

RESULTS

the power to end poverty

Maternal/Child Health

September 12, 2015, 2:00 pm ET

Joining info: <https://www.fuzemeeting.com/fuze/f2988286/30204806>

Audio only: (201) 479-4595, passcode 30204806

Closed captioning: <http://west.typewell.com/faelapgb>

Welcome from RESULTS Executive Director Dr. Joanne Carter



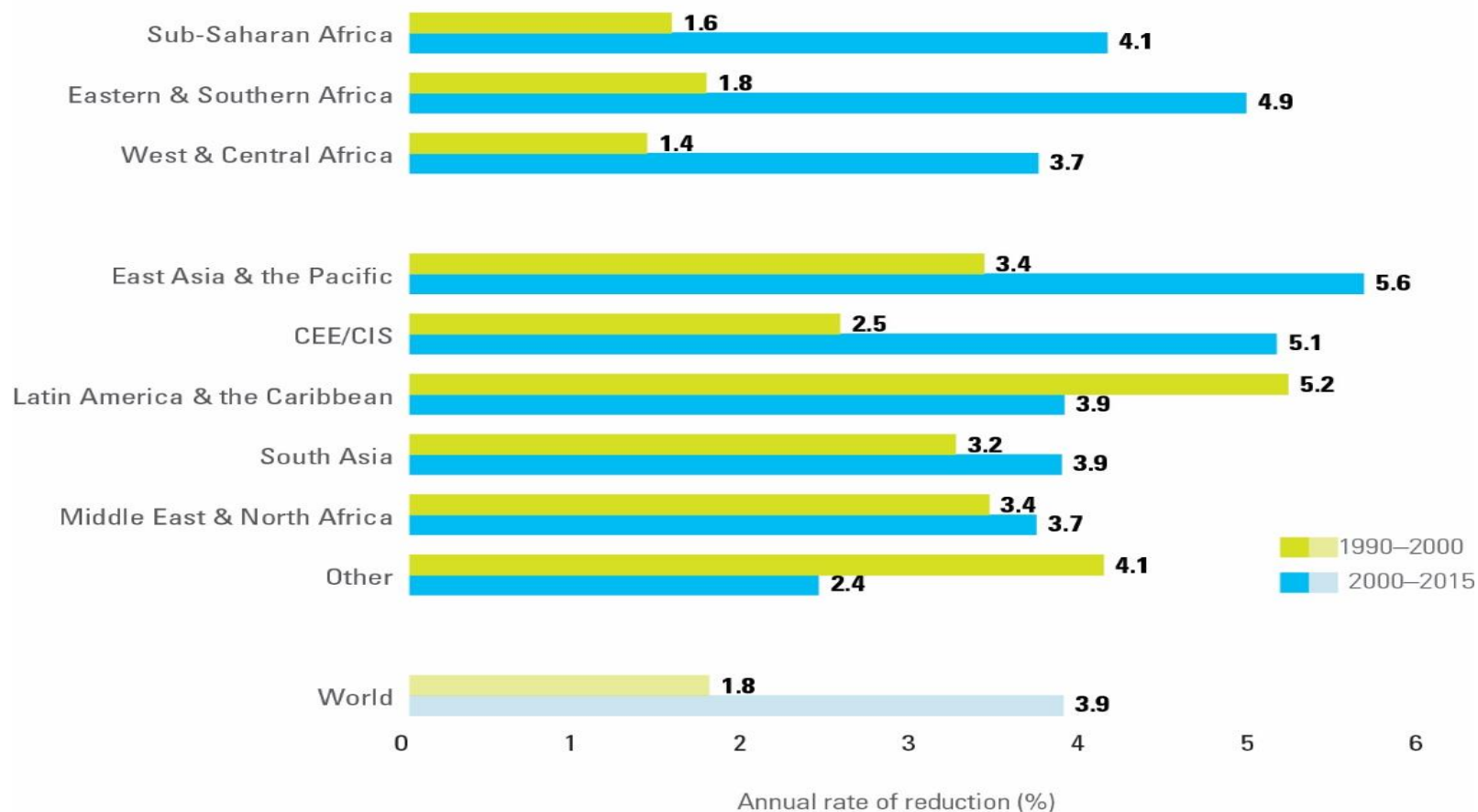
Our Guest: Dr. Linda Arnold

- Associate Professor of Pediatrics in the Section of Emergency Medicine at Yale School of Medicine
- Attending physician in the Pediatric Emergency Department of Yale-New Haven Children's Hospital
- Founder the Global Health Track for Yale Pediatric residents and serves on the faculty for Yale University's Global Health Initiative
- Chair of the American Academy of Pediatrics (AAP) Section on International Child Health



Progress on reducing under-five mortality is accelerating

Annual rate of reduction in the under-five mortality rate, per cent, by region, 1990–2000 and 2000–2015



Source: UNICEF analysis based on UN IGME 2015.



Campaigns Update

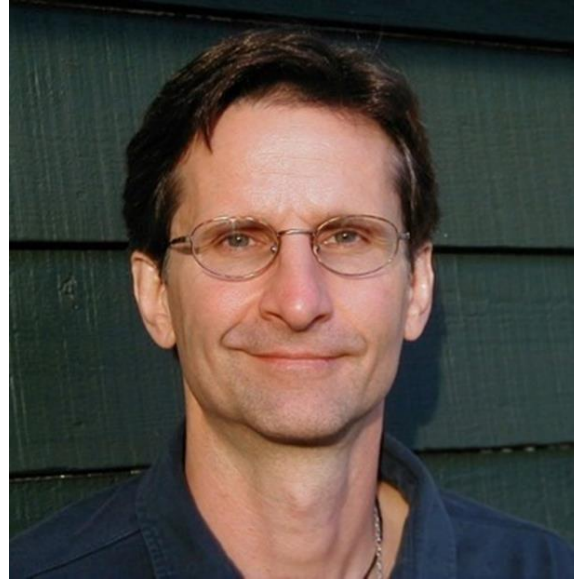
Legislative Director, John Fawcett



Taking Action on our Maternal/Child Health Campaign

- Where are we on the House bill?
- What we need to do on the Senate bill.
- How media will help us.

Grassroots Cafe
Director of Global Grassroots Advocacy
Ken Patterson



Group Photo of the Month

RESULTS New York with Sen. Chuck Schumer



Shares: Open Phones on Working with the Media

**Yvonne Wyborny of RESULTS Detroit
kicks us off!**



Then questions for you. . .

- 1. What have you done to develop a deeper relationship with a local paper
- 2. What advice to you have to help others generate their own media—letters to the editor, op-eds, or editorials?

Media Relationship Tips

- You need a relationship for editors to write or print your op-eds
- Develop a relationship by making lots of regular contacts and getting them comfortable with our issues
 - Make positive comments on their editorials
 - Call & email on the UNICEF numbers & MCH
 - Call & email on the Global Nutrition Report (9/22) & MCH
 - Call & email on the Sustainable Development Goals & MCH
 - Continue polite calling and emailing until they agree to write or have you write an op-ed
- **Media is one of your most powerful voices because they can reach thousands!**

Maternal/Child Health Campaign Resources

Media toolkit (including editorial packet)

http://results.org/issues/maternal_and_child_health_media_toolkit

September action sheet

Write a letter to the editor to tell the Senate: Support S.1911!

http://www.results.org/uploads/files/September_2015_Global_Action_Sheet_-_Reach_Act_Letters_to_the_Editor.pdf

RESULTS' press release on UNICEF's latest child survival data

http://www.results.org/newsroom/new_data_shows_child_mortality_rates_at_historic_low/

Watch the RESULTS listserve for letters & op-eds (“steal” ideas!)

If you aren't a member, join here:

results-l+subscribe@googlegroups.com

Outreach and Leadership Opportunities!

Outreach

- Sept. 27 SDG Webinar with Jeffrey Sachs, Joanne Carter, Aaron Oxley!
- World AIDS Day, Dec. 1, 2015

Leadership

- MCH Media Training: Oct. 2-4 in Seattle
 - GL Training: October 2015, three dates 2016
-

Live from NYC . . .

The Sustainable Development Goals Summit

International Webinar
Sunday, September 27, 12:45 pm ET

Invite those who are curious about RESULTS, and who are inspired by the SDGs,

who are thinking about what they can do to end extreme poverty . . . get together and be part of this unique webinar.

Invitation flyers are already circulating.
Contact Lisa Marchal at lmarchal@results.org if you need one.
See the weekly update for more details

World AIDS Day Outreach

World AIDS Day (December 1)

RESULTS' Global Fund Replenishment Campaign Kick-off

We have set an ambitious goal of 50 community events nationwide on World AIDS day. These events will be designed to educate and organize our communities about RESULTS and the Global Fund as well as grow our grassroots base.

Sign up to host a World AIDS Day event today!

<http://tinyurl.com/RESULTSWAD2015>

Other Opportunities

RESULTS Introductory Call, 1 pm ET on September 25. [Register online.](#)

Free Agents, 8 pm ET on September 21. Are you a RESULTS activist with our global poverty campaigns with no RESULTS group? You are alone no more! To join, go to <http://fuze.me/27781074> or (201) 479-4595, meeting ID 27781074. Contact [Lisa Marchal](#), Senior Global Grassroots Associate, for more information on this monthly gathering.

On-going group leader trainings on group health and skill-building. Next training with open spots: October 23-25, 2015 – Port Orchard, WA
Contact Lisa Marchal at lmarchal@results.org for more information.

Take Note!

REPORTING: We are quickly approaching the last quarter of the year.

Please proudly let us know all of the major actions you've taken with Congress, the media, and community by reporting your accomplishments so far this year:

- Reporting a month's advocacy work? Here's your form: <http://www.tinyurl.com/2015GMR>
- Reporting just a lobby meeting? Here's your form: <http://www.tinyurl.com/2015GLRF>
- Reporting just a media piece? Here's your form: <http://www.tinyurl.com/2015GMRF>

You can also see what's been reported when you go to the forms!

Laser Talk: Making that Maternal/Child Health Pitch to your Editor

Lisa Marchal, Senior Global Grassroots Associate



Here's an example:

Hi, this is Veronica McDuffee. I wanted to quickly follow up on my email about healthy kids and the bill before Congress right now. Do you have a second to chat?

On Tuesday, just after I dropped my son off for his first day of school, I came home to see news from UNICEF that there are still eleven kids under 5 dying around the world every single minute. I could barely stand to leave my son behind for the day, and to think of losing him forever is unfathomable.

But right now there's a new bill in Congress that has a plan to put an end to these kinds of senseless deaths for good – and Senator Risch will play a key role in deciding whether or not it gets passed. It's called the "Reach Every Mother and Child Act."

I know the Statesman's voice would be hugely influential in pushing Sen. Risch to do the right thing. Do you think this is something you might take up?



*“If you have the feeling that something is wrong,
don't be afraid to speak up.”*

Fred Korematsu