



EVERY WOMAN
EVERY CHILD

BUSINESS IMPACT STORIES

McCANN HEALTH

Empowering consumers and healthworkers through life-saving communication campaigns.

Key Results:

- Two multimedia campaign platforms: *Strength to Fight* for child diarrheal prevention, care, and treatment and *Every Second Counts* for pneumonia prevention care and treatment.
- *Strength to Fight* campaign being used to educate thousands of health workers in countries where the burden of diarrhea is severe. Approximately 11,000 health workers in Uganda have used the *Strength to Fight* training materials to learn about appropriate treatment.
- *Strength to Fight* and *Every Second Counts* materials used by partners at PSI, Clinton Health Access Initiative (CHAI), and Ministries of Health in Nigeria, Uganda, the Democratic Republic of the Congo, and distributed to remote health clinics to teach mothers about dosing Zinc+ORS and the danger signs of diarrhea.
- Zinc+ORS campaign training video, “The *Strength to Fight*,” translated into 10 languages, including Hausa, Eggon, Igbo, Tiv, Indoma, Luganda, Runyanhole, Acholi, Ateso, Nigerian-accented English, and Ugandan-accented English.
- *Every Second Counts* being adopted throughout high burden countries; Ministry of Health in Uganda adapting and using the flipchart components in health clinics in the country, with materials adapted and translated for use in Kenya, Bangladesh, Tanzania, and Nigeria.



MCCANN HEALTH COMMITTED \$5 million of in-kind communications services to support efforts to prevent the two largest killers of children—diarrhea and pneumonia—in countries with the highest burden.

McCann’s support has included technical communications expertise and the development of comprehensive global communications campaigns for non-governmental organizations (NGOs), governments, and other partners across Africa and South Asia to improve prevention, care, and treatment of pneumonia and diarrhea.

These communications campaigns offer a suite of print and digital materials that are professionally designed, insight driven, and most importantly freely available and adaptable by NGO and Ministry of Health (MOH) partners. The open-source format of the campaigns enables global health partners around the world to easily customize materials by including their own organizational information or translating the materials into local languages. The pneumonia and diarrhea communications campaigns are designed to enhance global health partners’ ability to effectively communicate with caregivers and health workers about life-saving knowledge and behavior.

McCann’s work demonstrates the critical role that creative communications plays in efforts to increase the demand for health care products and create empowered health consumers. This approach to health and wellness helps to create a new ecosystem for women and their families that can dramatically improve health outcomes.

About Every Woman Every Child

Every Woman Every Child is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. The movement puts into action the [Global Strategy for Women's, Children's and Adolescents' Health](#), which presents a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

www.everywomaneverychild.org



EVERY WOMAN
EVERY CHILD

Address: Every Woman Every Child
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PARTNERSHIPS

McCann has implemented this commitment through partnering with the UN Commission on Lifesaving Commodities for Women and Children's Health and other partners. One of the most unique and innovative aspects of the The Strength to Fight and Every Second Counts campaigns are that they are free and open source to the global community. Every aspect of this campaign – from the images, to the text, to the font, to the footage – is available freely on the Zinc-ors.org and UN Commission for Lifesaving Commodities (UNCLC) websites to any manufacturer, NGO, Ministry of Health, or citizen.

This initiative has provided an exciting platform to pool talent, resources, and assets across the key partners within the initiative – UNICEF, Abt Associates, USAID, CHAI, and McCann – to co-create, test, iterate, and deploy joint campaigns.

These partnerships have enabled McCann to create scalable, global and evidence-based campaigns in a short period of time and helped to compensate for the lack of resources often experienced by both NGOs and Ministries of Health.

LESSONS LEARNED

McCann has found that its open-source program is a useful method to address broad audiences with consistent, insight driven messages, while empowering and building capacity of partners. Typically, addressing 10 countries would require the creation of individual communications plans to ensure message efficacy within disparate cultural environments. Creating tested materials with one universal template puts the final decisions regarding the tailoring of communications for specific countries in the hands of members of local Ministries of Health and NGOs who are a part of the audience's cultural environment.

Development of the diarrhea and pneumonia communications has also helped improve McCann's approach to multi-stakeholder engagement. Working with 20 plus organizations in the Diarrhea and Pneumonia Working Group of the Commission required core partners to be aligned at all times, while ensuring that the input of in-country leaders was sought and understood.

NEXT STEPS

McCann-developed materials continue to be adapted and translated for a variety of country contexts to further expand the reach of the programs. The following links provide examples of materials developed in support of this commitment:

Strength to Fight Website: <https://www.zinc-ors.org>

Strength to Fight McCann Case and Sample Materials:

<http://www.mccannglobalhealth.com/portfolio/zinc-ors/>

Every Second Counts Campaign Materials:

<http://www.lifesavingcommodities.org/category/pneumonia-adaptable-materials/>

Every Second Counts Videos:

<http://www.mccannglobalhealth.com/portfolio/pneumonia-education/>

Every Second Counts Videos: <https://vimeo.com/131457439> ;

<https://vimeo.com/131458535>

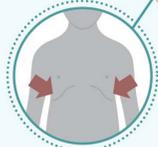
PNEUMONIA *know the signs*



Cough



Fast, difficult breathing



Chest goes in when child breathes

If your child shows these symptoms,
rush to the nearest health center right away.

PNEUMONIA KILLS

