

## ECOSOC INNOVATION FAIR July 2013

### **A) Saving children's life through Science & Innovation**

An ambitious new partnership to save the lives of a million of the poorest children in the world has been launched by GSK and Save the Children. This unique collaboration will see the two organisations work together in a very different way, sharing expertise, resources, reach and influence to tackle some of the leading causes of childhood deaths and enhance sustainable development.

**Save the Children** – one of the world's leading independent organisation for children.

**GlaxoSmithKline (GSK)** - one of the world's leading research-based pharmaceutical and healthcare companies.

Among the key initiatives are the transformation of :

- an antiseptic used in mouthwash into a life-saving product for new-borns
- the roll-out of a powder-form of an antibiotic in child friendly doses to help fight pneumonia - one of the main killers of children under five

The GSK-Save the Children partnership will also focus on widening vaccine coverage to the poorest children through greater use of mobile technology solutions and increasing investment in health workers.

**@ the booth** – a short movie will present how science linked with Save the Children's child health expertise and on-the- ground experience to reach children in the most remote and marginalised communities can lead to innovative breakthroughs in the quality, efficiency, and better access to basic services such as primary health care.

### **B) Social media & Technology : Facilitating dialogues, advocacy and engagement to achieve MDGs**

Save the Children is using social media to increase visibility and knowledge of its work through multimedia technology but also to engage people around the globe and impulse debate, thought and low-barrier ways for people to interact and act to save children's life. This is one way of promoting sustainable development and accelerating achievement of MDGs 4 and 5.

**@ the Booth** – Demonstration of our new Application on Ipad. This will be our first external facing event where the Application is presented.

Presentation of our Facebook and Twitter accounts and how we communicate and engage through each one to improve children's life around the world.

Presentation of the first ever 12-hours tweetchat for our nutrition report launch in February 2012

### **C) Enabling and maintaining Universal Health Coverage (UHC) through Science and Technology**

Universal coverage with needed health services maintains and improves health. Good health allows children to learn and adults to earn. It helps people escape from poverty and provides the basis for long-term economic development. At the same time, financial risk protection in health prevents people from being pushed into poverty because unexpected illness requires them to use up their life savings, sell assets, or borrow – destroying their own futures and often those of their children. UHC is a critical component of sustainable development.

The role of science and technology in enabling and maintaining universal health coverage is paramount due to its role in improving access to information and understanding of the detection, surveillance, prevention and treatment of disease, as well as improving access to basic drugs that have a high-impact on saving the lives of mothers and children.

**@ the Booth** – Presentation of our UHC's recommendations to accelerate equitable progress towards the MDGs and beyond 2015

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