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PROTECT THE CONNECTION

ELIMINATE
maternal/neonatal tetanus

 **Kiwaniis** | 

An introduction to The Eliminate Project

The Eliminate Project: Campaign Office

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Find resources and give securely online at
www.TheEliminateProject.org.

A PREVENTABLE TRAGEDY

In Sierra Leone, 19-year-old Memunata gives birth to a healthy baby girl. But this joyous event has taken place on the floor of her home. And Memunata's childbirth has been assisted by a traditional but unskilled birth attendant. In fact, Memunata herself hasn't been fully immunized against tetanus.

The umbilical cord is cut with an unclean blade. Deadly tetanus spores, found in soil everywhere, infect the cord. Within days, tetanus has spread throughout the baby's body, causing muscle rigidity leading to locked jaw, arched spine, convulsions and difficult breathing. The slightest sound, light or touch triggers painful spasms—robbing Memunata of the chance to provide even the comfort of a mother's embrace.

After a few days, the baby dies. Memunata is helpless. All she can do is watch. Every year, thousands of mothers share this pain. Thousands of babies will never laugh or play or dream about the future—or experience the bond between mother and child. We have a chance to protect those lives ... and protect that crucial connection.



THERE IS A SOLUTION

Maternal and neonatal tetanus is a terrible tragedy. But it's easily preventable. The Global Campaign for Children is our chance to change the world. With the Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus, we aim to eliminate MNT from the face of the Earth.

This requires vaccines, syringes, safe transport and storage, education of communities, training of health workers and more. Just three vaccine doses—costing roughly US\$1.80—can protect a woman and her future babies. Now we need to reach them, often in places that are remote, impoverished and invisible to the world.



PROUD PARTNERS

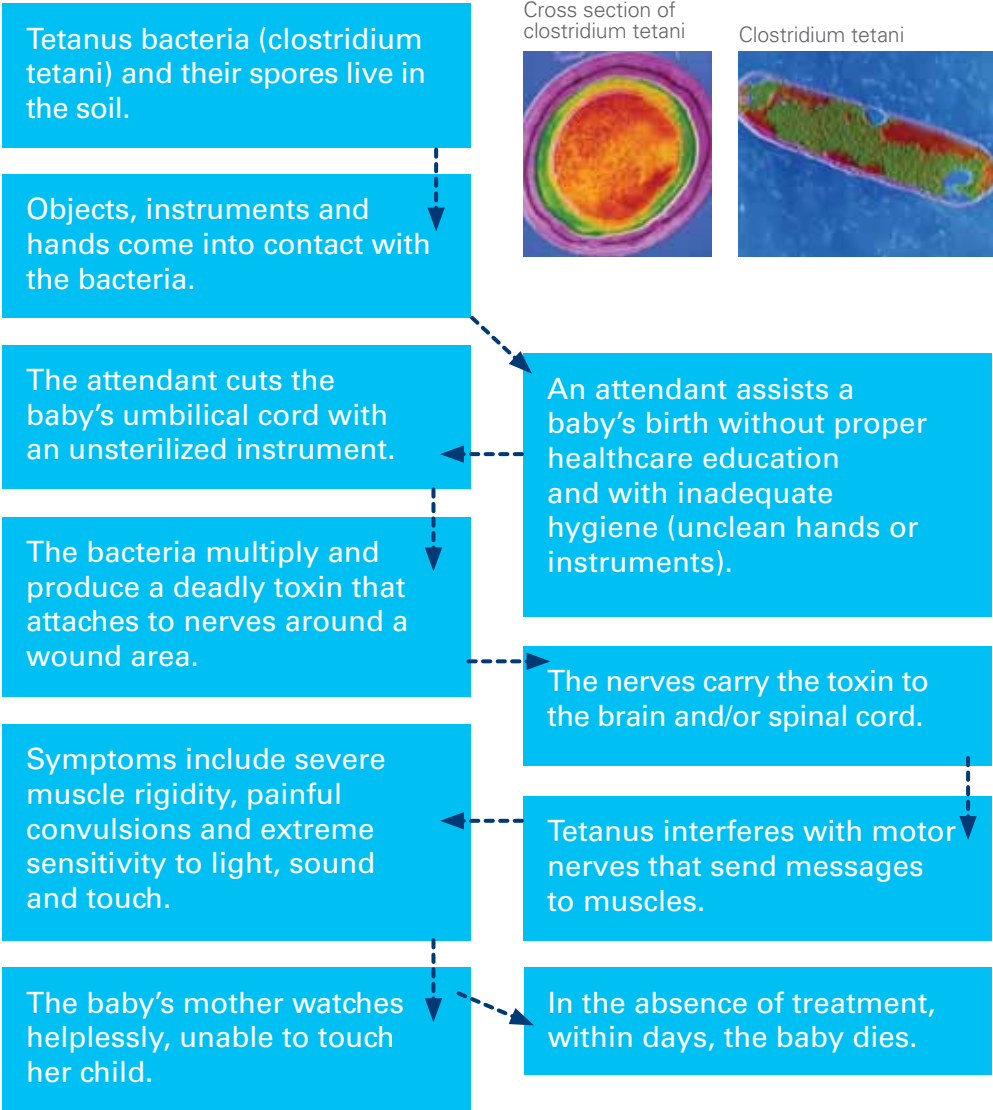


The Eliminate Project is the Kiwanis family's biggest campaign for children yet. But it's not our first. And we're not alone.

In 1994, Kiwanis and UNICEF joined forces for a worldwide service project to virtually eliminate iodine deficiency disorder, the world's leading cause of preventable mental disability. Together, Kiwanis family members raised nearly US\$105 million. Those funds are at work today in more than 103 countries, saving the world billions of IQ points and improving the lives of millions of children who are born free of IDD each year.

Kiwanis and UNICEF have done it before. Together, we're doing it again.

MNT: WHY AND HOW



Join the Kiwanis International Foundation in raising funds to support The Eliminate Project.

THE FACTS

- 1 baby dies every **9** minutes from tetanus
- 160** babies die each day from tetanus
- MNT has been eliminated in more than **20** countries since 2000
- 3** doses of tetanus vaccine = immunity from tetanus
- Woman + vaccine = protected baby
- US\$1.80** protects 1 woman and her future babies
- The Eliminate Project saves or protects **millions** of moms & babies
- Elimination = **<1** case of MNT per 1,000 live births



EVERY MEMBER, EVERY CLUB

Kiwanis and UNICEF have the power to protect the connection between mother and child. But we need the commitment of the worldwide Kiwanis family.

Get involved. Spread the word. Make a gift. For you and your club, this is a chance to save or protect millions of precious lives.

This is our chance to change the world.

Figures are accurate as of June 2012 and are subject to change. Elimination is achieved when there is less than one case of neonatal tetanus per 1,000 live births in every district of the country. June 2012 GIEP-212-9 English

Sometimes a mother's touch requires a group effort.
Protect the connection. Support The Eliminate Project.

