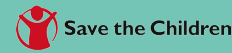


**MANY MORE LIVES  
CAN BE SAVED  
IF MALAWIANS  
RESPECT, PROTECT  
AND COUNT NEWBORNS!**



**Countdown to 2015**  
Maternal, Newborn & Child Survival



**LET'S CELEBRATE!  
MALAWI HAS BEEN A  
PIONEER AMONG HER  
AFRICAN NEIGHBOURS  
AND HAS SAVED  
280,000  
CHILDREN'S LIVES.**



For references and notes on calculations, visit:  
[www.mamaye.org/references](http://www.mamaye.org/references)



web: [mamaye.org.mw](http://mamaye.org.mw)  
twitter: @MamaYeMW  
facebook: MamaYeMalawi

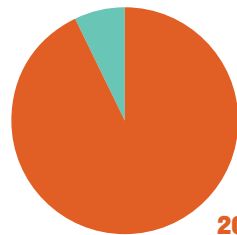
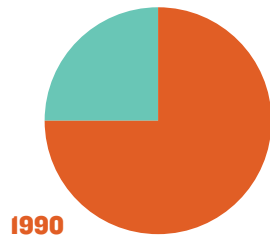
## MDG STORY

# THANKS TO GOVERNMENT POLICIES MALAWI HAS ACHIEVED MDG4 EARLY

Malawi was one of the earliest and fastest adopters of internationally recognised policies to save child lives.

IN 1990 ONLY 75 OUT OF EVERY 100 CHILDREN IN MALAWI SURVIVED TO THE AGE OF 5.

BY 2013, 93 OUT OF EVERY 100 CHILDREN IN MALAWI REACHED THE AGE OF 5.



### TOP 3 LIFE SAVING INTERVENTIONS WERE:

✓ **Insecticide treated bed nets**

✓ **Treatment of childhood illnesses**

✓ **Vaccination**

[Diarrhoea, Pneumonia and Malaria]



## NEWBORN STORY

# TOO MANY NEWBORNS DIE

Improvements in child survival since 1990 have mainly been for those aged 1 month to 5 years. Newborn survival has not improved at the same rate.

## MALAWI HAS THE HIGHEST RATE OF PREMATURE BIRTHS IN THE WORLD

# 14,000 NEWBORNS DIE EVERY YEAR IN MALAWI

### WE KNOW WHAT WORKS TO SAVE NEWBORN LIVES

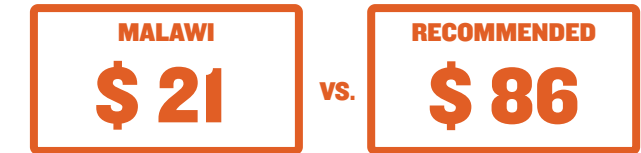
Now government, health workers, faith leaders and the Malawian people must take responsibility for policies, finance and solutions.



## WHAT CAN YOU DO?

# POLITICIANS!

**THE GOVERNMENT ONLY INVESTS \$21 IN HEALTHCARE \* COMPARED TO THE RECOMMENDED STANDARD OF \$86**



\* PER PERSON PER YEAR

Take responsibility for Malawi's future. Provide more funding. Especially for the 48 hours surrounding birth. This will give a triple return on investment and save:

- ! NEWBORN LIVES
- ! MOTHERS LIVES
- ! REDUCING STILLBIRTHS

# HEALTH CARE WORKERS!

**BE A PROUD NURSE. RESPECT, PROTECT AND COUNT MALAWIAN NEWBORNS. SAFEGUARD THE FUTURE OF YOUR NATION!**

# FAITH LEADERS!

**EVERY NEWBORN IS IN GOD'S IMAGE TOO. RESPECT THEM. PROTECT THEM. COUNT THEM.**