

WHAT IS IT?

1 **MALARIA** causes low birth weight and child mortality. The simple gift of bed nets would protect sleeping children from disease-causing mosquito-borne parasites.

2 **MNT**, maternal and neonatal tetanus, kills a baby every nine minutes. A vaccine would protect babies and mothers from soil-borne tetanus spores that cause the disease.

3 **14 TROPICAL DISEASES**, known as neglected tropical diseases, infect millions of school-aged children in the poorest regions of the world. Treating these "targets of opportunity" would save many children's lives.





Of these three worthy causes, Kiwanis chose to partner with UNICEF once again—this time to fight a cruel, silent killer

MNT

Gabe Michael, born this past June, has thick black hair and dark brown eyes. A beautiful, healthy baby boy.

Three days later, something changed. Gabe was rushed to San Lazaro Hospital in Manila, the Philippines, with abdominal convulsions. His mother couldn't feed, hold or sing to him. Every comfort shocked his body with more pain.

That's what MNT, or maternal/neonatal tetanus, does.

Gabe's future looked bleak. The mortality rate among newborns with neonatal tetanus in some areas of the Philippines nears 100 percent. Sadly, it's the same in 39 other nations. Worldwide, a baby dies of the disease every nine minutes.

The problem isn't new. MNT has been killing babies and mothers since ancient times, when it was mentioned in the Bible as "the seventh-day death."

That won't be the case much longer.

Kiwanis and UNICEF, who worked together to fight iodine deficiency disorders in the 1990s, are teaming up again in a new global campaign for children, this time to eliminate maternal and neonatal tetanus (MNT).

The goal of The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus is to raise US\$110 million to reach the poorest, most underserved women and children in the world with vaccines and education and to ultimately eliminate MNT from the face of the Earth by 2015.

"Kiwanis, the children of the world need you again. They need your advocacy. They need your fundraising. They need your service. But most of all, they need your passion," said IDD Chairman and UNICEF Ambassador Sir Roger Moore in a video message at the Kiwanis convention in June.

In the past 10 years, 18 nations have eliminated MNT. The Kiwanis family's 586,000

members will champion the final push to wipe out MNT in the 40 countries where it's still endemic. There, as is true everywhere, soil contains tetanus spores, which can enter the body through breaks in the skin. That's why newborn babies and their mothers are so vulnerable.

The disease occurs commonly as a result of unhygienic birthing practices. Open wounds, such as cut umbilical cords, become contaminated. It moves swiftly to the central nervous system. Infected babies are sensitive to light, sound and touch, so their mothers can't comfort them. Death can occur within days.

When Gabe Michael arrived at San Lazaro Hospital, doctors gave him pain medication, antibiotics and oxygen. His fate, as of this writing, is unknown. Watch for your October 2010 issue of *KIWANIS*, which will include an update on Gabe and a report on a Kiwanis site visit to the Philippines. **km**

Get ready

Here's what you and your club can do to get ready for the July 2011 kickoff of The Eliminate Project:

July–September 2010

- Learn about maternal/neonatal tetanus (MNT).
- Prepare your club.
- Attend your district convention.

October–December 2010

- Educate your club and community about MNT.
- Engage your club's CKI, Key Club, Builders, Aktion and K-Kids clubs.
- Strengthen your club through growth.

January–March 2011

- Advocate. Spread the word about MNT.
- Encourage your Kiwanis-family clubs to support the cause.
- Plan to send a club representative to the Geneva convention, July 7–10, 2011, for the project kickoff.

April–July 2011

- Make an initial gift.
- Appoint a member to lead your club's campaign.
- Join the Geneva kickoff.

Find resources at
TheEliminateProject.org.



1993–2005

Worldwide Service Project

The elimination of iodine deficiency disorders

ELIMINATE

Kiwanis eliminating maternal/neonatal tetanus



2010–2015

Global campaign for children

The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus