

Key messages for The Eliminate Project

(FOR INTERNAL USE ONLY)

About The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus

- The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus is a global campaign that will save and protect millions of mothers and newborns.
- Tetanus infects newborns, spreading quickly, causing terrible pain and killing within days. It's a terrible disease, preventing even the comfort of a mother's touch—but it's highly preventable.
- By targeting some of the poorest, most underserved women and children in the world, The Eliminate Project also will pave the way for other interventions that will boost maternal health and child survival.
- MNT is easily prevented by a series of three vaccine doses to women of childbearing age, costing roughly US\$1.80.
 - If a woman is properly vaccinated with the tetanus vaccine, she will have immunity through most of her childbearing years.
 - Babies born to mothers who have been vaccinated will be protected through the first two months of life.
- Kiwanis International will raise US\$110 million by 2015, making Kiwanis the world's largest single donor.
 - Using the US\$1.80 average, this US\$110 million will ultimately protect at least 61 million women and their future babies.
 - Not only will The Eliminate Project protect women and babies from tetanus, the project also will create a path for other services, such as health education, clean water, nutrition and other vaccines.
- Kiwanis has chosen to focus where the need is greatest—on the populations least served. In fact, Kiwanis is tackling the hardest leg of a difficult journey, at a time when MNT is on the brink of elimination, but sorely needing a champion to complete the work.
 - By choosing to serve those who live the most marginal existence, Kiwanis is sending a loud message—that these women matter, they deserve to give birth to healthy babies and their babies deserve to achieve their full human potential.
- The funding supports UNICEF and its partners, which have already eliminated MNT in 20 countries. Thirty-eight countries remain at risk, with more than 100 million women who need to be vaccinated.
 - Between 1999 and 2010, nearly 100 million women in some of the remotest places were protected with the tetanus vaccine, saving thousands of newborns from death due to tetanus every year.

About Kiwanis' partnership with UNICEF

- Kiwanis and UNICEF have a proven history of joining forces to deliver results for children around the world. In 1994, the organizations initiated the groundbreaking Kiwanis/UNICEF iodine deficiency disorders (IDD) campaign.
 - Kiwanis raised and leveraged nearly US\$100 million to prevent IDD.

- That historic undertaking increased the world's access to iodized salt from less than 20 percent to more than 70 percent. Iodine supplementation is the most effective means of preventing mental and developmental disabilities from iodine deficiency.
- Teaming up once again, Kiwanis and UNICEF are natural champions for The Eliminate Project.
- Kiwanis' global volunteer network and strength in reaching communities and leaders, along with UNICEF's field staff, technical expertise and unbeatable supply chain, will help eliminate MNT—a cruel, centuries-old disease—and pave the way for other interventions.

About maternal and neonatal tetanus (MNT)

- One newborn dies every nine minutes from tetanus. That is equivalent to 160 newborns each day.
- The leading causes of maternal and neonatal tetanus deaths are:
 - Lack of or limited access to immunization and pre- and post-natal care;
 - Limited or absent clean delivery services; and
 - Improper post-partum cord care.
- Once the disease is contracted, the fatality rate can be as high as 100 percent in areas without access to adequate healthcare.
- Most mothers and newborns who die of tetanus live in areas of Africa, and South and East Asia, where many women are poor, have little access to health care, have limited information about safe delivery practices and continue harmful cord care practices.
- When women are vaccinated for tetanus and learn about maternal health, they become empowered to take control of their well-being and that of their newborns.

About Kiwanis International

- Kiwanis International is a global organization of nearly 600,000 members dedicated to serving the children of the world.
- Kiwanis and its family of clubs—including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults living with disabilities—annually raise more than US\$107 million and dedicate more than 18 million volunteer hours to strengthen communities and serve children.
- Service is at the heart of every Kiwanis club, no matter where in the world it's located.

About UNICEF

- Working in more than 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief and more.
- UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress: the annual number of under-five deaths dropped from 13 million in 1990 to 8.1 million in 2009. But still, 22,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood.
- The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States. For more information, visit www.unicefusa.org.