


GIVING
EVERY
CHILD
THE EQUAL
CHANCE TO
SURVIVE

Save the Children
**EVERY
ONE**

 Save the Children



NATIONAL CONSULTATION ON NEWBORN AND CHILD SURVIVAL

Date: 20 March 2010

Venue: The Grand Ball Room, Sheraton Hotel, Dhaka

Time: 9:30 am - 2:30 p.m.

RSVP: (880-2) 8853994-5, 9861690-1, 8859847-50

THE SECOND DECADE OF THE NEW CENTURY
BRINGS US CLOSER TO **MILLENNIUM DEVELOPMENT GOAL 4**,
which calls for a two-thirds reduction in
the **CHILD** mortality rate. Bangladesh is already
ON TRACK to achieving this ambitious goal,
but we still need **YOUR HELP**.

We are asking leaders from all sections of the society to lend us their voice. As a leader in
your field, you hold the key to accelerating **CHANGE** and inspiring widespread **SUP-
PORT**. Please be there and help us in taking Bangladesh to the **FOREFRONT**
of the next revolution in newborn and child survival.


EVERY ONE has the responsibility to ensure that **EVERY CHILD**
has an **EQUAL** chance to **SURVIVE**.

A handwritten signature in black ink, appearing to read "Sengupta".

Suman Sengupta
Country Director, Save the Children UK

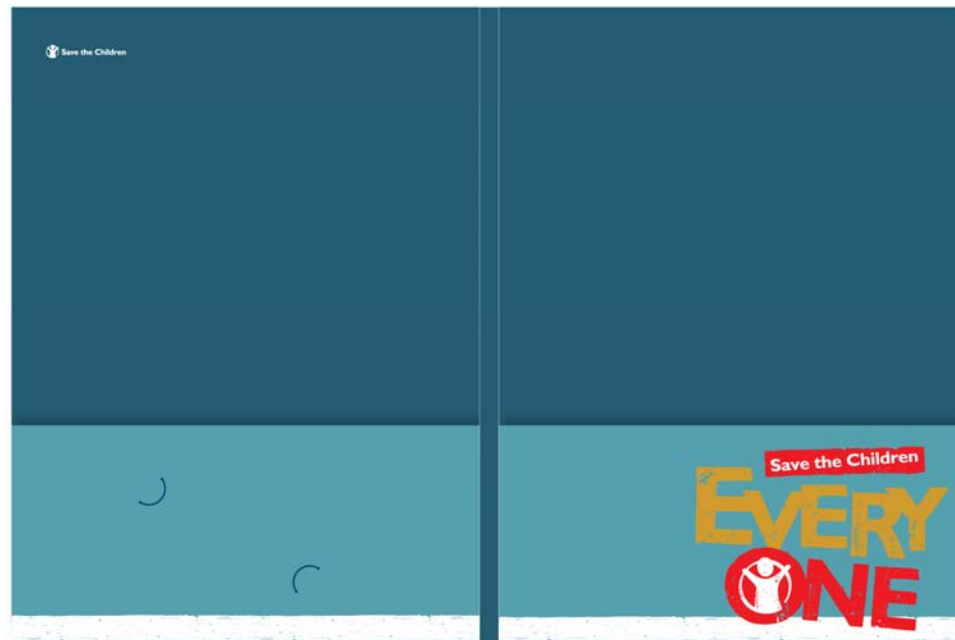
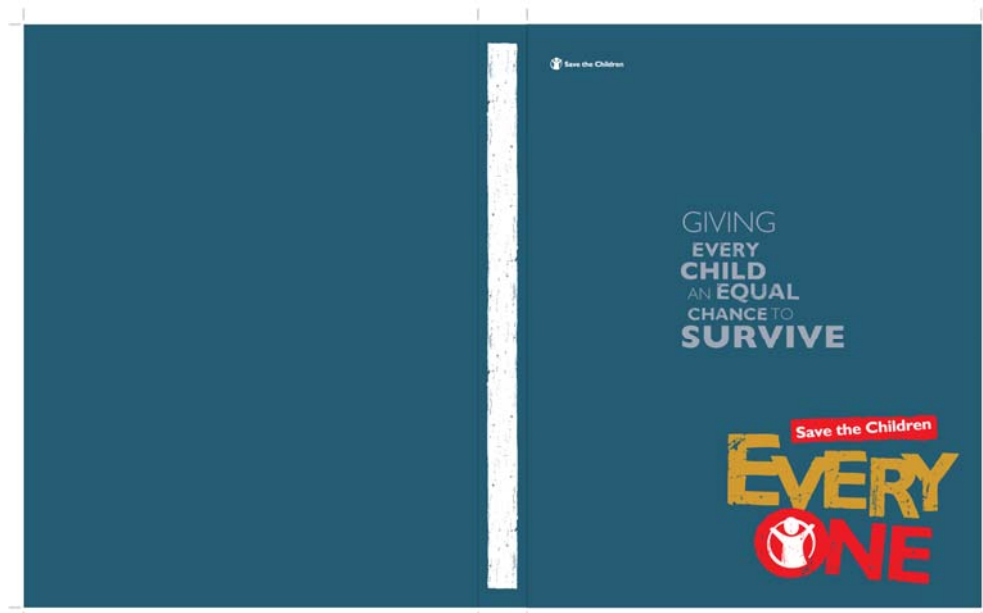


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EVERY ONE FOR EVERY CHILD

SAVE THE CHILDREN AND THE EVERYONE CAMPAIGN



EVERY CHILD IS BORN WITH AN EQUAL RIGHT TO LIVE. HOWEVER, NOT EVERY CHILD BORN GETS AN EQUAL CHANCE TO SURVIVE.

Almost **250,000** children in Bangladesh die from preventable diseases before reaching their fifth birthday even though we have the means to **SAVE** them.

In the past decade, Bangladesh has made faster **PROGRESS** on reducing child mortality among its poorest and most vulnerable than most other developing countries. We are on track to meeting Millennium Development Goal (MDG) 4, which calls for a two-thirds reduction in newborn and child mortality. But, we still need more **HELP**.

WHO CAN HELP? EVERY ONE

ACHIEVING A DRAMATIC AND LASTING REDUCTION IN CHILD MORTALITY IS AN AMBITIOUS GOAL. We already know how to prevent and treat the causes of these deaths - through the use of simple interventions these lives can be easily saved. The responsibility lies on the shoulder of **EVERY ONE**.

We need a massive number of people to show and inspire widespread support for the cause and build pressure for a favorable change. We cannot save the lives of EVERY CHILD until EVERY ONE cares about children dying.

GIVING EVERY CHILD AN EQUAL CHANCE TO SURVIVE

ACROSS THE WORLD, 9 MILLION CHILDREN DIE BEFORE THEIR FIFTH BIRTHDAY, MOSTLY FROM PREVENTABLE CAUSES. This is an issue we should all care about. It affects all of us. In every country, in every profession, in every age group. If MDG4 is met in Bangladesh then **227,000** children's lives will be saved by 2015.

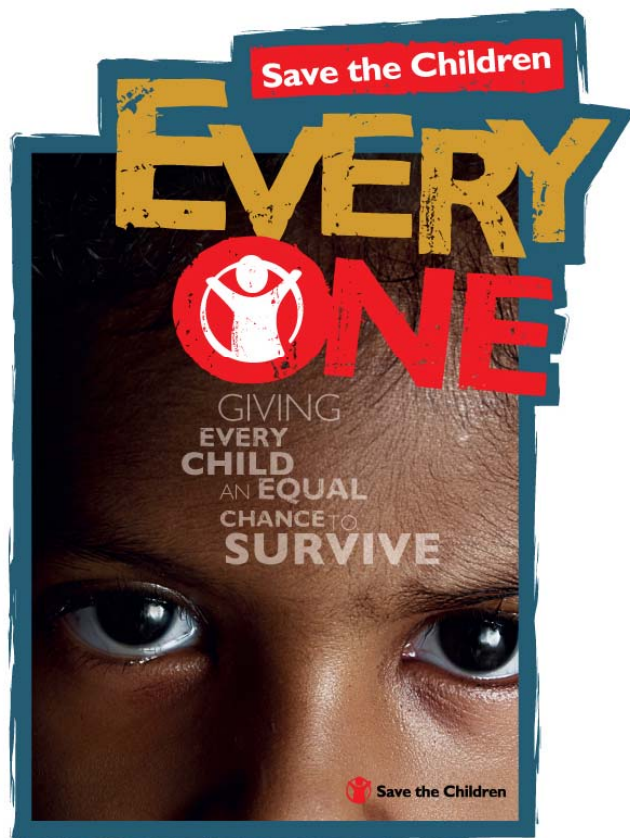
SAVE THE CHILDREN and EVERY ONE

FOR THE NEXT 5 YEARS, SAVE THE CHILDREN WILL RUN A WORLD-WIDE CAMPAIGN CALLED **EVERY ONE**. Our aim is to give **EVERY CHILD** an equal chance to **SURVIVE**. Through the **EVERY ONE** campaign, we will push all concerned agencies—the government, civil society, health workers, media, youth, affluent families and affected families—to take action on the issue of **NEWBORN AND CHILD MORTALITY**. Through our programming and advocacy work, we will directly help **10 MILLION** Bangladeshi children survive, develop and grow to their full potential.

Additionally, between now and **2015**, we need to build a **BODY OF SUPPORT** for our cause —get **EVERY ONE** to agree that the death of a child is unacceptable. This is our chance to show that **EVERY ONE** is for **EVERY CHILD**.

Save the Children





আমরা
সবাই

আমরা
সবাই



EVERY ONE

-A CALL OF ACTION FOR CHILDREN'S LIVES

HERE IS THE TRUTH

EVERY CHILD IS BORN WITH AN EQUAL RIGHT TO LIVE. HOWEVER, NOT EVERY CHILD GETS AN EQUAL CHANCE TO SURVIVE. Almost **250,000** children die each year in Bangladesh before reaching their fifth birthday. Each of these deaths is needless.

WHY NEEDLESS?

- most of these deaths are **PREVENTABLE** - caused by basic illnesses or problems during childbirth - and have well-known and inexpensive treatments
- Bangladesh has already made faster progress on reducing child mortality than other developing countries - which means it's possible
- **EVERY CHILD** gets an equal chance to survive simply if **EVERY ONE** agrees that the preventable death of a child is unacceptable.

THE POWER OF EVERY ONE

The Millennium Development Goal (MDG) 4 calls for a two-thirds reduction in newborn and child mortality. Bangladesh is already **ON TRACK** to reaching this ambitious goal, but we need the help of **EVERY ONE**

to ensure this. By acting now, we can save the lives of **227,000** children in Bangladesh by 2015, but **EVERY ONE** needs to show and inspire widespread support for the cause. We ask **EVERY ONE** to join us as we take positive long-term action. Saving children's lives begins with here and with **EVERY ONE**.

THE POWER TO SAVE A CHILD'S
LIFE LIES WITH
Clean drinking water
Community health worker
Correct breast feeding
Right Vaccination
EVERY ONE

EVERY ONE is a 5 year long, global campaign which will:

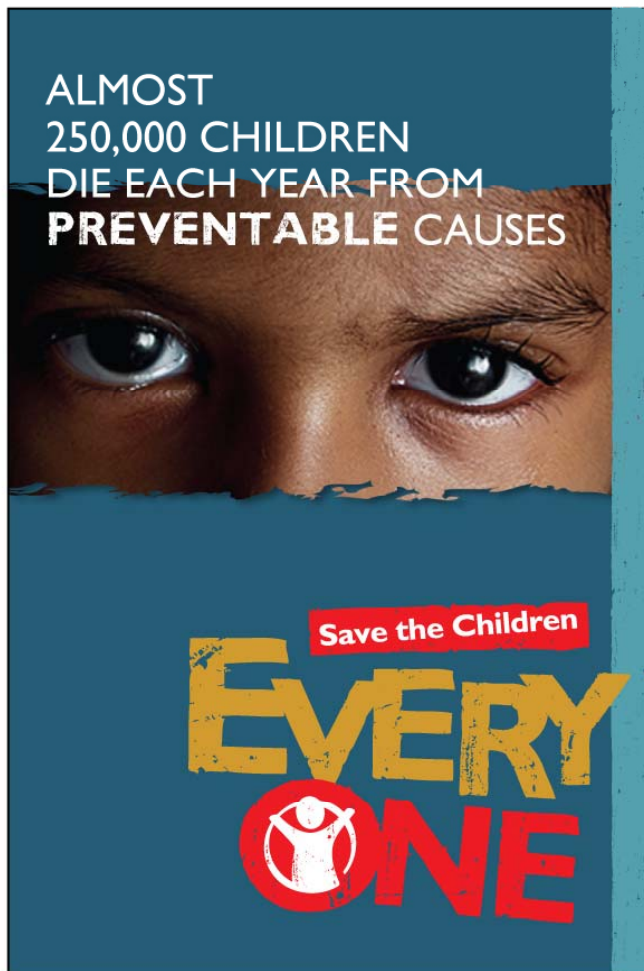
- provide a single **PLATFORM** for **EVERY ONE** to interact, contribute and speak out on the cause of child survival.
- work with the government and other partners to directly help **10 MILLION** survive.
- **CHANNEL** the outcry against the **PREVENTABLE DEATH** of a child into a single and undeniable voice to **SOLVE** the problem once and for all.

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