



EVERY BREATH COUNTS



SpeakUpAfrica.

CALL TO ACTION FOR PNEUMONIA

OPPORTUNITY

Pneumonia is the top killer of children under five worldwide, killing more children than malaria, measles, and AIDS combined. Despite the high mortality, pneumonia receives little attention and only a fraction of global public health investment. Speak Up Africa has teamed up with UNICEF to develop a global public health campaign, *Every Breath Counts*, to raise awareness and spur investment in pneumonia prevention, diagnosis, and community treatment. While vaccination development is an important and effective tool, greater focus must be placed on social behavior change, health systems strengthening, and community access to care and commodities.



GOAL

The *Every Breath Counts* campaign seeks to galvanize donor support and African leadership to fight pneumonia. An effective pneumonia advocacy plan must coincide with strong country ownership and ambitious multi-stakeholder action. *Every Breath Counts* aims to empower African leadership as the drivers of change. We believe the support of the African First Ladies as global ambassadors for maternal and child health will have a powerful and impactful message across the region and global stage.

CAMPAIGN LAUNCH

The *Every Breath Counts* campaign will be launched alongside the African Union Summit in January 2016. Speak Up Africa will host a Ministerial press conference, which will be tentatively held during the OAFLA and GAVI luncheon on January 31st, 2016 in Addis Ababa. Speak Up Africa will film a series of television spots raising awareness to threat of pneumonia for children under five years of age. Her Excellency, Aisha Muhammadu Buhari, Wife of the President to the Federal Republic of Nigeria, will be on the forefront of the *Every Breath Counts* campaign. Speak Up Africa will also distribute leaflets describing the opportunity implied by investment in pneumonia prevention, diagnosis and treatment and will strategically place these leaflets for maximum exposure.



FIRST LADY ENGAGEMENT

The campaign hopes to engage several African First Ladies to speak up for Africa by participating in the *Every Breath Counts* campaign. We invite you to be featured in billboards, flyers, television and radio spots, which will be distributed at both national level and pan African levels. As important drivers of change, your voice will help carry the important message that could save millions of young lives. If you are interested in participating in this critically important campaign, please contact Roxanne O'Connell at Roxanne.oconnell@speakupafrika.org to set up bilateral meetings at the upcoming African Summit or at your convenience.