

Media Update

17 November 2017

UNICEF

Press Release

World Prematurity Day

Global Goals for Health and Well Being Cannot be Achieved without Reduction in Preterm Births & Child Deaths

Islamabad - 17 November 2017: As Pakistan observes the 7th annual World Prematurity Day, a strong commitment towards reducing the number of preterm births in the country is imperative to progress towards global goals for health and wellbeing.

An estimated 860,000 premature births are recorded each year in Pakistan of which nearly 102,000 children die due to related complications, says UNICEF. Pakistan is ranked second among the top ten countries that account for nearly two-thirds of all deaths from preterm birth complications

Preterm births are one of the leading causes of death of children under five years of age. Globally, fifteen million babies are born before time each year and over 1 million children die before their fifth birthday.

UNICEF in partnership with the Government of Pakistan is supporting efforts to reduce child morbidity and mortality. One initiative towards that end is the establishment of a Kangaroo Mother Care model at a public hospital in Lahore where special care is provided to the preterm new-borns. Kangaroo Mother Care is a technique used to keep the new-born warm and support breast feeding.

Good hygiene care can help prevent multiple infections while early initiation of breast feeding within the first hour can particularly help prevent deaths. The facility will also serve as a training resource centre to build the capacity



of other Health Care providers and scale up similar initiatives in other provinces,” she adds.

On the World Prematurity Day, UNICEF emphasises that the reduction in premature births and child deaths can be achieved by strengthening health policies and services, as well as improving access and care for mothers and new-borns. Although notable achievements have been made in the health sector, a lot more is needed in terms of quality of care for women and new-borns.

An important aspect of prevention of preterm birth is adequate maternal nutrition which is critical for foetal development. Women with low Body Mass Index or low pregnancy weight gain are at increased risk for preterm birth. There are other proven low-cost interventions that are especially effective for preterm babies.

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About UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. For more information about UNICEF and its work visit: www.unicef.org

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UN Women

Note to media from UN Under-Secretary-General and Executive Director of UN Women

The International Day to End Violence Against Women, 25 November 2017, and 16 Days of activism.

Dear editors, reporters, anchors of news organizations and bloggers, I am writing to you with a personal invitation from UN Women, to join us in a rising wave of voices speaking out to end violence against women. As #metoo and its spin offs reverberate through social and other media, both women and men are finding the strength to confront past and present attackers. There has never been a better moment to demonstrate, through a unified global movement, our collective determination to end silence and bring change. Join us this year as an important influencer of public awareness and opinion. On 25 November, the United Nations and civil society commemorates the International Day to End Violence against Women. That same day, we will launch 16 days of global activism that will run until 10 December. I will be traveling to different cities during that period to highlight the innovative ideas being used to stop violence against women and girls. UN Women leads the global initiative 'Orange the World: End Violence against Women and Girls' on behalf of the UN Secretary-General's global campaign UNiTE to End Violence against Women. This year's theme, "Leave No One Behind: End Violence against Women and Girls," emphasizes the importance of reaching the most marginalized, including refugees, migrants, minorities, indigenous peoples, and populations affected by conflict and natural disasters. Building on last year's record 105 countries, this year the 16 days of Activism fortnight will light up iconic buildings and monuments in orange and galvanize global citizens to take action at marches and rallies, concerts and public festivals, and of course through the media. The Fortune Financial Centre in Beijing, China, the parliaments in Bangladesh, Liberia, and Morocco, the Palace of Fine Arts in Mexico City, Mexico, the monuments in Gaziantep in Turkey, the City Hall in Bogota, the National Theatre of Algiers, and Table Mountain in



Cape Town, South Africa will all be turning orange. Please join me on 25 November by personally demonstrating your support, wearing orange, engaging in ending violence against women, pointing to successful approaches to end the violence, and providing advice and support for survivors. If you are a TV journalist, encourage your channel to bring your viewers news and interviews on the issue, and turn the newsroom orange. If your medium is print, present your stories on this subject under an orange banner. If you are on the radio, highlight the urgency of ending this pandemic that affects one billion women worldwide. Do not hesitate to get in touch with our media colleagues at media.team@unwomen.org, for answers to questions or to facilitate interviews with experts, provide data and statistics, or point you to exemplary initiatives. Please check out our website for the 16 Days content available in the coming weeks, at <http://www.unwomen.org/en/news/in-focus/end-violence-against-women>

Everyone has a role in these efforts. Together we can end violence against women and girls.

Yours sincerely, Phumzile Mlambo-Ngcuka Under-Secretary-General and Executive Director
