On 7th of April, the world will be celebrating World Health Day; an opportunity for everyone to get involved in activities that lead to better health. This day also marks the anniversary of the founding of the World Health Organisation in 1948. The theme for World Health Day 2015 will be Food Safety, a theme of high relevance to all people on the planet.

As we are approaching the deadline of the Millennium Development Goals (MDGs) in the end of 2015, the World Association of Girl Guides and Girl Scouts is calling for your continued efforts to support the health-related MDGs: MDG 4 focusing on Reducing Child Mortality, MDG 5 on Improving Maternal Health, and MDG 6 on Combatting HIV/AIDS, malaria and other diseases.

World Health Day 2015 is an opportunity to remind governments and other stakeholders of the importance of meeting the commitments made under the Millennium Development Goals and the part each can play in ensuring the best health outcomes for all.

### Brief for MOs

**How to get involved in World Health Day 2015**

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### Key Facts

- Unsafe food is linked to the deaths of an estimated 2 million people annually – including many children.
- 17,000 fewer children die each day than in 1990. Yet, more than 6 million still die before their fifth birthday each year.
- Almost 300,000 women died globally in 2013 from causes related to pregnancy and childbirth.
- Malaria interventions saved the lives of 3 million young children between 2000 and 2012.

### Resources to use

(Check WAGGGS website to get the resources and keep an eye on WAGGGS Facebook and Twitter)

- Facebook and Twitter banner – we will be asking you to use these for your Facebook and Twitter profiles.
- Social media toolkit – we will be asking you to engage through Twitter and Facebook.
- Infographics – use these to raise awareness on the lack of progress in health-related MDGs.
- Factsheets on child and maternal health – use these in your events and activities.
- Letter to a decision-maker – use this to ask your government officials and other stakeholders to step up their efforts and increase investments.
- Other existing WAGGGS resources – use these to organize events and activities.

Call to Action

On 7th of April we will ask you to call on your Governments to:

- **Make safe food a top priority**

- **Increase investment** in maternal and child health and nutrition to stop preventable deaths

- **Improve health systems** and increase coverage of simple, yet proven interventions (e.g. oral rehydration solution for diarrhoea or anti-malaria nets, which can mean the difference between life and death) so that quality health care is within the reach of everyone

- **Think and act bigger.** Health issues should not be addressed in isolation. For example, equal opportunities for girls and boys, adequate nutrition, access to education and clean water are essential for child survival.

- **Improve access** to health education and services, including raising awareness about HIV for youth, and young women in particular

- **Support** your organizations which deliver non-formal education on health issues to children and young people

World Health Day – what you can expect

This is what you can expect from the week surrounding World Health Day:

**MONDAY 6 April**

Introduction to week with information shared on social media and website including:
- WAGGGS will share information and resources on the theme.
- progress on the three MDGs: child mortality, maternal health and HIV/AIDS.
- Share it on your website and with your members.

**TUESDAY 7 April**

World Health Day celebrated globally!

- Find out [here](#) how you can take part in World Health Day.
- Call on your governments to step up their efforts and meet their commitment under the MDGs.
  Use WAGGGS resources to make your case.

**WEDNESDAY 8 April**

Connecting Our Efforts

- We will share the relevant resources you have developed on the theme on social media and website. So make sure you send them through to us via social media or to comms@wagggs.org.

**THURSDAY 9 April**

Highlighting stories

- On website and social media, we will share what MOs and girls and young women achieved this week!

**MONDAY 13 April**

Share your story

- We will request you to share stories on how you celebrated World Health Day and stories about your projects on the MDGs 4, 5, 6.
- We will share a story from an MO to start the chain.