

ELIMINATE

maternal/neonatal tetanus



THE PATH TO SUCCESS

From our hearts to the touch of a mother's hand

THE ELIMINATE PROJECT'S FUNDRAISING CAMPAIGN



Kiwaniis | unicef



Once again, Kiwanis International is poised to make history—

and change the world for millions of women and children. The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus is an extraordinary opportunity to remove a terrible disease from the face of the Earth.

For too many families, MNT remains a persistent threat and a needless tragedy. Our global campaign for children, in partnership with UNICEF, is a chance for the Kiwanis family to protect and save some of the world's most vulnerable people.



Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.



When time is short, no act is small

Maternal and neonatal tetanus isn't just a fatal disease—it makes every moment of a baby's short life painful. That pain robs a mother of the chance to provide even the comfort of her touch.

In countries where people lack healthcare education and services, a baby can be infected during birth. Infection brings a disease that kills within days. That short lifetime is marked by stiffness, difficult breathing and convulsions triggered by the slightest sound or contact.

To eliminate MNT, more than 100 million women and their future babies must be protected. This comes at a cost of roughly US\$240 million. Millions have already been committed. But a US\$110 million

funding gap remains. With The Eliminate Project, our goal is to raise **US\$110 million** by **2015**, filling the funding gap and becoming the world's largest single donor.

Our work will make a historic impact. On average, US\$1.80 can protect a woman and her future children from this horrific disease. Using this average, we will save and protect more than **61 million** mothers and their future babies.

After all, there are times when something as simple as a mother's touch requires a group effort. The worldwide Kiwanis family has the power to protect that connection.

A glimpse of the future

We understand the lifesaving nature of our project. And we know the scope of the effort ahead.

When The Eliminate Project achieves its goals, what will success look like?

“What I saw in Cambodia was amazing,” says Randy DeLay, chairman of The Eliminate Project’s fundraising campaign. “Joy replaced the fear that used to come with pregnancy. We need to help make that happen for mothers and babies in other countries.”



**Our goal is to raise
US\$110 million to fight
this deadly disease.**



Thanks to ongoing healthcare and educational services, Cambodia is expected to eliminate MNT by the end of 2012. That achievement is more than a figure on a spreadsheet.

It's the sight of Ith Saem smiling with her first baby, a boy born healthy after his mother received vaccinations, iron tablets and consultations. It's the story of Yon Yarn, who was pregnant with her third child when she learned the importance of vaccination—thanks to the outreach program of Msar Krang health center.

It's the presence of health centers in other Cambodian locations, such as Kampong Thom's Barai district. Or the Village Health Support Group in Korky Chour village.

It's a glimpse of the future we're hoping for—and proof of the potential we're working toward.

“This is what
historic change
looks like.”

—Randy DeLay

*30-year Kiwanis veteran,
Texas-Oklahoma District*

A history of success

Protecting infants' lives—and mothers from broken hearts—depends on the day-to-day commitment of every member of the Kiwanis family. That's all 600,000 of us, in every district and club.

It's the kind of thing we've done before. And once again, we'll do it by joining forces with UNICEF.

In 1994, Kiwanis and UNICEF began the worldwide service project to virtually eliminate iodine deficiency disorders, the world's leading cause of preventable mental disability.

Kiwanians raised and leveraged nearly US\$100 million for salt iodization, testing and monitoring, and for community outreach and education in developing nations.

These funds are at work today in more than 103 countries, where about 80 million children will be born free of IDD this year. Funds from The Eliminate Project will have a similar impact.

How the funds help

Thanks to an action plan established by UNICEF, governments and partners—with proven results in places like Cambodia—funds raised through The Eliminate Project will support multiple initiatives and outcomes. The US\$110 million we raise will support:

- **Immunization of women of reproductive age.** The vaccines will be administered through three properly spaced rounds of Supplemental Immunization Activities in districts where mothers and newborns have limited access to prenatal care, immunization and skilled birth attendants.
- **Promotion of clean delivery practices.** Safe and healthy births will increase.
- **Immunization of pregnant women.** The tetanus toxoid or tetanus and diphtheria vaccine will be promoted as part of a package of interventions delivered during prenatal care visits or through outreach services.
- **Creation of a Kiwanis sustainability fund.** Funds will help maintain the educational initiatives and global outreach established during The Eliminate Project.
- **Kiwanian education and organizational enhancement.** A small portion of funds raised will help educate the Kiwanis family on maternal and neonatal issues and help create Kiwanis-family service projects that support The Eliminate Project.

Today, one baby dies from neonatal tetanus every nine minutes. Most of these deaths occur in **38** countries that have not yet eliminated maternal and neonatal tetanus.

With a fatality rate of nearly **100 percent** in areas lacking treatment facilities, tetanus is almost always deadly for newborns.

Nearly **40 percent** of deaths of children under age 5 occur in the first month of an infant's life.

These tragedies don't have to happen. The cost of healthcare education and prevention services is very affordable. But most MNT sufferers live and die unserved by anyone because they are too remote, too poor and too invisible to the world.



Do your part

Prepare by uniting our clubs to take on the challenges of the campaign and eliminate this devastating disease.

Educate ourselves, our clubs, our communities, our families and our schools about MNT.

Advocate for the poorest, most vulnerable babies and mothers who desperately need our help.

Invest in the project by contributing and encouraging fellow Kiwanis-family members to contribute.

Eliminate MNT by advocating on behalf of the poorest families to provide the chance to lead the healthy lives they deserve.

Elimination is achieved when there is less than one case of neonatal tetanus per 1,000 live births in every district of the country.

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The Eliminate Project is a monumental effort
to protect one of the most intimate bonds on Earth. With your help,
we can protect millions of lives ... and save the crucial connection
between mother and child.