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Help making 'Zinc Saves Kids' a success. Go to [www.zincsavekids.org](http://www.zincsavekids.org), click on the donate button and make a gift. Personal gifts can be made online with a credit card via Paypal. For corporate contributions please contact [zsk-](mailto:zsk-)

July 26, 2012

## US\$ 20 million pledge for ending childhood deaths : Zinc will play key role



At the 'Child Survival Call for Action' Conference held in Washington in mid-June a new public-private partnership was launched with a goal to save millions of children's lives by accelerating progress toward ending preventable childhood deaths from diarrhea and pneumonia in high burden countries. The declaration was supported by a US \$ 20 million pledge for treatment scale up involving zinc. Signatories to the Declaration included the U.S. and Canadian governments, the Clinton Health Access Initiative, the UN MDG Health Alliance, the Zinc Alliance of Child Health (ZACH), McCann Health, the International Zinc Association and a number of other public, private and civil society partners.

The 'Child Survival Call for Action' conference was convened by the governments of the USA, India and Ethiopia in close cooperation with UNICEF and called upon the 700 participants to establish specific plans to drastically reduce child mortality. In the past two decades, child mortality has fallen from 12 million in 1990 to 7.6 million in 2010. While impressive, progress is not fast enough to achieve Millennium Development Goal #4 which aims at reducing the under-five mortality rate by two thirds, between 1990 and 2015.

[donations@zinc.org](mailto:donations@zinc.org) for payment procedure.



### Show Your Support of 'Zinc Saves Kids'

IZA member companies and others supporting 'Zinc Saves Kids' are invited to place the 'Zinc Saves Kids' banner on their website and install a hyperlink to the 'Zinc Saves Kids' website.

Please contact us to obtain a copy of the banner:  
[ZincSavesKids@zinc.org](mailto:ZincSavesKids@zinc.org)



### Visit 'Zinc Saves Kids' on Facebook

Receive the latest program updates and learn about the life-saving ORS and zinc therapy for treating childhood diarrhea.



Diarrhea and pneumonia are among the leading causes of child mortality in low-income countries claiming the lives of two million children every year. Most of these deaths occur in a handful of countries including India, Nigeria, the Democratic Republic of Congo, Pakistan and Ethiopia. 90% of diarrheal deaths can be averted with a treatment of low-osmolar oral rehydration salts (ORS) and zinc. A life-saving 10-day course of ORS and zinc costs about US\$ 0.50. However, less than 5% of children under five in high burden countries receive the full recommended treatment and just 23% of children receive antibiotics to treat pneumonia.

Experiences from the *Zinc Saves Kids* and other programs show that tremendous impact can be achieved by scaling up existing interventions with ORS and zinc.

### ZACH runs for 'Zinc Saves Kids'

The Zinc Alliance for Child Health, a partnership between the Micronutrient Initiative (MI), Tack and the Canadian International Development Agency (CIDA), launched a 'Run for the Runs' awareness campaign at this year's Ottawa Race Weekend.

"An opportunity to raise funds for life-saving *Zinc Saves Kids* supplementation initiatives, the campaign was part of a broader effort by ZACH to increase Canadians' awareness of diarrhea's devastating impact on the world's children," said Chris Dendys, Director of External Relations for MI. "We aim to spread the word about the next revolution in global child survival—accelerating the use of zinc supplements and oral rehydration salts to save lives."

Volunteers from MI, CIDA, Results Canada, UNICEF and more joined the "Run for the Runs" team. Over 30,000 runners and hundreds of spectators were exposed (many for the first time) to vital information about diarrhea, zinc/ORS, and the organizations making change happen. Social media initiatives and mainstream media coverage brought the zinc and ORS story to the broader Canadian audience.

The Micronutrient Initiative (MI) strives for a world free of "hidden hunger". MI is a leading organization working exclusively to eliminate vitamin and mineral deficiencies in the world's most vulnerable populations—especially women and children—so they can survive and thrive. In 2010-2011, MI reached almost 500 million



## 'Zinc Saves Kids' tweets

Follow us on twitter and help raising the awareness of zinc's benefits for child survival, growth and development.

people in more than 70 countries.

## Stockholm Expat community raises funds for 'Zinc Saves Kids'

On May 25, Global Expat Partners in conjunction with 13 Latin American embassies in Stockholm hosted a Latin American Event which was attended by over 240 expats. At this event Global Expat Partners held a raffle in support of *Zinc Save Kids* and raised the awareness of the zinc deficiency problem in young children across Latin America. The attendees raised enough money to provide 1.610 children with a life-saving zinc supplementation treatment. "Global Expat Partners is proud to help save children's lives. We will continue to raise awareness and funds for Zinc Saves Kids enabling more children to survive and thrive", said Claudia de Leeuw, President, Global Expat Partners AB who learnt about Zinc Saves Kids from her husband who works for IZA member company Boliden.

*Global Expat Partners is a non-profit organisation co-financed by the City of Stockholm and the main international companies. The organisation supports the well-being of the expatriate families during their foreign posting. The support program addresses cultural awareness, language support, spousal support and social networking.*



The Global Expat Partners' Team

## Students support the mission of 'Zinc Saves Kids'

Numerous students and teachers have contacted us over the past months. They learnt about the preventable diarrheal deaths with a simple treatment of ORS and zinc and want to engage in reducing childhood mortality by raising funds and awareness for *Zinc Saves Kids*. Gift of 5 is one such example. It is a student-run organization based in central New Jersey. "We were staggered to discover that each year 450,000 children under the age of five are at risk of dying due to zinc deficiency. We wanted to do everything in our power to help prevent this", said Jay Parekh one of the seven students running the organization. Gift of 5 was established about a year ago. The group mobilizes volunteers to raise the awareness of early childhood micronutrient deficiency, and plans to hold a middle-school awareness day, collect donations from fellow students and the local community by selling bracelets and pizza, mowing lawn and organizing a car wash event and a charity walk. Donations raised for their zinc deficiency project will go to *Zinc Saves Kids*. The group has created a comprehensive website [www.giftof5.org](http://www.giftof5.org) stressing the importance of the *Zinc Saves Kids* initiative.



The seven students running Gift of 5

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