting [5th Birthday and Beyond: Celebrating America's Global Leadership for Healthy Children](#)
- June 26, Merriweather Post Pavilion, MD: Tiësto will headline a “Thank You Festival” at Merriweather Post Pavilion to recognize U.S. efforts to reduce global child deaths over the past 25 years
- June 30-July 2, South Africa: PMNCH partners will host the PMNCH Partners’ Forum, chaired by Graça Machel and co-convened by Countdown to 2015, A Promise Renewed and the independent Expert Review Group

Key Messages:

- The global community can be proud of its legacy in reducing child and maternal deaths. We’ve cut the number in half in just over two decades.
- We’ve accomplished this by focusing on what works, leveraging all actors including faith-based communities, nonprofits, governments, and the private sector to improve services and increase healthy behaviors.
- Yet, 6.6 million children and 289,000 mothers still die each year from deaths we know how to prevent.
- We are narrowing this gap and success is within the realm of what is possible. We need to further align our commitments as we scale up high-impact interventions – especially in the top 24 countries that account for 70 percent of maternal and child deaths globally.
- With strong bipartisan support, partnerships with the public and private sector and renewed commitment, we can save mothers and children and watch them thrive.

Sample #MomandBaby Social Media content:

Please note the url used in the Tweets and posts below will go live on June 5. Please adapt and add to this content to suit your audiences.

General:

Together we've reduced the number of maternal & child deaths by about half since 1990. We can all be proud of progress made for #MomAndBaby.



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6.6 million children & 289,000 mothers die each yr from deaths we know how to prevent. #MomAndBaby

Preterm birth, pneumonia, diarrhea, [#malaria](#) & other health challenges result in 6.6M <5 deaths/yr <http://ow.ly/xxUay> [#MomAndBaby](#)

[.@USAIDGH](#) is focusing on an integrated [#RMNCH](#) approach to impr child & maternal [#health](#) <http://ow.ly/xxUay> [#MomAndBaby](#)

The death of a mother profoundly affects the [#health](#) and well-being of her children <http://ow.ly/xxUay> [#MomAndBaby](#)

[#Familyplanning](#), [#PMTCT](#) of [#HIV](#), [#malaria](#) and [#TB](#) programs all key to improving maternal&child health [#MomAndBaby](#)

Annual deaths of women in pregnancy&childbirth decr b/w 1990 and 2010, from 543k to 287k <http://ow.ly/xxUay> [#MomAndBaby](#)

Globally, ~3M newborns die in 1st month, 1M die on their 1st day & 2.6M are stillborn yearly <http://ow.ly/xxUay> [#MomAndBaby](#) [#EveryNewborn](#)

[#Familyplanning](#) access to delay pregnancies & space births ensures health of women, newborns & children [#MomAndBaby](#)

Every 2 minutes a woman dies of pregnancy- or childbirth-related complications [#MomAndBaby](#)

By giving women means to space their pregnancies, deaths of children under-5 would decrease by 25% [#MomAndBaby](#)

Facebook post: We have made significant progress in saving the lives of women and children. Globally, more women survive pregnancy and childbirth and more children survive their early years than ever before. Yet, 6.6 million children and 289,000 mothers still die each year from deaths we know how to prevent. We must work together for [#MomAndBaby](#) and put an end to preventable child and maternal deaths.

www.usaid.gov/ActingOnTheCall



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Sample Content for Themes:

- June 6-7 Newborns

Neonatal mortality accounts for 44% of deaths (2.9M) among children under-5 years of age and 2.6M add'l babies are stillborn. [#MomAndBaby](#)

Prematurity; birth asphyxia, & neonatal infections accounted for >80% of 2012 neonatal mortality [#MomAndBaby](#)

Most newborn & maternal deaths can be prevented with access to high quality obstetric and newborn care. [#MomAndBaby](#)

Facebook: Neonatal mortality accounts for 44% of under-5 deaths (2.9 million) among children under-5 years of age and an additional 2.6 million babies are stillborn every year. Most newborn and maternal deaths and complications can be prevented by ensuring provision of high-quality essential care for every pregnant woman and baby. [#MomAndBaby](#)

- June 8-9 Ensuring Healthy Behaviors (WASH, Breastfeeding)

[#Didyouknow](#) that only 31% of children w/ suspected pneumonia receive antibiotics & 35% of children with diarrhea receive ORT? [#MomandBaby](#)

Breastfeeding is a high-impact intervention to promote health of the [#MomandBaby](#), yet only 39% infants less than 6mos old are breastfed!

Handwashing (soap&water) is the #1 cost effective [#health](#) intervention to decr diarrhea&pneumonia incidence in children under5. [#momandbaby](#)

Facebook: Changing healthy behaviors is a high impact intervention for keeping [#MomandBaby](#). A behavior like handwashing with soap and water can reduce the risk of diarrhea among children under-five by up to 44 percent! USAID invests in social and behavior change to scale up demand for key reproductive, maternal, newborn, and child health interventions and practices.

- June 10-11 Family Planning

[#Familyplanning](#) helps women bear children at a time in their lives when [#MomandBaby](#) are more likely to survive and stay healthy.

[#Familyplanning](#) saves lives. Incr access to [#Family planning](#) could reduce maternal deaths by 30% and child deaths by 25% [#MomAndBaby](#)



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#MomAndBaby are more likely to survive and thrive if women practice healthy timing and spacing of pregnancies through #FamilyPlanning.

Rapid, repeat pregnancy is also linked to infant&child mortality and stunting - [#Familyplanning](#) is key to health of a [#MomAndBaby](#).

Facebook: Family planning helps women bear children at a time in their lives when [#MomandBaby](#) are more likely to survive and stay healthy. Increasing access to family planning could reduce 30% maternal deaths and 25% child deaths globally. www.usaid.gov/ActingOnTheCall

- June 12-13 Immunizations

[#Immunization](#) programs are a cost-effective cornerstone of health systems - they can prevent more than 1 out of 6 child deaths. [#MomandBaby](#)

[#Didyouknow](#) that every year, [#vaccination](#) prevents an estimated 2.5 million deaths? [#Vaccines](#) help keep [#MomandBaby](#) healthy!

We must achieve high and sustainable coverage of [#immunizations](#) to end deaths from [#vaccine](#)-preventable diseases. [#MomandBaby](#)

Immunization programs are a cost-effective cornerstone of health systems—a public good that virtually all governments rely upon to serve their populations. With new vaccines against such major childhood killers as diarrhea and pneumonia now available to low-income countries, immunization can prevent more than one out of every six child deaths. Vaccines are key to keeping [#MomandBaby](#) healthy!

- June 14-15 Prevention and Treatment of Childhood Illness

Despite incredible progress in child survival, infectious [#diseases](#) remain a major cause of under-five deaths. [#MomAndBaby](#)

[#Didyouknow](#) that >70% of under-five deaths due to [#pneumonia](#), diarrhea, and [#malaria](#) occur in the first two years of life? [#MomAndBaby](#)

There are effective preventive and treatment interventions for [#pneumonia](#), diarrhea, and [#malaria](#) - crucial to the health of a [#MomAndBaby](#).

Facebook: Despite incredible progress in child survival, infectious



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diseases remain a major cause of under-five deaths: roughly a third of these deaths are caused by pneumonia (17%); diarrhea (9%); and malaria (7%). Over 90 percent of these deaths occur in sub-Saharan Africa and Asia. Seeking care for sick children is important to reduce the spread of these infectious diseases and to decrease child and newborn mortality. #MomAndBaby

- June 16-17 Maternal Health

Women in sub-Sah. [#Africa](#) are ~100x more likely to die as a result of pregnancy&childbirth than women living in developed regions [#MomandBaby](#)

For every birth, 10% result in potentially life-threatening complications and disability for the mother. Let's keep [#MomandBaby](#) healthy!

Major direct causes of maternal death are post partum hemorrhage, eclampsia, and infection [#MomandBaby](#)

Facebook: Complications of pregnancy and childbirth account for more than 289,000 deaths each year. Most of these deaths are preventable. Maternal deaths in developing countries are a consequence of more children born per woman and the risk of death faced with each pregnancy. By focusing on women, girls, and gender equity with specific attention to the mother and baby throughout the pre-pregnancy and maternity period, we can help decrease maternal mortality. #MomandBaby

- June 18-19 PMTCT

>90% child [#HIV](#) cases are acquired thru maternal transmission. Anti-retroviral treatment can help keep [#MomandBaby](#) safe, and babies HIV-free

Between 2009 and 2011, antiretroviral prophylaxis prevented 409k children from acquiring [#HIV](#) infection. [#MomandBaby](#) [#AIDSFreeGen](#)

In 2011, ~330k children acquired [#HIV](#). [#PMTCT](#) programs can help keep [#MomandBaby](#) safe, bringing us closer to an [#AIDSFreeGen](#)!

Facebook: In 2011, it was estimated that about 330,000 children acquired HIV. We have learned that using antiretroviral medications in pregnancy can decrease the rate of HIV transmission to less than 2 percent. Between 2009 and 2011, antiretroviral prophylaxis prevented 409,000



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children from acquiring HIV infection. PMTCT programs help keep #MomandBaby safe, bringing us closer to achieving an AIDS-free generation.

- June 20-21 Nutrition

Under-nutrition contributes to 45% of under-five deaths. #MomandBaby

Under-[#nutrition](#) inhibits body's immune system from fighting disease & impedes cognitive, social-emotional & motor development.
[#MomandBaby](#)

[#Didyouknow](#) that severe acute malnutrition contributes to nearly 1M child deaths each year? [#Nutrition](#) is key to a [#MomandBaby's](#) health!

Under-nutrition has lifelong impact on a child's ability to grow, learn, and rise out of poverty. #MomandBaby

Facebook: Under-nutrition inhibits the body's immune system from fighting disease and impedes cognitive, social-emotional and motor development. In addition, micronutrient deficiencies cause maternal and infant morbidity and mortality. Proper nutrition and access to essential micronutrients are an instrumental part of keeping #MomandBaby healthy.

- June 22-23 Community Health Workers

Community health workers expand access to health services for #MomAndBaby in rural and remote places.

[#CHWs](#) diagnose & offer basic health service from the treatment of [#malaria](#), diarrhea to preventative healthcare & more. #MomAndBaby

Facebook: Many rural communities are located hours from the nearest health clinic, making medical care, particularly preventative healthcare, a challenge for families. Community health workers diagnose and offer basic health services from the treatment of malaria, diarrhea, respiratory illnesses to preventative healthcare and more. #MomandBaby



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Annex: Photo Contest Submission Requirements

USAID is holding a public photo contest for photos taken around the world that tell the story of what is working to end preventable child and maternal deaths. Photos should answer the question “Why are mom and baby doing fine?” For example, mom and baby are doing fine because mom delivered with a skilled birth attendant by her side, or mom and baby are doing fine because they both sleep under a bed net every night. USAID will feature select photos on our website and through social media. Please send photo contest submissions to actingonthecall@gmail.com by June 16, 2014. Additional photo contest guidelines can be found at the [end of the toolkit](#).

Please submit the highest resolution possible of your photos with caption and credit to actingonthecall@gmail.com by June 16, 2014, following the requirements below (no exceptions):

- High-resolution, high quality photos that are at least 1024 pixels or larger (tall or wide) or around 300 pixels per inch. Please send the highest resolution photo possible (at least 1 MB).
- Accepted formats are high quality JPG and JPEG.
- Photos must each include a credit: name of photographer and organizational affiliation (if applicable)
- Photos must each include a unique, detailed caption, which includes a description of what is going on in the photo, who is involved, where it was taken, and how it is a part of or relates to ending preventable child and maternal death. Captions should not be more than 3 sentences in length.
- Photos must each be submitted by photographer or with permission.
- We will not accept a photo with an overlaid logo or text. Additionally, we will not accept a photo sent inside a Word document or PDF. Please send only the photo file.
- Individuals and/or organizations may submit up to five photos.

By submitting a photo, you give USAID the right to use it in current and future communications. Please contact actingonthecall@gmail.com with any questions. We will notify you via email if your photo has been chosen as a winning entry.

Here are some examples of the photo themes that we’re looking out for:



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- Newborns
- Ensuring Healthy Behaviors (WASH, Breastfeeding)
- Family Planning
- Immunizations
- Prevention and Treatment of Childhood Illness
- Maternal Health
- Prevention of Mother-to-Child Transmission of HIV
- Nutrition
- Community Health Workers
- Continuum of Care

USAID has the right to reproduce your photo in any format, including print products, on the web, and in social media. Please make sure you read the disclaimer below for full details.

Disclaimer

By submitting a photograph to this competition you:

1. Declare that you own the copyright of the photograph and that it is your original work (or submitted with permission).
2. Declare that you have permission to use the visual image of any identifiable individual or building in the photograph for entry into the competition and that the image may be published as stipulated in the photo contest rules.
3. Agree that USAID will not be responsible for the infringement of any third party rights in the photograph, moral or otherwise, that may arise as a result of your actions or omissions and that you indemnify USAID against all legal fees, claims, damages and other expenses that may be incurred as a result of your breach of the contest rules.
4. Grant reproduction rights for USAID use and in doing so agree that USAID can use your photograph for the purposes of the competition and also for future reproduction on websites and literature and other materials at USAID's discretion (photographs will be credited where appropriate).



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