



# Kiwanis®

**Kiwanis International Office**

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

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Thank you for volunteering to assist with The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. This public relations toolkit will provide everything you need to publicize your club's fundraising and service activities around The Eliminate Project. We're pleased to help and excited to see your club succeed!

As your club's public relations chairman, you'll lead the publicity efforts for your club, educating your local community about Kiwanis and the work your club is doing to support The Eliminate Project. You will represent your club as a spokesperson and promote special events; we also hope you'll help us tell the larger story of Kiwanis International and the impact we make on communities around the world.

We've designed this toolkit to make your job as easy as possible. The enclosed materials will help you raise your club's profile in your community and raise awareness about The Eliminate Project. We encourage you to customize these materials to fit your district and your club.

Enthusiastic local participation will be key to our global campaign's success. Feel free to contact us along the way for help, feedback and advice. While this toolkit is designed to give you everything needed to get started, you may run into a unique situation or need additional assistance when an opportunity arises. Please call or email us at anytime for support.

Kindly,

Jo Lynn Garing  
Kiwaniis International Public Relations Manager  
+1-317-217-6171  
[jgaring@kiwanis.org](mailto:jgaring@kiwanis.org)

# Getting started

## Your Personal PR “Kit”:

No one knows your community better than you do. Enclosed you will find your own virtual public relations toolkit to help you turn that knowledge into relationships with members of the news media. You’ll find everything you need to be successful at telling The Eliminate Project story to your local media.

Remember, the more publicity you attract, the more awareness and funds we will be able to raise for The Eliminate Project and the women and babies the project protects. Be sure to review the kit and customize the materials for your club and for your community.

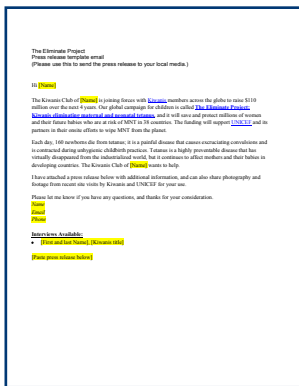
We’ve included the following materials:

## Public relations tools and training

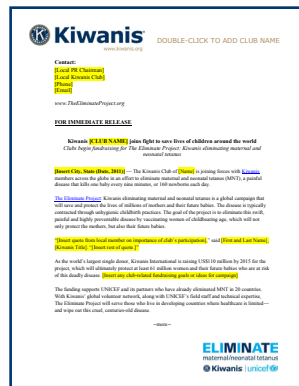
- 1. Key Messages** **This document is for internal use only and should not be shared with the media.** It provides information on maternal and neonatal tetanus, Kiwanis’ fundraising commitment and the partnership with UNICEF.
- 2. Fact Sheet** This document can be sent to the media along with your press release. It serves as a great “at-a-glance” overview of Kiwanis and The Eliminate Project, and media professionals will appreciate the quick one-pager. Feel free to add facts about your local club if you’d like, but you certainly don’t have to.
- 3. How to Build a Media List** To start spreading the word, you’ll need to build a local media list. **Before you start publicizing, you need to find out who should receive these materials.** This is the first step to getting great publicity, so plan on starting this process as soon as you receive this toolkit.
- 4. Media Relations 101** This document will walk you through the best ways to approach the media and give you tips to make sure your pitch and story idea stand out.
- 5. Interview Training** This document will help you prepare for in-person and phone interviews with the media and provides tips for use before, during and after the interview.
- 6. Capturing Clips** This document will help you keep track of any media placements you secure and provides information on how to share clips with the Kiwanis International public relations team.
- 7. Copy Style Guide** This document explains the written style for The Eliminate Project.
- 8. Sample success stories** This document gives a real-world example of a club’s public relations success.
- 9. Website** Visit [www.TheEliminateProject.org](http://www.TheEliminateProject.org) for additional tools, such as a 30-second Public Service Announcement for radio and television, high-resolution photography, television b-roll, the logo and logo usage guide.

# Templates

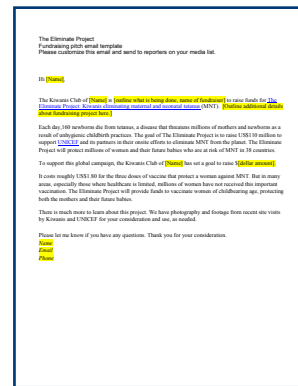
- 1. Customizable press release** The release is the first document to use to help create awareness of MNT and The Eliminate Project. This news release is a great way to start spreading the word about The Eliminate Project in your local community while you start planning your club's participation and fundraising efforts. You'll see we've made it easy to customize with your information; all you need to do is fill in the few highlighted areas. We've also left a placeholder for a quote from a member of your local club if you'd like to include one.
- 2. Template Media Alerts** Once you've informed your local media about The Eliminate Project, these two media alerts can be used to create awareness and inform the media about any upcoming service projects or fundraising events your club is hosting to support The Eliminate Project. Send these out 1-2 weeks leading up to your event.
- 3. Template Pitch Emails** We've put together two pitch emails, one to pitch the customizable press release and one to pitch your fundraiser. You can use these to entice the media to learn more and engage in a conversation with you about The Eliminate Project. These notes provide a reason why the media should be interested in your story, as well as some language to show the relevance of The Eliminate Project. The fundraiser pitch should be sent during the week leading up to your event.



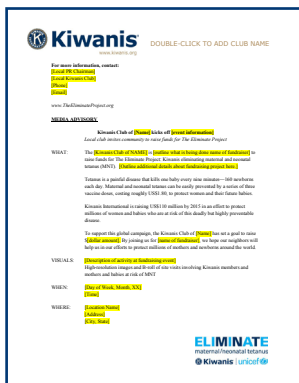
**MNT awareness pitch email template**



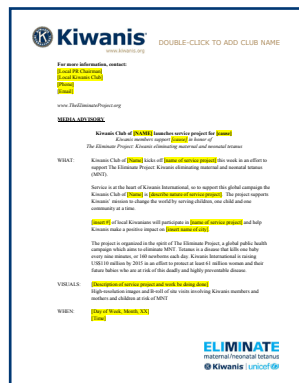
**MNT awareness press release template**



**Fundraising email pitch template**



**Fundraising media advisory template**



**Service project media advisory template**

# 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](http://www.unicefusa.org).

# Fact Sheet: Kiwanis International and The Eliminate Project

## The Eliminate Project

The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus (MNT) is a global campaign that will save and protect millions of mothers and babies. 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.
- Kiwanis International will raise US\$110 million by 2015, making Kiwanis the world's largest single donor.
- To achieve elimination, more than 100 million mothers must be immunized in the 38 countries where the disease is still a public health problem.
- Using the US\$1.80 average, Kiwanis will ultimately protect at least 61 million women and their future babies.

## About maternal and neonatal tetanus

One newborn dies every nine minutes from tetanus. That is equivalent to 160 newborns each day. The leading causes of MNT deaths are:

- Lack of or limited access to immunization and pre and post-natal care services;
- 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 health care. 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.

## 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.

Fundraising for The Eliminate Project will support UNICEF and its partners, which have already eliminated MNT in 20 countries. 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 this cruel, centuries-old disease and pave the way for other interventions.

# How to build a media list

To “spread the word” about Kiwanis and The Eliminate Project and to begin building buzz in your local market, you’ll need to start by building what we call a media list.

- 1. Build your media list the same way you would build your professional network.** Relationships are the best starting point when pitching your story. Think for a minute about who you know. Do you have any contacts on staff at your hometown newspaper or TV/radio stations? Do you know anyone else who might? If so, those contacts might help you get your foot in the door. And if — after placing a call to any contacts you have — they tell you they aren’t the right reporter or editor, they’re usually kind enough to refer you to the appropriate person.
- 2. Start by identifying the media outlets you think might be interested in your story and start to make a list.** Think about the following types of media in your town and that are within a radius of about 30 miles, depending on how large your town is. For smaller towns, you might want to opt for a larger radius.
  - **PRINT (magazines and newspapers):** What is the biggest newspaper in town? Does your community/neighborhood have a smaller newspaper as well? How about a city or regional magazine that focuses on what people are doing in your community? Try to focus on the biggest media outlets in your club’s city, as well as any neighborhood publications that are closest to your club.
  - **TV:** What are the major TV stations in town? Do they have morning or mid-day shows that feature interesting things happening in your community? Do you know whether any of your favorite TV news anchors specialize in health, philanthropy or service and so might be more interested in this story?
  - **RADIO:** Your club’s participation in The Eliminate Project would make a great interview opportunity for radio morning shows. Think about the most popular radio hosts in your town. Do you think they would be good fits — personality wise — for a health, philanthropy or service story like this? What morning shows do you listen to in the morning? (It’s always good if you have a personal connection and can let him or her know you are an avid listener of the show and understand the format.)
- 3. Once you’ve identified which media outlets you think would be the best fit for your story, check each outlet’s website for contact information.** Many stations will list contact information for a newsroom, editor or reporter. Search for email addresses and phone numbers to support your list.
- 4. Identify the right contacts at each media outlet.** Your contact persons will have different titles based on media type:
  - **PRINT (magazines and newspapers):** Regional magazine editors, newspaper health or philanthropy section editors. At smaller newspapers, ask for the name, phone number and email address of the managing editor or special sections editor.
  - **TV:** News assignment editor, as well as the producers of the station’s morning, midday, and/or talk shows.
  - **Radio:** News director, producer of the station’s morning and/or talk shows. Be cautious about approaching “shock jock” stations that may not handle your news in a tasteful manner. Usually, news or talk stations are more receptive to pitches because they have more room for stories that are not timely or breaking news.
  - **Online:** Depending on what type of online source you are reaching out to, your contact could vary. If it’s a site run by one individual, then you only have one option, but if you are targeting an online news site, you should look for someone who covers community news or health topics.

**NOTE: Do not contact the advertising department with a story idea.**

5. **If you can't find a particular reporter's email address or phone number via the website, start making phone calls.** Ask the receptionist or newsroom contact for the correct person to approach regarding health, philanthropy or service. Keep records of everyone to whom you talk, and make it a point to get the correct spelling of names, email addresses and phone numbers.
6. **Understand different "lead times" when distributing press materials to the people on your list.**
  - Daily and weekly newspapers, radio stations, and television talk shows usually require about two to three weeks' notice.
  - Magazines usually prefer a few months' notice, so don't expect to see coverage right away. Since most city magazines set their own print deadlines, it's best to simply call and ask how much advance notice they require on a story.
  - Local television and news assignment editors prefer only a week or a few days' notice.
  - Online sources can post items very quickly, so send the information a few days or a week in advance.
7. **Build your correspondence using the customizable news release and fact sheet.** Please be sure to fill in every blank with your information.
8. **Congratulations on building a great media list!** Now it's time to start getting your information ready to send to everyone on your list.

# Media relations 101

We appreciate your efforts to raise awareness about your Kiwanis club and The Eliminate Project, and we encourage you to proactively jump on any media opportunity in your area. As stated earlier, every media opportunity to further Kiwanis and The Eliminate Project's national brand awareness and highlight your club's participation in the project will, in turn, further your own local club!

Once you've created your media list, send out your media materials and follow up over the phone with your contacts to encourage them to "spread the word."

## A step-by-step checklist

- 1. Fill in the blanks and customize the press release.** We've provided you with a great "shell" of a release that includes all of the details about The Eliminate Project. Now all you need to do is fill in the release with any localized information (community facts, what you're doing for an event, your contact information, etc.) and you're ready to go! Remember: the more local the story, the more appealing it will be to the media.
- 2. Take your customized press release, add the enclosed fact sheet and get ready to *distribute these two documents to the media contacts you just added to your media list.*** Sending emails is probably the best and easiest way to get all of your information sent out in a timely and cost-effective manner. Do not send the press release as an attachment in your email. Copy and paste the press release into the body of the email and include the fact sheet as an attachment. Consider a catchy subject line to make sure it doesn't get lost in their inboxes. Be brief, get to the point, emphasize the local story angle, but don't be afraid to be creative.
- 3. After you've distributed your media materials, it's time to *make follow-up calls to pitch your story idea to your media contacts.*** If you email the information, you can begin to place your follow up calls the very next day and subsequent weeks thereafter.
- 4. When making calls to your contacts, remember three things:**
  - a. Reporters, editors, and producers are almost always working against deadlines, so keep your conversations brief and to the point.** The best time to reach print reporters is usually before 3 p.m. (unless the newspaper is an afternoon paper). Television reporters and assignment editors are usually available to discuss story ideas between 10 a.m. and 2 p.m.
  - b. Don't ask, "Did you receive the materials I sent?"** Reporters hate this question. Instead, try saying, "I sent you information a few days ago about The Eliminate Project that Kiwanis clubs are supporting globally. I'd be happy to tell you more about it and get you additional details if you're interested."
  - c. Be prepared to talk about your story.** When you've got your media contacts on the phone, it's a great opportunity to explain more about The Eliminate Project and any events or fundraisers you're hosting.
- 5. Always think about what the media really want (benefits to their audience) when showcasing your story to them.** Overall, the media love local stories—what's happening to people in their community, how it fits into an overall national trend, what impact it has on other people in town, etc. That's where your story will resonate the most. If you remember three things, think *local, local, local.*

In addition, different media outlets respond to different key points. For example, television news programs will respond to visual scenes, so make sure you send them visuals to use as well. Radio stations will respond best to one-on-one interviews, so make sure to mention that you could come in for an in-studio interview or conduct a live phone interview. Print contacts usually ask for the most detail and statistics to prove the validity of your story. Print contacts also appreciate visuals.

### An extra idea for television

Producers like to use on-screen graphics. You might provide the following text to use:

For more information, visit [www.TheEliminateProject.org](http://www.TheEliminateProject.org)

6. **Realize you might have to re-send the information.** Newsrooms are hectic places to work, so don't be surprised if your contact mentions he/she has misplaced the news release, or the materials could have been routed elsewhere. Be prepared to send another copy.
7. **Be sure to meet deadlines.** While your contacts already have the press release, they may require additional information or want to interview you for a longer story. Always return phone calls and requests for information in a timely manner. Most publications have specific issue dates and deadlines that *cannot* be extended.
8. **If the media do respond, be sure you are ready. Read and review your message points.** And remember, media relations is a lot like sales. You may have to talk to many people to close just one deal. One local story gives thousands of people an opportunity to learn more about your local Kiwanis club, The Eliminate Project and the aid it is providing to women and children around the world.

If a reporter needs more information, please direct them to Jo Lynn Garing at [jgaring@kiwanis.org](mailto:jgaring@kiwanis.org) or +1-317-217-6171.

# Interview training

If a reporter or editor from the local media is interested in a story about Kiwanis and The Eliminate Project, he or she may want to do an interview with you in person or over the phone to talk about it. Interviews are a perfect opportunity to share your messages with the public and call them to action, so make sure you are prepared. Remember, you are helping spread the word about a huge global initiative!

## Before the interview

1. **Get as much information as possible on the type of interview.** Most reporters will share what they hope the article will discuss and what they hope you will bring to the story.
2. **Know your key messages.** The better acquainted you are with the messages you want to deliver, the more easily your story will flow. Don't memorize a script, but try to make the words your own. Practice answering questions in a quiet space at home or even in front of a mirror. The more you verbalize your key messages, the more comfortable you will be with them when it's time to answer questions.
3. **Prepare for possible interviews by rehearsing with a friend or co-worker.** This may sound silly, but practice helps you get comfortable using the message points in response to questions.

## During the interview

1. **Pace yourself.** If the interview is for a television or radio station, ask whether the interview will be live or taped. Live interviews normally last only two or three minutes, and when you are live, there is no opportunity for editing. A taped interview might last 5 or 10 minutes, because the reporter will have time to edit the story before it airs.
2. **Think of the interview as a conversation** with a potential new friend, but be aware that the reporter is looking for an interesting story. Don't share anything you don't want to see in print or on television. That said, relax. The reporter knows you are a volunteer and promoting a charitable cause, and they might want to help spread the word themselves.
3. **Remember, the media like to tell stories in personal terms.** Think about the number of women and children The Eliminate Project has already helped, or share a story of a woman who inspired you. You could offer photos of some of the women who have received the vaccines and share compelling stories about them—print photographers and television reporters love those.
4. **Weave key messages into your story.** You can make your points most effectively when you can use your personal experiences as examples.
5. **Relax and be yourself.** If you do not know an answer, say so. Then suggest the reporter contact Jo Lynn Garing at [jgaring@kiwanis.org](mailto:jgaring@kiwanis.org) or +1-317-217-6171 or visit [www.TheEliminateProject.org](http://www.TheEliminateProject.org) for more information.

## After the interview

1. **Ask the reporter whether there are facts or other information the reporter will need to complete the story.** Forward any additional questions to Jo Lynn Garing at [jgaring@kiwanis.org](mailto:jgaring@kiwanis.org) or +1-317-217-6171.
2. **Find out when the reporter thinks the story will run.**
3. **Make mental notes about how the interview went** and what you would do differently the next time.
4. **Reward yourself for a job well done!**

## **Additional tips for television interviews**

1. Know what you want to communicate and don't be afraid to repeat yourself. Live by your message points.
2. Short answers are better than long ones. Stop talking when you're done making your point.
3. This is not a confrontational interview. Why not smile while you're talking? You'll sound more enthusiastic.
4. Don't overlap the interviewer's question. Begin your answer when he or she is finished.
5. Speak in complete sentences.
6. Avoid jargon and acronyms. Speak as simply as possible.
7. Don't repeat a negative. For example: If asked, "Aren't you an alien?" Don't reply with, "I'm not an alien." You might say, "Actually, I'm from Cleveland."
8. Keep your hands free, open and animated. Gesture as you normally would.
9. Plan what you'd like to say if asked, "Is there anything else you'd like to say?" You should recap each of your message points as a response.
10. Always assume the camera is on.
11. Resist the urge to lean into the microphone.
12. Television is an intimate medium. Speak in personal, anecdotal terms. Use analogies to illustrate your point. Don't be afraid to tell "your story."
13. Body language is important for television. Practice by talking in front of a mirror. People will remember how they felt about you more than they'll remember what you said.
14. Mention your contact information and the website where people can go for more information.
15. Remember, there is no such thing as "off the record."

# Capturing clips

It is important to monitor the news media (television stations, newspapers) for all coverage of Kiwanis International and The Eliminate Project.

If you secure an interview or media placement, we would appreciate a copy of the result. Send it to [pr@kiwanis.org](mailto:pr@kiwanis.org). This will help us track the success of our work!

## Tips for capturing clips

After your interview, ask the reporter whether he or she knows when the story will air or be printed.

1. Monitor the outlet's website. You can usually search for a specific term within the site to find related articles. It is possible that the story will be published in print or air on TV or radio, but not be posted online. For this reason, it is important to follow up with the reporter to gather as much information as possible about when the story will air or be printed.
2. After you have completed an interview or secured a media placement, please send the following information to [pr@kiwanis.org](mailto:pr@kiwanis.org):
  - Date
  - Publication
  - Reporter
  - City
  - Your name
  - Your local Kiwanis club

# Copy style guide

When writing about The Eliminate Project, please use the style listed below to maintain consistency.

## Name

### The Eliminate Project

- Never use the word “Eliminate” without “The” in front of it and “Project” after it.
- Do not type the word “Eliminate” in all caps (ELIMINATE).

## In copy

### Project name first reference

The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus

### Project name second reference

The Eliminate Project

### Fundraising campaign

Never refer to the fundraising campaign as “~~The Eliminate Campaign.~~”

### Campaign name, first reference

The Eliminate Project’s fundraising campaign

### Campaign name, second reference

Fundraising campaign or campaign (lowercase “f” and “c”)

## Committee

International Committee on The Eliminate Project

## Donations

Please make checks payable to the Kiwanis International Foundation. Write “The Eliminate Project” in your check’s memo line.

## Titles

- Randolph L. DeLay, campaign chairman for The Eliminate Project
- The Eliminate Project’s Campaign Chairman Randolph L. DeLay

# Sample of successful media relations

This is an example of what a successful result looks like from a media relations effort. A huge congratulations to our Kiwanis clubs in Alabama, for launching their media relations efforts around The Eliminate Project, and successfully landing a placement in their local newspaper!

**TIMES**DAILY.COM

## Kiwanis Club raising money for vaccines

By Sarah Rowland, Staff Writer / Published: Sunday, June 5, 2011 at 3:30 a.m.

Members of Alabama Kiwanis clubs are doing something about a disease that's responsible for the painful deaths of 60,000 babies each year.

The Eliminate Project, an initiative of Kiwanis International and UNICEF, hopes to raise \$110 million by 2015 to eliminate maternal and neonatal tetanus (MNT) from the 38 countries worldwide the disease still affects.

"It's really an exciting opportunity if you just think about it," said David Beasley, Alabama district Eliminate coordinator.

Beasley said MNT is a disease that affects infants, causing death within 10 to 14 days. "They suffer excruciating convulsions that tear muscles and break bones," Beasley said. "Most any kind of noise, light, wind blowing against their skin can set these convulsions off.

"They put these babies in a dark isolated room and adults can't touch them or speak to them."

Beasley painted a picture of a parent comforting an ailing child, singing to the baby, holding and rocking the baby, but he said parents can't comfort babies who contract neonatal tetanus because noise and touch will send them into convulsions.

"They're just there until they die. It's a horrible death," he said.

Beasley said Alabama Kiwanis plan to raise \$2 million for the campaign by 2015. He said so far Florence, Birmingham and Gadsden clubs have donated \$2,000 each.

"We're pretty excited about partnering up with

UNICEF on this project," said Beth Haddock, Florence Kiwanis Club president.

"For such a small amount, knowing that we can wipe something off the face of the earth again is a pretty exciting project," Haddock said.

According to UNICEF, MNT is caused by lack of immunizations and clean delivery services for mothers and improper care of babies' umbilical cords after birth. Beasley said the project will not only provide much needed vaccinations against the disease, but also education to teach proper hygiene and birthing, including delivery packs to ensure safe, clean deliveries of babies.

"We have a wonderful opportunity that we can solve this," Beasley said. "We have the technology and the manpower through UNICEF. All we've got to do is do it and we have solved a worldwide problem."

Beasley said vaccinations cost \$1.80 per person. At such low costs he said most people can look at their lifestyles and find money to donate.

"Whether it's in saving change or drinking less carbonated beverages or Starbucks coffee over three years the potential is there and we can do it. We've just got to do it," he said.

Beasley asked, "How often do you get to solve a world-wide problem? That's exciting. That's satisfying."

For more information on how to donate or volunteer, contact your local Kiwanis Club or visit [eliminateproject.org](http://eliminateproject.org).

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