

May 31, 2013

ADVOCACY GUIDE FOR PARTNERS

“BIRTH – GROWTH - PROGRESS”

Background

In June 2012, the DRC participated in the Child Survival Call to Action and committed by 2035 to:

- Accelerate the reduction of maternal, child and neonatal mortality to a maximum of 20 deaths for 1,000 live births
- Improve overall access to quality health care and prevention services.

The government-led Call for Action (or ‘APR,’ A Promise Renewed) in DRC is being led by an integrated committee including all key partners and donors involved in the health sector in the DRC. With support from UNICEF, USAID and other actors, the government has developed **an action framework** with detailed strategies and the potential to address bottlenecks in the health system as well as barriers that prevent access to health services. This Action Framework aims to reduce under-five mortality by 48% and maternal mortality by 31%, saving the lives of 430,000 children and 7,900 mothers.

May 31, 2013 EVENT

“BIRTH – GROWTH - PROGRESS”

To learn details of the new action framework - follow this event on social media at [#promise4children](#) and [@UNICEFDRC](#). The main ceremony will take place from approx 10am – 1pm local Kinshasa time (WAT/+5 EDT).



Sample Tweets

May 30

- Stand w/ the Congolese ppl: A Promise Renewed May 31: Birth, Growth, Progress for every woman & child, follow: [#promise4children](#) [@UNICEFDRC](#)
- From Promise to Action: Saving 430k kids under 5 & 7,200 moms by 2015 in [#DRC](#) [#promise4children](#) [#MDGmomentum](#)
- Universal access to health care, medicines & health supplies for every woman & child in [#DRC](#). [#supplylife](#) [#promise4children](#) [@UnfEWEC](#)

May 31

- [#Promise4Children](#), our commitment to child survival, reached a really important milestone today in [#DRC](#)
- Our objective 4 [#DRC](#)? Save the lives of 430,000 children under 5 years old and 7,900 mothers by 2015. [#Promise4Children](#)
- [#Promise4Children](#) How? W/ Action Framework that includes 6 major operational strategies to be implemented in all of [#DRC](#)'s 516 health zones

- RT if you agree that in [#DRC](#), as everywhere else in the world, no child should die before their fifth birthday! [#Promise4Children](#)
- We can end preventable child deaths in [#DRC](#) within a generation. Follow [#Promise4Children](#) to find out how
- Over 70% of child deaths occur within the first year of life. [#Promise4Children](#)

Facts about Child Survival in DRC

- Under-five mortality rate is 158/1,000 live births, infant mortality is 97/1,000 live births (MICS2010).
- Neonatal mortality is 47 and adjusted maternal mortality rate is 1,100/100,000 live births (SOWC 2009).
- Malaria affects 27 per cent of children under five years of age but only 39 per cent of them have access to anti-malarial treatment.
- Acute respiratory infections (ARI) affects 6 per cent of under-five children and 42 per cent of affected children have access to treatment (MICS2010).
- Diarrhea affects 18 per cent of children under five years of age and 39 per cent of affected children have access to the recommended treatment. Seventy five per cent of births occur in a health facility and 74 per cent of births are attended by skilled health personnel.
- No polio case was reported since December 2011 [100 cases were reported in 2010 and 93 cases in 2012]. Measles outbreaks still persist in 10 provinces (except South Kivu province).
- Stunting affects 43 per cent of children under five years of age and wasting over 9 per cent of children (MICS2010). In absolute terms this translates into more than 5 million stunted children and 1.3 million wasted.
- 71 per cent of children under-five years of age and 53 per cent of women of child bearing age suffer from anaemia (DHS2007).
- Only 37 per cent of children aged less than 6 months are exclusively breastfed and, though up to 64 per cent of children receive complementary foods, feeding frequency and the quality of these foods are inadequate (MICS2010).

Facebook Update

<p>Friday, 31 May</p>	<p>Share this post if you agree with us that in DRC, as everywhere else in the world, no child should die before their fifth birthday!</p> <p>A Promise Renewed, our commitment to child survival, reached a really important milestone today in DRC with its in Boyambi Health Center (Kinshasa Province). Our objective? Save the lives of 430,000 children under 5 years old and 7,900 mothers by 2015.</p> <p>How? With an Action Framework that includes six major operational strategies to be implemented in all of DRC's 516 health zones.</p> <p>Find out more: [Link to the press release (available after launch)]</p>
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