

# TUFTON OCEANIC & SAVE THE CHILDREN WORKING TOGETHER TO SAVE CHILDREN'S LIVES IN BRAZIL



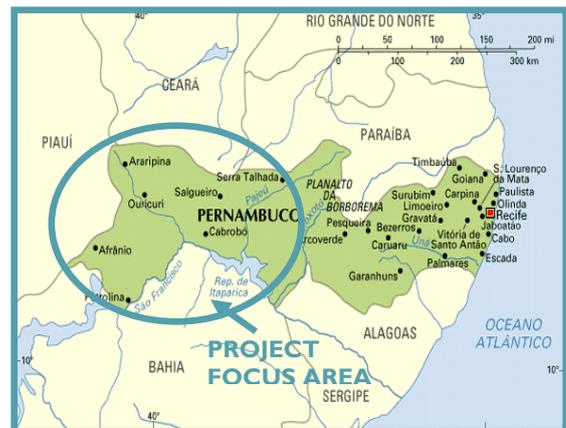
## BACKGROUND

Communities in the semi-arid rural area of Pernambuco state in the North-East of Brazil are the most disadvantaged in the country. Life is hard, with land prone to drought and its people are often cut off from public services including basic healthcare facilities and education. Nearly two thirds of the inhabitants are either of African descent or indigenous population and the mortality rate for children of these two groups is dramatically higher than the national average. Furthermore, parents living in Pernambuco often have low levels of schooling and are not educated in how to protect and care for their children. Their children die from easily preventable causes including respiratory infections (20% of child deaths) or pneumonia (14% of child deaths) because their families cannot access the services they need.



## PROJECT LOCATION

This project will target 19 of the poorest municipalities of Pernambuco, to the arid west of the state. A total of around 1,000,000 people live across these municipalities, including 121,000 children under five. Of these, around 72,000 live in poverty and are less able to access the support they need.



## PROJECT GOALS

- Lower the child mortality rates in 19 communities;
- Provide direct holistic support to 15,000 children under the age of five living in poverty;
- To impact the lives of a further 30,000 children under five living in poverty through health and hygiene education and support.

## PROJECT ACTIVITIES:

- 300 parents/carers will receive training and support from child care professionals – Community Healthcare Workers and teachers – in health promotion, nutrition and parenting skills;
- Parents will be encouraged to enroll their children in newly established day care centres, where they will receive basic medical care, nutritional checks and pre-school education;
- To reinforce the training, we will produce simple training materials designed in collaboration with the parents and care givers themselves;
- 280 Community Health Workers (CHWs) will receive 120 hours of training in the diagnosis, treatment and prevention of childhood diseases;
- We will provide CHWs with the equipment and support required to measure and record children's weight and height to monitor healthy growth and development;
- The newly trained CHWs will be supported in their visits to families and their work in newly established child day-care centres and pre-school facilities, where they can share information with parents and make provisional diagnoses and referrals as necessary;
- We will train an additional 70 teachers and carers on child health and welfare issues, so they can recognise the early onset of life threatening illness and support parents within their communities;
- Community groups – made up of parents and Community Health Workers - will be supported in approaching their local authorities and demanding better services for their children;
- All findings from the project will then be reported in detail to the local government, alongside whom we are working, as part of our evidence based advocacy, calling for the authorities to learn from and replicate our programmes.

**SAVE THE CHILDREN WOULD LIKE TO THANK TUFTON OCEANIC FOR THEIR SUPPORT IN THIS WORK. TOGETHER, WE ARE SAVING LIVES.**

For more information on this work, or any of Save the Children's other work, please contact Philippa Fairhall in the Save the Children Philanthropy and Partnerships team on 020 7012 6489