***THE LANCET***

**Every Newborn Series**

**Launch Toolkit**

Resources and Materials

to assist planning an event featuring

*The Lancet* Every Newborn Series

October 2014

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**Need help planning your event?**

* Looking for Series author participation at your event?
* Have questions about the Every Newborn Series or materials?
* Need additional tips on incorporating social media into your outreach plan?
* Need hard copies of *The Lancet* Every Newborn Series and/or executive summary?
* Need hard copies of the *Every Newborn* action plan and/or executive summary?
* Need to brainstorm event ideas or speaker program?

Please contact Molly O’Brien: Molly.O’Brien@gmmb.com.

# About *The Lancet* Every Newborn Series

*The Lancet* Every Newborn Series was launched 20 May 2014. Following *The Lancet* Neonatal Survival Series in 2005, this Every Newborn Series provides new focus beyond survival, and combines research and reality in countries to set targets for post-2015 to ensure that every newborn has a healthy start in life. Every year, 2.9 million newborn babies die from largely preventable causes, and 2.6 million more are stillborn.

The five papers and six comments advocate for quality care at birth, which requires facility and community actions with a focus around the time of birth and early days. This is the time when most deaths occur and when most lives can be saved, and long-term disabilities averted, through higher coverage of effective interventions. This strategy requires responsive health systems that are equipped with lifesaving commodities and staffed with health workers who can deliver high-quality and timely skilled care, including emergency obstetric care and interventions for small and ill newborn babies.

The full papers, executive summary, commentaries, video and audio file excerpts from the 20 May 2014 launch in New York are available for download: [www.thelancet.com/series/everynewborn](http://www.thelancet.com/series/everynewborn).

Print ready files or a small number of hard copies of the full Series and the executive summary are available upon request.

Download the Excel spreadsheet containing data for 195 countries regarding neonatal deaths, stillbirths, rankings for countries, rates of progress and coverage of birth certification: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)

This *Lancet* Every Newborn launch toolkit and accompanying PPT can be accessed with additional resources at [www.everynewborn.org/every-newborn-toolkit](http://www.everynewborn.org/every-newborn-toolkit).

## About Every Newborn: An Action Plan to End Preventable Deaths

*The Lancet* Every Newborn Series is the evidence underpinning the *Every Newborn* action plan. The *Every Newborn* action plan provides a roadmap and joint action platform for the reduction of preventable newborn mortality. Linking the work of all stakeholders, it enables policy makers and others to take action to accelerate national plans to achieve clear results for newborn survival, enhancing the achievement of wider goals for women’s and children’s health. The *Every Newborn* action plan was adopted at the World Health Assembly in Geneva in May 2014 and launched at the Partners’ Forum in Johannesburg in June 2014.

The *Every Newborn* action plan and executive summary are available for download on the Every Newborn website: [www.everynewborn.org/every-newborn-action-plan](http://www.everynewborn.org/every-newborn-action-plan)

# Why Hold a *Lancet* Every Newborn Series Launch Event?

Currently, 2.9 million newborns die each year and an additional 2.6 million babies are stillborn. *The Lancet* Every Newborn Series presents the scientific evidence and analysis to inform the action needed at the country level to end preventable newborn deaths. An Every Newborn Series country launch event is an effective way to spur action in places where the ground is fertile for change. A launch event allows Series study findings, key messages and calls for action to be communicated to key decision-makers, key country advocates and the media—creating a catalyst that will result in meaningful action. National advocacy efforts are vital to encouraging key audiences to take action for newborns.

## What are the objectives?

Objective 1: To increase awareness on the issue of newborn health among decision-makers and the media by presenting *Lancet* evidence to press and key influencers

Objective 2: To support new government policies and/or national plans on newborns to raise their profile in the country and communities, or to strengthen existing policies

Objective 3: To leverage advocacy efforts around improving newborn health

## Who do you want to influence? What do you want them to do?

Decision-makers

* Commit to prioritizing newborn health and ending preventable deaths
* Develop and/or strengthen a national strategy/action plan to end preventable newborn deaths
* Identify cross-sector opportunities for collaboration (e.g. working across ministries or

 sectors)

Key stakeholders and influencers

* Join and support national advocacy and implementation efforts
* Hold decision-makers responsible for their commitment to action or their lack of action
* Build broad-based coalitions (e.g. working with newborn health, maternal health and water and sanitation, etc.)

Media

* Cover newborn survival as a national and global health issue
* Hold decision-makers responsible for their commitment to action or their lack of action
* Identify opportunities to monitor progress and provide on-going coverage

# Considerations for Your Event

A launch event for *The Lancet* Every Newborn Series can take many forms—a technical briefing for policymakers, a press conference for journalists, a roundtable discussion with key stakeholders, a lecture at a university, and the list goes on. It can be its own event or it can be combined with another relevant event*—*such as the announcement of a country’s new plan for saving newborn lives or a global event like World Prematurity Day (see page 6 for information). The most important element of a launch event is that it is designed in the context of your country*—*using national data and adapting the event to your country’s phase of newborn action and/or priorities.When planning your event, consider the following:

* **National context:** Take the time to research the government’s current plan for newborn survival. Is there a plan or has acommitment been made? What are the targets for reducing newborn deaths in the country? What are the opportunities with current maternal health plans (see page 18 for resources)?
* **Date:** Take into account national holidays, relevant or competing conferences and events, etc., that could impact attendance at your event. Consider combining the launch with another related national event (e.g. the opening of a neonatal ward at hospital, World Prematurity Day, the launch of a national maternal and newborn health strategy.)
* **Location:** If holding an event with invited government officials, key dignitaries and/or media, consider a location that is accessible to all.
* **Speakers/presenters:** Speakers and presenters from diverse sectors (e.g. Ministry of Health representative, respected neonatal health professional, maternal health professional, Series author, civil society representative, etc.) make for a more interesting program. If you would like to include a Series author at your event, please email Molly O’Brien at Molly.O’Brien@gmmb.com.
* **Audience:** Design your invitation list to include important policy decision-makers as well as key partners and community voices (e.g. NGOs, private sector, medical professionals, media, parents, etc.) who influence policy decisions and who can serve as champions for the evidence outlined in the Series. Consider distributing a save the date as early as possible to ensure attendance.
* **Media:** Outreach to the media in advance of your event is an important component to success. Consider a pre-briefing with journalists who may be new to the issue. If time allows, one-on-one briefings with key journalists are beneficial. Invite the media to your event and allow time for questions and answers to inform their coverage.
* **Posting and tweeting:** Remember to incorporate social media into your outreach plan. It’s an effective way to extend your reach, leading up to, during and following the event (see pages 14-16 for social media guide).
* **Information packet/press kit:** Consider developing an information packet for attendees to take with them for later reference or to share with colleagues. Consider an electronic press kit for journalists to access if they are unable to attend the event.A template press release and fact sheet are included in this toolkit. Content to include in your packets: press release (see page 10 for template), country fact sheet (see pages 12-13 for template), event agenda, bios of the speakers, one-pager on your country’s strategy (if available), etc.
* **Event follow up:** Think about how to use the momentum created by the event. Conduct follow-up meetings with key decision-makers, sharing the media coverage results and discussing the importance of implementing a national strategy to end preventable newborn deaths. For additional advocacy information and tools, visit <http://www.everynewborn.org/resources/>.
* **Tell us about your event:** We want to know about your event! Complete the form on page 17 and please email it to Molly O’Brien at Molly.O’Brien@gmmb.com.

## Upcoming Opportunity: World Prematurity Day – 17 November 2014

World Prematurity Day is right around the corner*—*17 November 2014. First celebrated in 2011, it is a global movement to raise awareness of the worldwide problem of premature birth. In 2013 alone, World Prematurity Day was celebrated in over 60 countries. Local, regional, national and international activities on World Prematurity Day include media campaigns, rallies, galas, interactive exhibits and social media blasts. Parent groups, families, health professionals, politicians, hospitals, organizations and other stakeholders are involved.

Consider planning your *Lancet* Every Newborn Series launch event to coordinate with and contribute to World Prematurity Day activities planned in your community. This is an effective way to leverage the global conversation and momentum around premature births, and tie it to the newborn survival and stillbirth advocacy efforts in your country.

The founding partners of this observance day are EFCNI, Little Big Souls, March of Dimes and National Premmie Foundation. Additional campaign partners can be found here: <http://www.marchofdimes.org/mission/prematurity-campaign-partners-and-alliances.aspx>.

**For more information:**

Materials for download: <http://www.efcni.org/index.php?id=wpd>

Information: <http://www.marchofdimes.org/mission/world-prematurity-day.aspx>

Facebook: <https://www.facebook.com/WorldPrematurityDay>

Pinterest: <http://www.pinterest.com/kykaree/world-prematurity-day-2014/>

## Link to existing platforms

The Every Newborn action plan and *The Lancet* Every Newborn Series supports *Committing to Child Survival: A Promise Renewed for Child Survival* (APR), and supports the achievement of the target, 20 or less under-five deaths per 1000 live births in each country by 2035. The plan also builds from the recommendations of the United Nations Commission on Lifesaving Commodities for Women’s and Children’s Health, the goals of the Family Planning 2020 initiative, the United Nations Commission on

Information and Accountability for Women’s and Children’s Health, and other global action plans such as those on nutrition, vaccines, malaria, pneumonia, diarrhoea, water and sanitation, and elimination of mother-to-child transmission of HIV, syphilis and tetanus.

Consider using national moments and events linked to these existing platforms to showcase *The Lancet* Every Newborn Series.

# Sample Messages

Below are sample messages to tailor and incorporate into presentations, talking points, media materials and pitches to journalists for your Every Newborn Series launch event. We encourage you to use *The* *Lancet* Every Newborn Series Datasheet (web link: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)) to tailor these messages with country-specific data and build the storyline that is appropriate for your country. Not all countries are in the same phase of newborn action, nor do they have the same priorities. Please adapt messages as needed.

*We have made significant progress in saving the lives of women and children around the world—more women are surviving childbirth and more children are living beyond age five than ever before. But progress on newborn survival and health has lagged. Proven, cost-effective solutions, quality care delivered at the right time, and focused investments can turn the tide for newborns and continue to advance progress for women and children. Investments in the health and wellbeing of newborns, children and women yield vast health, social and economic benefits. More must be done now. We have what we need to advance progress—the evidence and a roadmap found in the* Every Newborn *action plan—to guide future efforts.*

* **There is tremendous opportunity for progress. Newborns now have a place on the global health agenda, global leaders and a number of countries have translated new evidence into policies to improve newborn health and survival—but more is needed.** The voices of parents, technical and political leadership, targeted investments, effectively implemented care, high-impact interventions and accountability for progress are essential to ensuring a healthy start for every newborn.If we want thriving societies tomorrow, we need healthier babies, children and women today.
* **A commitment to “count every newborn” is the first critical step to ensuring health systems work for women and their babies.** Worldwide, less than one-third of births and most newborn deaths and stillbirths are never recorded. Counting every newborn would not only provide critical data for programmatic guidance on improving the health of women and their babies, but take an initial step toward ensuring that every life counts.
* **Deaths among newborns make up a growing proportion of global child deaths.** Nearly three million newborns die each year, accounting for 44 percent of deaths in children under age five. An additional 2.6 million stillbirths occur annually. The world has made remarkable progress in reducing maternal and child deaths, but newborn survival and stillbirths remain the exception. More must be done to end these preventable deaths and ensure every baby has a healthy start at life.
* **Between 1990 and 2012, newborn deaths dropped at only half the rate of maternal deaths and less than two-thirds the rate of child deaths**. If current trends continue, it will be more than 100 years before an African newborn has the same probability of survival as a baby born in North America or Europe.
* **Birth is the riskiest time for mothers and their babies.** About half of all stillbirths and deaths among mothers and their newborns occur on the day of birth. Newborn deaths are overwhelmingly caused by prematurity, complications during birth and from severe infections. Birth is also the time when newborns face the greatest risk of disability.
* **Babies born too early or too small are most vulnerable.** More than 80 percent of newborn deaths occur among small or sick babies. Providing these babies with the quality care they need can prevent almost 600,000 deaths each year.[Note: use national data to localize this message.]
* **Newborn deaths and stillbirths are not only devastating to families, but also a major drain on human capital.** Investments focused on improving birth outcomes can prevent death, disability and lost developmental potential. Without these investments, by 2035 there will be 116 million more newborn deaths, 31 million surviving babies with disabilities and 68 million children who have lost developmental potential because they were born too early or too small.
* **Lack of skilled and competent healthcare workers, especially midwives and nurses, limited funding focused on newborn survival and health, and poor care for women and their babies were the most common constraints impeding progress in improving maternal and newborn health**. Countries that have made rapid reductions in newborn and maternal deaths have addressed workforce and financial challenges and improved access to care through innovative delivery strategies aimed at reaching the poorest families. Closing the quality gap with equitable access to high-quality care at birth and for small or sick newborns is essential.
* **The vast majority of newborn deaths are preventable with cost-effective and high-impact interventions, such as:** (1) resuscitating a baby who is not breathing, (2) drying the baby to prevent hypothermia, (3) using chlorhexidine, a basic antiseptic, to clean the umbilical cord and stop infection, (4) breastfeeding within the first hour of life and exclusively for six months, and (5) kangaroo care, skin-to-skin contact between a mother and her newborn to regulate the baby’s temperature, heart rate, breathing, prevent infection and promote the flow of the mother’s breast milk. While these interventions are already available in most countries, they are not being used optimally despite the fact that they can be delivered in health care facilities and by frontline healthcare workers.
* **Nearly 3 million women and newborns’ lives could be saved and stillbirths prevented in 75 high-burden countries by 2025,** for a cost of US$1.15 per person, with high coverage of proven interventions along with quality care at birth and by providing small or sick babies with the special care they need. Interventions delivered around the time of birth have the greatest potential to save lives, reducing more than 40 percent of deaths, followed by care for small or sick newborns, which can reduce newborn deaths by 30 percent. Investing in these interventions and quality care provides triple the return, saving women, their babies and preventing stillbirths.
* **Quality care at birth reduces deaths.** Two million lives could be saved each year by ensuring that every woman and baby born in a healthcare facility receives effective, high-quality care at birth. For births occurring at home, often among the poorest families, deaths could be reduced by nearly 25 percent through community-based strategies such as using clean birth kits and immediately initiating breastfeeding.
* **Newborn survival and health are part of the broader continuum of reproductive, maternal, newborn and child care.** Women who can plan their families are more likely to space their pregnancies, leading to healthier babies more likely to flourish as children and adults. When mothers have healthy pregnancies, their newborns have a healthy start and children thrive—the positive benefits last a lifetime.
* **Giving every baby a healthy start at life could rapidly accelerate improvements in child survival, health and development.** Future progress depends on increased investments from donors specifically focused on newborns, improved technical capabilities at the country level, and the prioritization of newborn survival and health.
* **The new *Every Newborn* action plan (ENAP) provides a roadmap for reducing preventable newborn deaths and stillbirths by 2035.** It includes specific goals for the post-2015 development framework aimed at reducing newborn deaths and stillbirths to fewer than 10 per 1000 live births annually by 2035 through national strategies, an “Every Mother Every Newborn” package, and by setting norms and standards for quality care at birth and special care for small or sick newborns. The ENAP is based on epidemiology, evidence, and global and country learnings presented in the new *Lancet* Series.
* **Now is the critical time for [COUNTRY] to take action to end preventable newborn deaths and stillbirths.** We know what interventions are needed to save lives and protect families from irreversible loss. We all have a role to play. Now is the time to act.

# Template Press Release

Below is a template press release to distribute to journalists for your Every Newborn Series launch event. This release can be distributed in press kits at the event or electronically. We encourage you to identify a compelling country-specific headline based on the context. Also we encourage you to use *The* *Lancet* Every Newborn Series Datasheet (web link: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)) to tailor the release with country-specific data or use other national data sources if available.

[Insert Relevant Logos]

**For Immediate release**

[INSERT DATE]

**[Insert Country-Specific Headline]**

*[Insert country-specific sub-headline OR use: New Lancet Series finds major potential to improve maternal, newborn survival and reduce stillbirths in [insert country] in next decade]*

[INSERT LOCATION]—[Insert 1-2 paragraphs of text, leading with the most compelling findings relevant to your country from *The Lancet* Series and core message document. The Excel file should also be consulted for key country-specific data.]

“[Insert quote capturing key findings,]” said [insert name of local official, title, and affiliation]. “[Insert second sentence of quote.]”

**The Series findings present the clearest picture to date of a newborn’s chance of survival in countries around the world and highlight the steps that must be taken to end preventable newborn deaths.** Worldwide, nearly 3 million newborns die each year and an additional 2.6 million babies are stillborn. New analyses indicate that 3 million maternal and newborn deaths and stillbirths can be prevented each year around the world with proven interventions—including the promotion of breastfeeding, neonatal resuscitation, kangaroo mother care for preterm babies, antenatal corticosteroids, and the prevention and treatment of infections. These interventions can be implemented for an annual cost of **US$1.15 per person. Providing quality care at birth yields a triple return on investment—saving mothers and newborns, and preventing stillbirths. It also protects babies from disabilities.**

“There is tremendous opportunity and we know what needs to be done to ensure every baby has a healthy start,” said Professor Lawn of the London School of Hygiene & Tropical Medicine, Series research lead and senior health advisor to Save the Children. “Countries that have made recent, rapid reductions in newborn and maternal deaths have done so by expanding their skilled workforce (especially midwives and nurses), rolling out innovative mechanisms to reach the poorest families, and focusing on improving care for small and sick newborns.” [Note: quote should be revised as needed to track with the headline and key country-specific findings.]

Birth is the riskiest time for mothers and their babies. About half of all stillbirths and deaths among mothers and their newborns occur on the day of birth and almost all are preventable. Newborn deaths are overwhelmingly caused by prematurity, complications during birth and from severe infections. Birth is also the time when newborns face the greatest risk for disability. Babies born too early or too small are most vulnerable and more than 80 percent of newborn deaths occur among small or sick babies. Providing these babies with the quality care they need, can prevent almost 600,000 deaths worldwide each year. Closing the quality gap with equitable access to high-quality care at birth and for small or sick newborns is essential. Giving every baby a healthy start at life could rapidly accelerate improvements in child survival, health and development.

“If we want thriving societies tomorrow, we need healthier babies, children and women today,” said [insert local official name, title, and affiliation.] “Future progress depends on increased investments from donors specifically focused on newborns, improved technical capabilities at the country level and the prioritization of newborn survival and health.” [Note: quote can be revised as needed to track with lede and key country-specific findings.]

The new *Every Newborn* action plan (ENAP), which aims to end preventable newborn deaths within a generation and is rooted in the evidence presented in the Series, was launched 30 June 2014 at the 2014 Partners’ Forum in Johannesburg, South Africa. The ENAP, co-led by the World Health Organization (WHO) and UNICEF, is based on epidemiology, evidence, and global and country learnings from the Series and sets a framework to end preventable deaths for newborns and stillbirths by 2035 as part of the *A Promise Renewed* effort. It also provides interim targets for 2030 to align with the forthcoming post-2015 development framework. The ENAP will lead to practical standards for quality of care, improved measurement of births and deaths, and increased programmatic coverage with accountability for results.

**Key links** [Insert other relevant links]

For an overall release for the Series, please see:

[press.thelancet.com/ENSeriesLancetRelease.pdf](http://press.thelancet.com/ENSeriesLancetRelease.pdf)

For the *Every Newborn* action plan, please see:

[www.everynewborn.org/every-newborn-action-plan/](http://www.everynewborn.org/every-newborn-action-plan/)

For Excel spreadsheet containing data for 195 countries regarding neonatal deaths, stillbirths, rankings for countries, rates of progress and coverage of birth certification, see: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)

**Media contacts**

**[insert contact info for local media to call/email]**

\* \* \*

*Following The Lancet Neonatal Survival Series published in 2005, this latest series, The Lancet Every Newborn, presents the clearest picture to date of the ongoing slow progress for newborn survival, new focus beyond survival, combining learning from research and reality in countries, and setting targets for 2030 that must be achieved in order to ensure every newborn has a healthy start. This Series, contributed to by more than 54 experts from 28 institutions in 18 countries, provides the evidence base and foundation for the ENAP.* ***Funding was provided by the Bill & Melinda Gates Foundation, Children’s Investment Fund Foundation and USAID.***

**[Insert local organization boilerplates as appropriate]**

# Country Fact Sheet Overview

On the following page is a template fact sheet to populate and distribute to attendees and media at your Every Newborn Series launch event. It can also be shared in your follow-up outreach to decision-makers and stakeholders as you advocate for country-level action to save newborn lives. Fact sheets serve as useful tools to succinctly communicate the severity of newborn mortality and the factors that influence it. For the purpose of spurring country-led action on improving newborn health, it is important that your fact sheet includes country-specific data.

Some countries have completed their own data analyses to inform national policy and action plans. If the data is available, use it to populate the fact sheet so it aligns with your country’s proposed policies and action plans. Reminder: It’s important to properly source all data in the document.

If a national analysis does not exist, use country-specific data found here:

* **Mortality, health and health system indicators:** Healthy Newborn Network – Newborn Numbers <http://www.healthynewbornnetwork.org/page/newborn-numbers>

The template fact sheet included in this toolkit is only a guide. We encourage you to include data points that will resonate for your country’s decision-makers and influencers. The goal is to help your audience understand the issue and what actions are necessary to improve newborn health.

**REMINDER: All data should be sourced in the document.**

## Template Country Fact Sheet:

[Insert Relevant Logos]

**BY THE NUMBERS:**

**Newborns in [COUNTRY]**

Worldwide, 2.9 million newborns die each year and an additional 2.6 million babies are stillborn. Nearly half of these deaths occur during labour and almost all go unrecorded. South Asia and sub-Saharan Africa are the regions with the highest burden of newborn deaths, with India (780,000), Nigeria (267,000) and Pakistan (202,400) leading the ranks among countries.[[1]](#footnote-1)

The packages with the greatest impact on neonatal morality include care during labour and childbirth, care of small and sick newborns, care of healthy newborns especially in the first week of life, essential newborn care, antenatal care and preconception nutrition care. In [COUNTRY] alone, implementation of these interventions could save additional [NUMBER] neonates, [NUMBER] stillbirths and [NUMBER] maternal lives by 2025.[[2]](#footnote-2)

***Every Newborn* Numbers for [COUNTRY]:**

|  |  |
| --- | --- |
| **Indicator**  | **2012\*** |
| Total population | [NUMBER] |
| Millennium Development Goal 4 statusMillennium Development Goal 6 status | [STATUS][STATUS] |
| **Mothers, Newborns and Children** |  |
| Annual births  | [NUMBER] |
| Maternal mortality ratio per 100,000 births  | [NUMBER] |
| Annual maternal deaths  | [NUMBER] |
| Neonatal mortality rate per 1,000 live births | [NUMBER] |
| Annual number of newborn deaths | [NUMBER] |
| Under 5 mortality rate per 1,000 live births | [NUMBER] |
| Annual number of under-5 deaths | [NUMBER] |
| Annual number of stillbirths | [NUMBER] |
| Proportion of under-5 deaths that occur in the neonatal period | [PERCENTAGE]% |
|  |  |
| **Health System**  |  |
| Health workers (physician/nurse/midwife) per 10,000 | [NUMBER] |
| Percentage of births in facility  | [PERCENTAGE]% |
| Early initiation of breastfeeding  | [PERCENTAGE]% |
| \*Healthy Newborn Network – Newborn Numbers (http://www.healthynewbornnetwork.org/page/newborn-numbers) |

# Social Media Guide

Below are sample Twitter and Facebook posts to customize and help promote your launch event. We encourage you to use *The* *Lancet* Every Newborn Series Datasheet (web link: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)) or other national data sources, if available, to tailor tweets with your country-specific data. Reminder: Tweets are limited to 140 characters.

|  |  |
| --- | --- |
| Recommended handles to include:* @TheLancet
* @LancetGH
* @UnfEWEC
* @GirlsGlobe
* @CD2015mnch
* @PMNCH
* @sickkids
* @every\_newborn
* @Savethechildren
* @WHO
* @UNICEF
 | Recommended hashtags to include:* #EveryNewborn
* #MomAndBaby
* #Midwives
* #newborns
* #Commit2Deliver
* #PMNCHLive
* #MNCH
* #EWEC

**\* Be sure to include local handles**  **and hashtags too!** |

**Global key findings:**

* #MomandBaby need skilled care at time of birth. Increasing coverage by 2025 can save 3 million lives http://bit.ly/1pxL3jU #EveryNewborn
* Worldwide, 1 in 3 babies do not get a birth certificate before their 1st birthday. #EveryNewborn @WHO @UnfEWEC @every\_newborn
* Recent data from @TheLancet #EveryNewborn Series sets up framework to achieve [@UnfEWEC](https://twitter.com/UnfEWEC) goal: ending preventable deaths
* Newborn death accounts for 44% of under-5 deaths. We can and must do better for #EveryNewborn http://bit.ly/1pxL3jU
* 1 in 3 babies doesn’t get a birth certificate before their 1st birthday. Let’s count #EveryNewborn <http://bit.ly/1pxL3jU>, via @TheLancet
* Almost 50% of stillbirths occur during labor. Expand access to caregivers, incl [#midwives](https://twitter.com/search?q=%23midwives) to help save [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn) <http://bit.ly/1pxL3jU>

**Country-specific data:**

* Every year, [INSERT COUNTRY MORTALITY NUMBER] newborns die in [INSERT COUNTRY], [INSERT COUNTRY STILLBORN NUMBER] babies are stillborn. See the #EveryNewborn Series via @TheLancet <http://bit.ly/1pxL3jU>
* [INSERT COUNTRY FIRST DAY DEATHS NUMBER] babies die in [INSERT COUNTRY] on the day they are born - mostly from preventable causes, via @TheLancet http://bit.ly/1pxL3jU [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn)

**Global data:**

* Since @TheLancet Neonatal Series 10 yrs ago, under 5 & #maternal deaths have been halved. But #newborn death/stillbirths invisible in #MDGs
* Every year, 2.9 million newborns die, 2.6 million babies are stillborn. See the #EveryNewborn Series via @TheLancet <http://bit.ly/1pxL3jU>
* >75% of newborn deaths are in S Asia & sub-Saharan Africa. We must #Commit2Deliver for [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn) http://bit.ly/1pxL3jU via [@TheLancet](https://twitter.com/TheLancet)
* #Newborns and #Stillbirths weren’t in #MDGs. Can’t make same mistake on #post2015 agenda. Let’s save 3 million lives, via @TheLancet <http://bit.ly/1pxL3jU>
* 1 million babies die on the day they are born - mostly from preventable causes, via @TheLancet http://bit.ly/1pxL3jU [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn)
* Countries w/ highest newborn mortality = lowest birth & death registration. #EveryNewborn counts! http://bit.ly/1pxL3jU via @TheLancet

**The solutions:**

* Better care at time of birth? 1 .5 million #maternal & newborn deaths/stillbirths prevented by 2025 #EveryNewborn <http://bit.ly/1pxL3jU>
* Improving family planning could lead to large reductions in child deaths. The evidence via @TheLancet #EveryNewborn <http://bit.ly/1pxL3jU>
* More funding is essential to save #EveryNewborn. Less than 4% of child health donor funding mentions #newborns http://bit.ly/1pxL3jU
* @TheLancet Series calls for commitment to #MomAndBaby in #post2015 framework. RT If you agree! #EveryNewborn http://bit.ly/1pxL3jU
* [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn) Series from [@TheLancet](https://twitter.com/TheLancet) sets milestones for partners & govts in fight to end preventable deaths. http://bit.ly/1pxL3jU
* What saves lives? Quality, equitable care at birth, women’s empowerment & accountability for #EveryNewbornhttp://bit.ly/1pxL3jU
* Babies won’t celebrate their [#5thday](https://twitter.com/search?q=%235thbirthday) if we don’t start counting newborns. [#EveryNewborn](https://twitter.com/search?q=%23EveryNewborn) counts! http://bit.ly/1pxL3jU via [@TheLancet](https://twitter.com/TheLancet)

**Your launch event:** Don’t forget to live-tweet photos and quotes!

* @TheLancet #EveryNewborn Series is launching today in [INSERT CITY]! See the Series here: <http://bit.ly/1pxL3jU>
* Today, #GlobalHealth experts are at @TheLancet #EveryNewborn Series launch in [INSERT CITY]. Read the Series: <http://bit.ly/1pxL3jU>

**Facebook and Google+**

* Globally, nearly 3 million babies die in the first month of life and 2.6 million babies are stillborn each year. We can change this with the #EveryNewborn Action Plan. Learn more: <http://ow.ly/wUojV>
* It costs US$1.15 per person to save nearly 3 million women, stillbirths and newborns by 2025. We must improve quality of care to make progress for child survival. Learn more: <http://ow.ly/wUojV>
* Did you know? The first day of a baby’s life is the most dangerous. About half of stillbirths and deaths for women and newborns occur during labor or on the day of birth. Let’s do something about it: <http://ow.ly/wUojV> #EveryNewborn
* Each year, 5.5 million babies enter and leave the world without being recorded. Over 45 million babies do not have a birth certificate by their first birthday. Lack of attention and lack of investment is slowing progress. We can do better <http://ow.ly/wUojV> #EveryNewborn

# Launch Event Report

We want to hear from you! Following your event, please complete this form to report on your success. This information will be used to post a summary of the event on the Every Newborn webpage ([www.everynewborn.org](http://www.everynewborn.org)) to ensure documentation and dissemination of your efforts. Send completed form to Molly.O’Brien@gmmb.com.

**Event date:**

**Event title:**

**Event location:**

**Speakers/presenters:**

**How many people attended your event?**

**Did media attend your event? If so, was there coverage? Please provide web links or scanned copies of coverage and a list of media in attendance.**

**Event description (include outcomes, such as identified action steps toward improving newborn health):**

**Which tools in the Launch Toolkit were most/least useful to you while planning your event?**

**Please send completed form to** **Molly.O’Brien@gmmb.com****.**

# Resource List

**Contact Information**

* Looking for Series author participation at your event?
* Have questions about the Every Newborn Series or materials?
* Need additional tips on incorporating social media into your outreach plan?
* Need hard copies of *The Lancet* Every Newborn Series and/or executive summary?
* Need hard copies of the *Every Newborn* action plan and/or executive summary?
* Need to brainstorm event ideas or speaker program?

Please contact Molly O’Brien: Molly.O’Brien@gmmb.com.

***The Lancet* Every Newborn Series**

The full papers, executive summary, commentaries, video and audio file excerpts from the 20 May 2014 launch in New York are available for download on *The* *Lancet* website: [www.thelancet.com/series/everynewborn](http://www.thelancet.com/series/everynewborn). For distribution, print ready files or a small number of hard copies of the full Series and the executive summary are available upon request (email: Molly.O’Brien@gmmb.com).

The press release issued for the 20 May 2014 launch of the Every Newborn Series is available for download: [press.thelancet.com/ENSeriesLancetRelease.pdf](http://press.thelancet.com/ENSeriesLancetRelease.pdf)

Download the Excel spreadsheet containing data for 195 countries regarding neonatal deaths, stillbirths, rankings for countries, rates of progress and coverage of birth certification: [press.thelancet.com/ENSeriesData.xls](http://press.thelancet.com/ENSeriesData.xls)

**A standard set of PowerPoint slides about the Every Newborn Series is available for download:** [www.everynewborn.org/every-newborn-toolkit](http://www.everynewborn.org/every-newborn-toolkit)

***Every Newborn* Action Plan**

The *Every Newborn* action plan and executive summary are available for download on the Every Newborn website: [www.everynewborn.org/every-newborn-action-plan](http://www.everynewborn.org/every-newborn-action-plan). The executive summary is available in English, Spanish and French.

Print ready files or a small number of hard copies of the *Every Newborn* action plan and executive summary are available upon request (email: Molly.O’Brien@gmmb.com).

Additional resources are available at [www.everynewborn.org/every-newborn-toolkit](http://www.everynewborn.org/every-newborn-toolkit).

**THANK YOU!**

1. ,2 Lancet, Every Newborn Series, published May 2014, www.thelancet.com/series/everynewborn [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)