Pneumonia Innovations Summit

Social Media Toolkit
For use during the week of November 5-12, 2015

Background

The world’s first Pneumonia Innovations Summit will be held in New York on November 12, 2015 in support of World Pneumonia Day. To increase awareness of the importance of innovations that can prevent, diagnose and treat the millions of children who contract pneumonia every year, we are spreading the word through this tailored communications toolkit. We seek to generate momentum about the innovative solutions with the greatest potential to drive child pneumonia deaths to the levels required for the achievement of the new Sustainable Development Goals. It is particularly appropriate that the theme for World Pneumonia Day 2015 is Push the Pace, because innovations will enable us to prevent deaths at a faster race, accelerating achievement of the global goals.

Target Audience: Global health advocates, private sector, government agencies, and the public.

To mobilize and engage the public, we have included the following in this toolkit:

✓ Videos highlighting current Pneumonia Advocacy Projects
✓ Hashtags for the Pneumonia Innovations Summit
✓ Photo Postcards and messages to be adapted and distributed to your network
✓ Media Statement
✓ Sample Email
✓ Sample Social Media Messages & Posts in the countdown to World Pneumonia Day

We thank you for your participation and dedication to help ending preventable child deaths from pneumonia. This dynamic toolkit is designed to synthesize key information across several stakeholders, therefore it can used in its entirety or in part, whichever is most comfortable for you and your team.

For any questions regarding the Pneumonia Innovations Summit, please contact Leith Greenslade (lgreenslade@mdghealrhenvoy.org) and the social media toolkit, please contact Roxanne O’Connell, roxanneoconnell@speakupafrica.org.

Social Media Platforms

/preventpneumonia
/SpeakUpAfrica

@Innov8Pneumo
@nomorepneumo
@speakupafrica1

www.worldpneumoniaday.org
www.speakupafrica.org
Hashtags

✓ #Innov8Pneumo
✓ #WorldPneumoniaDay
✓ #FightPneumonia
✓ #MakePneumoniaHistory
✓ #Pneumonia
✓ #Pushingthepace
✓ #knowyoulungs
✓ #Everybreathcounts

Videos

✓ “Let’s Push the Pace” (coming November 12th)
✓ “Project CLEAR - Every Second Counts”
  https://vimeo.com/131457439
  https://vimeo.com/131458535
✓ “How to Use Pulse Oximetry for Children and Newborns”
  https://www.youtube.com/watch?v=SLkvAA75uTE
✓ “World Pneumonia Day”
  https://www.youtube.com/watch?v=YwBrRg4pB-4

Postcards

<table>
<thead>
<tr>
<th>Pneumonia</th>
<th>Breast Milk</th>
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<tbody>
<tr>
<td>Pneumonia is the #1 killer of small children. We need to accelerate</td>
<td>Children who are malnourished are 9X more likely to die from pneumonia but</td>
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<tr>
<td>uptake of the prevention, diagnostic and treatment innovations to push</td>
<td>less than 4 in 10 babies are exclusively breastfed. We need to push the</td>
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<tr>
<td>the pace and end preventable child pneumonia deaths by 2030.</td>
<td>pace and increase breastfeeding rates and access to donor breastmilk for the</td>
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<tr>
<td><a href="http://www.worldpneumoniaday.org">www.worldpneumoniaday.org</a> #Innov8Pneumo</td>
<td>most vulnerable babies.</td>
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<th>Vaccines</th>
<th>Clean Cookstoves</th>
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We have vaccines that prevent the leading causes of pneumonia - Hib and pneumococcus. But less than 1/3 of the world’s children currently received the full three doses. We need to push the pace and get the pneumonia-fighting vaccines to all children.

www.worldpneumoniaday.org #innov8Pneumo

Daily exposure to toxic smoke from traditional cooking practices is a leading risk factor for pneumonia. Regular use of clean cookstoves can dramatically reduce smoke emissions. We need to push the pace and increase uptake of clean cooking technologies, especially among families with small children

www.worldpneumoniaday.org #innov8Pneumo

<table>
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<tr>
<th>Respiratory Rate Timers</th>
<th>Pulse Oximetry</th>
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<td>Accurate counting of breaths can identify children with severe pneumonia triggering faster treatment. A new generation of automated rate timers is now available. We need to push the pace and get these timers into the hands of community health workers everywhere.</td>
<td>Simple tools to measure oxygen deprivation in low resource settings have arrived. Pulse oximeters can be used by frontline health workers to identify children in urgent need of oxygen. We need to push the pace and increase use of pulse oximetry everywhere.</td>
</tr>
<tr>
<td><a href="http://www.worldpneumoniaday.org">www.worldpneumoniaday.org</a> #innov8Pneumo</td>
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<table>
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<th>Oxygen</th>
<th>Amoxicillin</th>
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Most children with pneumonia in low resource settings do not have access to lifesaving oxygen. Innovations that make oxygen more accessible and affordable are now available. We need to push the pace and make access to oxygen the priority it deserves to be.

[www.worldpneumoniaday.org](http://www.worldpneumoniaday.org) #Innov8Pneumo

Special formulations of amoxicillin now exist that make it easy for even the smallest baby to take their antibiotics. We need to push the pace and increase uptake of child-friendly antibiotic innovations.

[www.worldpneumoniaday.org](http://www.worldpneumoniaday.org) #Innov8Pneumo

<table>
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<tr>
<th>Media Statement (full statement coming November 11th)</th>
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<tr>
<td><strong>Color-changing Band-Aids, Urine Dip Sticks and Peanut Butter-based Antibiotics could be the Future of Preventing Child Deaths from Pneumonia...</strong></td>
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**WORLD’S FIRST PNEUMONIA INNOVATIONS SUMMIT UNVEILS NEXT GENERATION OF PREVENTION, DIAGNOSTIC AND TREATMENT INNOVATIONS**

**November 12th, New York** – On World Pneumonia Day, more than 50 innovators and 150 global health leaders assembled at the inaugural Pneumonia Innovations Summit to discuss the next wave of innovations with the potential to transform the prevention, diagnosis and treatment of childhood pneumonia.

The leading infectious disease killer of children under five, pneumonia kills more than 900,000 children every year, the vast majority in South Asia and sub-Saharan Africa. Many children die because of delays in care seeking, diagnosis and treatment as outlined in the recent report, *Pushing the Pace: Progress and Challenges in Fighting Childhood Pneumonia.*

As a result, reductions in childhood pneumonia deaths have not kept pace with declines in malaria, diarrhea, measles and AIDS deaths, leading to calls for new technologies and service delivery models to drive down pneumonia deaths to the levels required to achieve the new Sustainable Development Goals and the Global Strategy for Women’s, Children’s and Adolescents’ Health.

Innovations highlighted at the Summit included respiratory rate timers, pulse oximeters, oxygen therapy, child-friendly antibiotics, as well as technologies to reduce household air pollution and increase access to breast milk, especially for the most vulnerable babies. Experts from universities, business, UN agencies, government and non-government organizations agreed that a big push to get new and improved technologies to the populations where child pneumonia deaths are concentrated is now critical for the achievement of health goals.

10 innovators were selected to present their most promising innovations including Udanta Abeyratne, Mohammad Jobayer Chisti, Micaela Collins, Faye Evans, Barry Finette, Bernard Olayo, Kristi Otto, Henrik Pranov, and Tim Prestero. A panel of experts from UNICEF, PATH, Malaria Consortium, IBM Watson Health and Grand Challenges Canada offered advice on how to accelerate development and uptake of these innovations, especially in South Asia and sub-Saharan Africa where child pneumonia deaths are responsible for up to 20% of all child deaths.
Suggested Posts for Facebook, Twitter, LinkedIn, & Tumblr for the Countdown to World Pneumonia Day!

Below is a selection of posts to be shared on your organizations social media outlets during the week leading up to World Pneumonia Day. Be sure to highlight each day’s theme!

Day 7: Learn

✓ Did you know that #pneumonia is the #1 killer of children under 5 in the world? Learn more at www.worldpneumoniaday.org • #knowyourlungs #Innov8Pneumo

✓ #Pneumonia kills 900,000+ children under 5 every year - more than all child deaths from malaria, AIDS and measles combined www.apromiserenewed.org #knowyourlungs #Innov8Pneumo

✓ In 2013, 14% of all child deaths worldwide were caused by #pneumonia – exceeding the proportion of child deaths from HIV/AIDS, malaria, and measles combined Pushing the Pace #knowyourlungs #Innov8Pneumo

✓ #Pneumonia is the only infection responsible for more than 10% of all child deaths www.apromiserenewed.org #Innov8Pneumo #knowyourlungs

✓ Child #pneumonia deaths have fallen by just 50% compared to 85% declines for measles, and 60% for malaria, AIDS and tetanus www.apromiserenewed.org #knowyourlungs #Innov8Pneumo

✓ Despite causing up to 20% of all child deaths, #pneumonia received on average just 2% of health aid Pushing the Pace #knowyourlungs #Innov8Pneumo #Everybreathcounts

✓ In 2013, a child died from #pneumonia every 35 seconds, totaling to 905,059 children. #Innov8Pneumo #fightpneumonia #Everybreathcounts

Day 6: Mobilize

✓ The fight against the leading killer of children is gaining momentum. A global movement is growing to end child #pneumonia deaths by 2030. Join us www.worldpneumoniaday.org #Innov8Pneumo #fightpneumonia #Pushingthepace

✓ Don’t miss the first time the world’s leading innovators come together to fight child #pneumonia at the Pneumonia Innovations Summit, New York City on November 12th, www.worldpneumoniaday.org #Innov8Pneumo. #Pushingthepace

✓ Come meet the innovators working on better ways to prevent, diagnosis, and treat childhood #pneumonia at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo.

✓ You can vote for the most promising childhood pneumonia innovation NOW. Simply vote by “liking” the innovations you think will prevent the most child deaths by November 6th https://www.facebook.com/preventpneumonia #Innov8Pneumo #fightpneumonia #Everybreathcounts

✓ Join the Pneumonia Innovations Team, a global network of more than 200 champions committed to accelerating the development and adoption of new technologies with the greatest potential to reduce child deaths from #pneumonia LinkedIn #Innov8Pneumo #fightpneumonia
Day 5: Prioritize

✓ #Pneumonia kills more children under 5 than HIV, TB and malaria combined. Let’s make sure we prioritize the diseases that are the greatest threats to child survival and development Pushing the Pace #Innov8Pneumo. #Everybreathcounts

✓ Why have some countries been able to dramatically reduce measles, malaria and AIDS deaths among children while #pneumonia deaths have barely budged? Pushing the Pace #Innov8Pneumo #pushingthepace #Everybreathcounts


✓ The countries most off track to meet the SDG for child survival by 2030 need urgent action on #pneumonia. See where they are www.apromiserenewed.org #Innov8Pneumo.

✓ Vaccines alone cannot end child #pneumonia deaths. Preventing malnutrition, reducing exposure to household air pollution and achieving higher rates of diagnosis and antibiotic treatment are all part of the solution http://www.thelancet.com/journals/langlo/article/PIIS2214-109X(14)70360-2/abstract #Innov8Pneumo #Everybreathcounts

✓ Seven out of every ten child #pneumonia deaths now occur in just 15 countries. #fightpneumonia #Innov8Pneumo

✓ 60% of all #pneumonia fatalities occur in 10 countries – all of which are in sub-Saharan Africa and South Asia.

✓ Of the total global health funding, only 2% of these funds were allocated to #pneumonia. By contrast, childhood pneumonia caused 14% of child deaths worldwide.

✓ #Pneumonia is the number one killer of children under 5 globally. #fightpneumonia #Innov8Pneumo

✓ #Pneumonia is one of the top 3 killers of children in Nigeria. #fightpneumonia #Innov8Pneumo

✓ Nigeria has the highest pneumonia burden in Africa #fightpneumonia #Innov8Pneumo

✓ #Pneumonia in Ethiopia had a 43% decline from 1990-2013. #fightpneumonia #Innov8Pneumonia

Day 4: Innovate

✓ Human milk banks, clean cookstoves, respiratory rate timers, pulse oximeters, oxygen therapy, child-friendly antibiotics - which innovation can save the most children’s lives? Vote now! https://www.facebook.com/preventpneumonia #Innov8Pneumo.

✓ We need innovations that disrupt every stage of the path to death for children with pneumonia, making it easier for families to protect their children, seek care quickly and receive a correct diagnosis and treatment https://www.facebook.com/preventpneumonia #Innov8Pneumo.
The Holy Grail is a point-of-care rapid diagnostic test that can tell you whether a child has viral pneumonia, bacterial pneumonia or malaria, or a combination, in the space of minutes http://www.mdghealthenvoy.org/a-failure-to-innovate/ #Innov8Pneumo.

It is critically important that all diagnostic innovations are designed to meet the needs of the children most at risk of death from pneumonia – children under the age of two years http://www.mdghealthenvoy.org/a-failure-to-innovate/ #Innov8Pneumo.

Families need one-stop shop services where they can get vaccines for their children, breastfeeding support, nutritional supplements, sanitation and hygiene help, reducing indoor air pollution and fast and accurate diagnosis and treatment should they suspect pneumonia http://www.mdghealthenvoy.org/a-failure-to-innovate/ #Innov8Pneumo

Day 3: Imagine

Imagine a world where no child dies from preventable diseases and #pneumonia no longer kills more than 900,000 children every year. It is within our reach! www.worldpneumoniaday.org #Innov8Pneumo.

Imagine a world where all babies are protected against infection through the power of breast milk - even those most vulnerable newborns. It is within our reach! www.worldpneumoniaday.org #Innov8Pneumo. #knowyourlungs

Imagine a world where every child is vaccinated against the leading threats to his or her health. It is fast approaching! www.worldpneumoniaday.org #Innov8Pneumo.

Imagine a world where families recognize the signs of #pneumonia and know to see a diagnosis quickly so they can start antibiotic treatment. We already have the tools! www.worldpneumoniaday.org #Innov8Pneumo #knowyourlungs

Imagine a world where no child’s last breaths are taken without access to oxygen, even in the remotest communities. Oxygen innovations are getter better every day! www.worldpneumoniaday.org #Innov8Pneumo #knowyourlungs

Child #pneumonia deaths declined, but these gains for most countries lagged behind progress against other diseases. #WorldPneumoniaDay #Innov8Pneumo

Day 2: Act

Let’s innovate our way out of 900,000+ child #pneumonia deaths each year! Join the top innovators who will show you how at the Pneumonia Innovations Summit http://www.worldpneumoniaday.org/ #Innov8Pneumo.

Talented innovators unveil new tools improve prevention, diagnosis and treatment at the first Pneumonia Innovations Summit. Know who they are https://www.facebook.com/preventpneumonia #Innov8Pneumo #WorldPneumoniaDay

What are you doing for #WorldPneumoniaDay? Join the #Pneumonia Innovations Summit! https://www.facebook.com/preventpneumonia #Innov8Pneumo.

We need the best and brightest talent – healthcare professionals, inventors, scientists, academics, entrepreneurs, designers, entertainers, journalists, engineers, students and more – working together on the biggest infectious disease challenge in child survival www.mdghealthenvoy.org #Innov8Pneumo #pneumonia

Join the #Pneumonia Innovations Team NOW! LinkedIn #Innov8Pneumo

Day 1: World Pneumonia Day
✓ A phone that diagnoses pneumonia by recording cough sounds. Udantha Abeyratne at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Oxygen delivered through a shampoo bottle. Jobayer Chisti at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Breast milk pasteurization that makes it easier for vulnerable babies to benefit from the power of human milk. Micaela Collins at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ One simple device to help health workers manage sick children. Barry Finette at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Local businesses that can install and maintain oxygen at health facilities. Bernard Olayo at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ A timer fitted to a child’s body that automatically measures respiratory rate. Kristin Otto at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ A pulse oximeter designed for even the smallest baby. Tim Prestero at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Lifesaving oxygen in a box - a lifebox. Faye Evans at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Solar cooking technology that uses the power of the sun to boil water in minutes. Henrik Pranov at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ Announced today –US$50M+ invested in the fight against child pneumonia - find out more www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay

✓ New #EveryBreathCounts pneumonia campaign launched. Kate Campana at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo #WorldPneumoniaDay #speakupafrica1

✓ ChARM device to transform diagnosis of #1 killer of children. Philips at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo#WorldPneumoniaDay

✓ New #EverySecondCounts pneumonia campaign launched. Brianna Ferrigno at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo.

✓ Results of 4 country field trials on performance of several pneumonia diagnostic devices announced. Kevin Baker Foundation at the Pneumonia Innovations Summit www.worldpneumoniaday.org #Innov8Pneumo.

Sample Email

Dear XXX,

Did you know that pneumonia kills more small children every year than malaria, AIDS and measles combined? And did you know that the world is reducing pneumonia deaths among children at a much slower pace than these other diseases?
Probably not. Pneumonia has been called the “forgotten killer” of children, because despite causing almost 20% of all deaths among children under 5, it attracts just 2% of development assistance for health.

So what do we need to do to accelerate declines in child deaths from pneumonia to the levels already achieved for malaria, AIDS and measles?

As the recent Pushing the Pace said, we need to support the innovators who are designing the next generation of new and better tools to prevent, diagnose and treat children with pneumonia.

On World Pneumonia Day, more than thirty innovators will demonstrate their new technologies and initiatives at Pushing the Pace: The Pneumonia Innovations Summit.

On display will be:

✓ A phone that diagnoses pneumonia by recording coughing sounds
✓ Oxygen delivered through a shampoo bottle
✓ A timer fitted to a child’s body that automatically measures respiratory rate
✓ Solar cooking technology that boils water and heats food in minutes
✓ Antibiotics mixed with peanut butter to simultaneously fight bacteria and malnutrition
✓ Banks that provide breastmilk to vulnerable newborns
✓ Videos that teach health care workers how to recognize the symptoms of pneumonia
✓ Campaigns that push pneumonia to the top of national and global health agendas

The Summit is hosted by the Pneumonia Innovations Team, a global network of more than 200 organizations and individuals committed to accelerating the development and adoption of new technologies with the greatest potential to reduce child deaths from pneumonia, is proud to be sponsoring this event in support of the UN Secretary-General’s Every Woman, Every Child movement.

Join me in raising awareness about the need for more innovation in the fight to end preventable child pneumonia deaths. Share this information with your network using the hashtag #Innov8Pneumo!

Sincerely,

For all media inquires please contact:

Leith Greenslade or Amy Ginsburg, Co-Chairs, Pneumonia Innovations Team,
lgreenslade@mdghealthenvoy.org, aginsburg@path.org, or
Roxanne O’Connell, Program Manager
roxanne.oconnell@speakupafrica.org
O: 1.646.217.0400
M: 301 655 4680