

*“Dr Gasse is extraordinary. He has dedicated his entire life to eradicating this one disease - one inoculation at a time. It is an extraordinary life’s work.”*

*Jamie Lee Curtis*



Dr. Francois Gasse (AKA Dr. Tetanus) simulates inoculating Jamie Lee Curtis to publicise International Kiwanis Eliminate Project. Kiwanis has pledged to raise and donate \$110,000,000 to UNICEF to eliminate maternal neonatal tetanus worldwide by 2015. This project will save 80,000 lives each year after full implementation. (2015).

## PROUD PARTNERS **Kiwanis** | **unicef**

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\$100 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.



- Donate
- Buy Merchandise
- Raise Money
- Hold an Event
- Join your local Kiwanis Club
- Talk to your friends



**For more information contact your local Kiwanis Club**

# AN INTRODUCTION TO THE ELIMINATE PROJECT



**PROTECT** THE **CONNECTION**

**This is our chance to change the world.**

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

**ELIMINATE**  
maternal/neonatal tetanus  
 **Kiwanis** |  **unicef**

# An introduction to The Eliminate Project

## 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.



## WHAT IS TETANUS

Tetanus is caused when inert spores found in the soil, animal faeces, decaying material and human intestinal tracts - enter the body through an open, often deep and penetrating wound. The spores then grow and release a poison which attacks the central nervous system. The result : Spasms, which typically begin in the jaw (thus "lock jaw") progress into painful violent spasms in other muscle groups. As tetanus grows more severe, even mild stimuli - light, touch or noise - can trigger acute seizures and convulsions. Some are so violent they are capable of tearing muscles and fracturing the spine. And the suffering is just as cruel. Tetanus can cause one of the most painful deaths known to man.

## THE FACTS

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

*“Medical Science has long known how to prevent tetanus; so why does it kill nearly 60,000 babies every year?”*

*Dr Gasse*

## THERE IS A SOLUTION

Maternal and neonatal tetanus is a terrible tragedy. But it's easily preventable. Our global campaign for children, The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus, aims 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 doses of immunization—costing roughly US\$1.80—can protect a mother and her future babies. Now we need to reach them, often in places that are remote, impoverished and invisible to the world.



## About Kiwanis

Kiwanis International is a global organisation of volunteers dedicated to changing the world one child and one community at a time. Kiwanis and its youth-oriented Service Leadership Programs serve communities in more than 80 countries and geographic areas.



## WHO IS UNICEF?

UNICEF is one of the largest development agencies dedicated to working exclusively for children. UNICEF works closely with children, women and communities as well as governments, other UN agencies, faith-based groups, non-government organisations and the private sector on behalf of all children without regard to race, creed or religion.

