

Declaration on Scaling Up Treatment of Diarrhea and Pneumonia

For decades, governments, donors, non-governmental organizations, and private sector partners have contributed technical knowledge, research, funding and other resources to prevent and treat childhood diarrhea and pneumonia in some of the world's most impoverished countries. Over the past fifty years, great progress has been made and child mortality has dropped by seventy percent worldwide. While this progress is impressive, it is not enough to achieve a two-thirds reduction in child mortality by 2015.



PATH/Lesley Reed

Diarrhea and pneumonia are among the leading killers of children under the age of five worldwide—responsible for 29 percent of child deaths, or more than 2 million deaths every year. The majority of these deaths occur in just a few high-burden countries in sub-Saharan Africa and South Asia. Yet, most deaths could be prevented with highly effective interventions such as exclusive breastfeeding, hand washing with soap, micronutrient supplementation, safe drinking water and improved sanitation, vaccinations, as well as low-cost treatment.

The timing is ripe for a concerted global effort to end preventable child deaths from diarrhea and pneumonia in high-burden countries within a generation. The recent UN Commission on Life-Saving Commodities for Women and Children included oral rehydration salts (ORS), zinc and amoxicillin within their mandate. In conjunction with that effort, several of the highest burden countries – including Nigeria - are developing and adopting ambitious plans to rapidly expand the proportion of children with access to essential medicines for the treatment of diarrhea and pneumonia – plans that highlight the need for coordinated interventions since many of the strategies to prevent and treat both diseases are similar. But no one government, organization or company can reach these ambitious targets alone. With unique partnerships that harness the resources, expertise, and innovation of the public and private sectors, partners will work together to mobilize action to scale up treatment of diarrhea and pneumonia to save children's lives.

BILATERAL & MULTILATERAL DONORS



INDUSTRY



In line with the recommendations of the UN Commission, we as partners collectively commit to:

- Contribute direct financial or technical resources to support the scale up of ORS and zinc, and/or amoxicillin in high-burden countries to prevent child mortality from diarrhea and pneumonia.
- Promote access to affordable, high-quality, over-the-counter ORS and zinc products and/or access to and rational use of amoxicillin in both public and private sectors.
- Support sustained demand creation, including large-scale marketing campaigns, to increase awareness of and demand for diarrhea and/or pneumonia treatment among consumers and healthcare providers in target countries.
- Harmonize in-country contributions under national child health plans that are developed and owned by the government.
- Enhance collaboration and coordination by supporting the creation of public-private partnerships within high-burden countries to drive implementation of the national plan.
- Support harmonized monitoring and evaluation of the effectiveness of programs in improving the sustained use ORS and zinc and/or amoxicillin treatments.

To achieve this vision, we call on all high-burden countries and the international community to join us in the above commitments to provide the resources, political will, and focused action necessary to end preventable childhood diarrheal and pneumonia deaths. We believe that working together we can ensure all children with diarrhea or pneumonia receive these life-saving interventions and reach their fifth birthday.

NEW COMMITMENTS

Zinc Alliance for Child Health (ZACH): \$15 million

The Zinc Alliance for Child Health is a private-public-civil society partnership that includes Teck Resources Limited, the Micronutrient Initiative, and the Canadian International Development Agency. To maximize the impact of global efforts to accelerate child survival, ZACH is allocating \$15 million to support the implementation of national scale up plans for zinc and ORS in prioritized high-burden countries.

McCann Health: \$5 million

McCann Health, one of the world's largest marketing communications companies, has committed \$5 million of in-kind resources and technical assistance to support the design and implementation of marketing campaigns to increase awareness of and demand for ORS and zinc—a critical barrier to ensuring universal use of these products.

NON-GOVERNMENTAL ORGANIZATIONS



To endorse the Declaration and add your organization's logo, contact Malia Boggs: mboggs@usaid.gov.