



In a typical year,
over 7.6 million
children will die
from diseases
that were mostly
preventable. That
is an average of
over 867
children an hour.

Maternal, Newborn and Child Health (MNCH)

In many parts of the world the birth of a child is a life threatening experience. Preventable illness, simple nutrition, and access to basic medical care are often all that is needed to save the lives of mothers and children. In Africa alone, more than 700 mothers die every day due to complications during pregnancy, childbirth and the postpartum period. This represents half the global total.

Mothers are often a child's only hope for survival in the first weeks of its life. With education, access to health care and simple interventions we can empower women to have a lasting impact in the health of their children, their families and the future of their communities. With your help, the Canadian Red Cross can deliver important care services to ensure women and children have the best start to their new lives together.



**CANADIAN
RED CROSS**



THE RED CROSS RESPONSE

THROUGH THE MNCH PROGRAM, WE ARE MOBILIZING COMMUNITIES AND GOVERNMENT HEALTH WORKERS WHERE THE DEATHS OF WOMEN AND CHILDREN ARE MOST PREVALENT: SELECT RURAL, REMOTE REGIONS IN AFRICA, SOUTH AMERICA AND ASIA.

This is achieved through our vast network of trained Red Cross volunteers and our un-paralleled knowledge of health care within the broader International Red Cross and Red Crescent network. In partnership with ministries of health, and building on our unique Red Cross roles as auxiliaries to government, we are enhancing national health plans to provide a complete and proven range of services.

The Canadian Red Cross and Canadian International Development Agency have already invested more than \$70 million towards MNCH projects in several developing countries, reaching more than 12 million beneficiaries directly and 40 million indirectly across Africa, Asia, the Americas and the Caribbean. Moving forward, support to the MNCH program will reach an additional 24 million indirect beneficiaries through strengthened health care systems.

WITH THE SUPPORT OF DONORS LIKE YOU, THE CANADIAN RED CROSS IS SEEKING TO INCREASE CAPACITY IN EXISTING COUNTRIES AND EXPAND THE MNCH PROGRAM FROM NINE TO 15 COUNTRIES IN AFRICA, SOUTH AMERICA AND ASIA. **SERVICES PROVIDED WILL INCLUDE:**

- Reproductive health services including pre- and post-natal health care for pregnant women
- Promotion of safe deliveries and newborn care
- Nutrition promotion and supplementation for mothers and children including promotion of breast feeding
- Improving access to simple and proven health interventions like long-lasting insecticide treated bed nets and malaria prevention education
- Construction of latrines and a clean water source
- Promotion of vaccinations, first aid, health and hygiene education
- Training for local health volunteers to effectively contribute towards improving access to the above services



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The essential role of volunteers in improving MNCH in Nicaragua

Nicaragua has one of the highest rates of infant mortality in the Americas. Many families live in rural areas with limited access to health services and information. Angela Padilla is 29 years old and a mother of seven. Angela was unaware anything was lacking with her youngest child's development until she was informed at a Red Cross baby weigh-in session that her child was underweight. A Red Cross volunteer educated Angela on what steps were needed to improve her child's health, and she promptly followed their recommendation and started a garden at home exclusively for her family's consumption. Traditionally, Angela only fed her children rice and beans but now she is able to provide them with fruits and vegetables from her garden to ensure a balanced diet. Without the help of Red Cross volunteers and community health volunteers who are trained in first aid and maternal and child health practices, many families would not be able to identify health risk factors, and many more lives would be lost.

Help was there

In East Africa, a mother of three feverish children paces anxiously, waiting for the return of her husband. She is sure that her children have malaria but she needs her husband's permission to leave the village to seek help. He finally returns and allows her to take the children on the two-hour walk to the primary health care unit (PHCU). It is too late for one of her children who dies during the journey. Yet as an African mother, she knows she is fortunate: the PHCU is stocked with medicines, and two of her children are treated and survive. For many mothers, this desperate journey would have brought them to a PHCU empty of staff and supplies and all three children could have been lost.



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HOW TO GIVE TO THE RED CROSS

Your Donation is Having an Impact

THE NEEDS ARE STAGGERING, BUT YOU CAN MAKE A DIFFERENCE. WITH YOUR SUPPORT, WE WILL REACH OUR FIVE-YEAR CAMPAIGN TARGET OF \$25 MILLION.

The success of the MNCH program will reach four million direct beneficiaries, including two million mothers and children under five and 500,000 newborns. Over 800,000 children will receive life-saving medical treatments and 400,000 families will receive support to improve nutrition.

HERE ARE JUST A FEW EXAMPLES ON HOW YOUR DONATION WILL MAKE A MAJOR IMPACT:

- **\$10,000** will buy malaria nets for **1,000** mothers and newborns, with the information and support to use the nets effectively.
- **\$75,000** will certify **600** community health volunteers from isolated Central American communities as trained in Community First Aid to provide a first response to vulnerable mothers and children.
- **\$100,000** will help fight diarrhoea, providing zinc treatments more than **13,000** children for one year.
- **\$300,000** per year will improve the health (nutrition, exclusive breastfeeding, hygiene, prevention of disease) of **25,000** children under five years old in Central America.
- **\$500,000** will help more than **2,000** families fight child malnutrition in young children through micronutrient supplementation.

TO MAKE YOUR DONATION TO MATERNAL, NEWBORN AND CHILD HEALTH, PLEASE SPEAK TO ONE OF OUR DONOR MANAGERS:

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