



CAI Childhealth
Advocacy International

"Improving maternal & child
healthcare worldwide"

CAI is a global charity that saves the lives of babies, children and pregnant women in countries where there is extreme poverty. It only takes one person to change the lives of many - help us save more lives.



help us save lives
become
a corporate
partner

improving child and maternal healthcare worldwide

why child & maternal healthcare?

Improving maternal health and reducing child mortality rates are two of the eight Millennium Development Goals and are seen as key aspects of international development. Why? Because...

- Each year, four million babies die within their first month of life, accounting for up to 40% of deaths of children under five.
- Every year over 250,000 African women die during childbirth owing to complications.
- Improved maternal health in pregnancy and labour could prevent up to 70% of these neonatal deaths.

Source: (DFID's 'Maternal Health Strategy: Reducing Maternal Deaths: evidence and action, Second Progress Report', April 2007, UK)

Importantly a small amount of funding can go a long way in healthcare. Simple solutions can lead to life saving results with long term impact.

"We have loved being children's doctors working in The Gambia. It brings home exactly why we both went into medicine in the first place. It has sad moments too - when a child dies and you know this would never have happened in the UK. In UK hospitals we aim to save the one in a million child, here in The Gambia we are trying to save the one in ten"

Drs Ella Rachamim and Trupti Dhorajiwala,
CAI volunteers.

CAI (childhealth advocacy international)

CAI is an international child and maternal healthcare charity. We are a knowledge rich and specialist charity with experience of small and large-scale projects. We improve the healthcare of babies, children and pregnant women through:

- **Training:** We develop and deliver a sustainable training programme with an emphasis on the 'golden hour' just after childbirth. This is done alongside advocacy work to ensure essential drugs, medical supplies and equipment are made available. The trained become the trainers; an example of this is our work in Pakistan where our training is now used throughout the country.
- **Advocacy & Partnerships:** We work with other agencies such as the World Health Organisation (WHO) and governments to ensure ongoing supplies of emergency drugs and equipment. We advocate for the best healthcare interests of children and pregnant women.
- **Expert Advice:** A dedicated team of volunteer doctors oversee our projects.
- **Local:** We work with local healthcare staff including those in traditional roles such as birth attendants.
- **Free:** We provide free educational materials.



6 ways your company can help

- 01 Charity of the Year:**
We can help your staff organise fundraising events and company-wide initiatives which can help with staff camaraderie.
- 02 Corporate Donations:**
Help by donating. Maybe you would like to sponsor a whole project such as paying for the next phase of our training project in The Gambia. Equally you could make a general donation which would help with our running costs.
- 03 Cause Related Marketing:**
Services and products are proven to sell better when related to raising money for a good cause.
- 04 Sponsorship:**
Could you sponsor an awareness campaign or an event?
- 05 Charity Challenges:**
Why not recruit employees to one of a range of exciting international challenges?
- 06 Payroll Giving:**
This gives CAI ongoing support which is invaluable and is an easy way for individuals to donate knowing that their donation has been made in a tax efficient way.

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what is corporate partnership - why become a partner?

A Corporate Partnership gives companies the opportunity to support CAI's life saving work. It also gives companies a chance to show their ethical credentials – why not be part of the bigger push to meet international development goals?

A partnership with CAI can offer great benefits: increase staff camaraderie; improve corporate image; develop PR and marketing opportunities. It can also help a company build customer relations.

CAI's projects

We currently work in seven countries. Here are just three examples of our work:

Cameroon:

At Bamenda Hospital we're currently providing treatment for children with the childhood cancer Burkitt's Lymphoma. We've also been working with the hospital to prevent the transmission of HIV from mother to child during pregnancy and offering assistance and counseling after birth.

The Gambia:

We have just finished a pilot of the Essential Surgical Skills (ESS) and Emergency Maternal and Child Healthcare training (EMCH) in the Brikama Health Centre. As part of this pilot we have also refurbished an operating theatre which will decrease the number of deaths during childbirth.

Uganda:

At Mulago Hospital we employ nurses to care for abandoned babies who would otherwise not receive the maternal care that every baby needs. We also run a mobile outreach service for AIDS orphans who are themselves HIV positive.

"I am very grateful particularly for the two nurses, Ingrid and Janet, for their warm reception and care they give us during the clinics and meetings. I cannot forget Dr S. for the free consultation she offers to our children when they are sick."

Members of the support group set up by CAI for mothers who are HIV+ in Bamenda, Cameroon