

## **Global Week of Action Social Media resources**

World Vision's Child Health Now campaign and partners will mobilise children and communities around the world from 1-8 May 2014. Together, we will call for accelerated action on MDGs 4 & 5, highlighting the need to reach the hundreds of millions of unseen, uncounted and invisible children living life on the margins, along with ensuring maternal and child health and nutrition feature prominently in the Post-2015 development framework. We look forward to working with you to make this Global Week of Action a far-reaching success as we countdown to the end of the MDGs!

### **Five social media actions you can take**

1. **Support the Photowall:** Promote our 'Survive5' photowall. Add your own 'Survive5' photos and encourage staff, supporters and partners to do the same. The photowall will go live **on 10 April**. You can access it here: <http://bit.ly/ljBuvEj>
2. **Support the Thunderclap:** Sign up to our Global Week of Action **#Survive5** Thunderclap which **will go live 1 May** and then share and promote it amongst your networks. Sign up [here](#) (see page 6 for more information).
3. **Take part in the Global Week of Action Tweetathon:** Take part in the Tweetathon happening on **5 May for 24 hours!** You can sign up for a slot in the Global Week of Action relay through this Doodle link <http://doodle.com/y99b482aedd3bhis> Make sure you use the **#Survive5** hashtag while promoting content through your handle.
4. **Share the promotional video:** Share the Global Week of Action promotional video amongst your networks. The video will be made available **22 April**. You can access it [here](#) at that time.
5. **Promote social media content:** Use and distribute Global Week of Action social media content. Make sure you use the **#Survive5** hashtag in all of your content.

### **Tips for supporting the Global Week of Action through social media**

As a Global Week of Action partner organisation, you have the flexibility to tailor your own messaging and activities under the wider banner of maternal and child survival at the heart of World Vision's campaign. However, there are a few 'tips and tricks' that you can help us with in order to make the biggest impact for the Global Week of Action through social media engagement:

- **Use the hashtag #Survive5** in all social media content that you distribute. This will allow us to track social media content for our metrics.
- **Report your own Global Week of Action social media metrics** to [Sarah Klassen](#) at the end of the mobilisation. This will help us understand the impact of your work!
- **Share any Global Week of Action creative content** with us so that we can share with our wider network.

### **Key hashtags and handles**

- #Survive5
- #WorldVision
- #uncountedunreached
- @Childhealthnow
- @WorldVision

**Global Week of Action Social Media Content**

Below is social media content in chronological order that can be used to promote key events and moments leading up to the Global Week of Action as well as during the Global Week of Action.

We’ve also included additional social media content at the end of this document which can be used during the Global Week of Action to focus on more specific topics relating to child and maternal health.

<b>During April: Promoting the Tweetathon</b>	
<b>Twitter</b>	We'll be launching a 24 hour Global Week of Action Tweetathon! Follow #Survive5 to see it in action! On 5 May!
	Offices & partners around the world will be joining us for a 24 hr tweetathon. Follow <a href="#">#Survive5</a> on 5 May.
	Follow #Survive5 on 5 May to see the 24 tweetathon! Together we can end preventable child deaths.
	Partners around the world will be advocating for better child and material health in a 24 hr tweetathon 5May. Follow #Survive5
	24 hour tweetathon happening 5May! Follow #Survive5 to see partners around the world advocate for better child/maternal health
<b>Facebook</b>	The 5 May will be the Global Week of Action 24 hour Tweetathon! Follow #Survive5 on twitter to see offices and partners around the world rally together to educate and advocate for better child & maternal health.
	Happening on 5 May: The Global Week of Action 24 hour Tweetathon! Follow the #Survive5 hashtag to see World Vision offices and partners around the world join together so that all children can #Survive5.
	Happening on 5 May! The Global Week of Action 24 hour Tweetathon. Follow the #Survive5 hashtag to see what’s happening around the world to stand for better child and maternal health!

<b>Thursday, 10 April: Launch of the GWA website</b>	
<b>Twitter</b>	Today the Global Week of Action photowall goes live! Take a look: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5
	Millions of people will be raising their hands around the world so that all children can #Survive5. Take a look: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>
	#Survive5 photos will be taken around the world! Our interactive photowall launches today: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>
	Going live today! Take a look: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> Take your own #Survive5 photo and stand with us to end preventable child deaths
	Launching today! Showcasing millions of people around the world raising their hands so that all children can #Survive5 <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>
<b>Face book</b>	Today the Global Week of Action interactive photowall goes live! During the Global Week of Action millions of people around the world will be raising their hands for child health. Why not take your own photo? Stand with us: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>

	#Survive5
	The Global Week of Action interactive photowall goes live today! Check this out: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> Stand with us and raise your hands so that all children can #Survive5
	Going live! The Global Week of Action interactive photowall. Take a look and upload your own #Survive5 photo: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5

**Thursday, 10 April: The Global Week of Action Pledge (once website is live)**

<b>Twitter</b>	An end to under5 preventable child deaths? Find out how you can help – take our pledge #Survive5
	Take action and stand with those who live and die on the margins #Survive5
	Sign @WorldVision’s pledge & join those around the world who are taking a stand to end preventable child deaths #Survive5
	Add your voice to @WorldVision’s Global Week of Action pledge & stand for the 6.6 million children who die every yr before age 5
	Every 24 hours 18,000 children under5 lose their lives to preventable causes like diarrhoea & pneumonia. Take a stand #Survive5
<b>Facebook</b>	Add your voice to @WorldVision’s Global Week of Action pledge & stand with the 6.6 million children who die every year before age 5 #Survive5
	Every 24 hours, around 18,000 children under age 5 lose their lives to preventable causes like diarrhoea & pneumonia. These are the most vulnerable children- those who live and die on the margins. They die unseen, uncounted and unable to access the health services that could save their lives. Stand with them and sign @WorldVision’s pledge so that all children can #Survive5
	Every 24 hours, around 18,000 children under age five lose their lives to preventable causes like diarrhoea and pneumonia. Take a stand and sign @WorldVision’s pledge to call on leaders to invest in the health services that will save their lives #Survive5

**Tuesday, 22 April: Promote the Global Week of Action video**

<b>Twitter</b>	Why are millions mobilising from 1-8 May? Watch this video for the story behind the Global Week of Action <a href="http://bit.ly/Ihrnzv3">http://bit.ly/Ihrnzv3</a> #Survive5
	Every child has a story behind them & a dream ahead of them. But only some are seen <a href="http://bit.ly/IjrjQ1e">http://bit.ly/IjrjQ1e</a> #Survive5
	Too many children are hidden from the health systems which can save their lives. Watch this video to find out more <a href="http://bit.ly/IjrjQ1e">http://bit.ly/IjrjQ1e</a> #Survive5
	Stand with the children who are hidden from the health systems which can save their lives. Share their stories & this video <a href="http://bit.ly/Ihrnzv3">http://bit.ly/Ihrnzv3</a> #Survive5.
	Watch & share this video to stand with the hidden & uncounted children <a href="http://bit.ly/Ihrnzv3">http://bit.ly/Ihrnzv3</a> #Survive5
<b>Facebook</b>	Every child has a story behind them and a dream ahead of them. But only some children are seen. Watch & share this video to join the millions of people around the world who are mobilising from 1-8 May for the Global Week of Action so that all children can #Survive5 <a href="http://bit.ly/Ihrnzv3">http://bit.ly/Ihrnzv3</a> .

	Too many children are dying unseen, uncounted & unable to access the health services that can save their lives. Watch this video to find out why the world is mobilising from 1-8 May for the Global Week of Action <a href="http://bit.ly/1hrnzv3">http://bit.ly/1hrnzv3</a> Stand with them. #Survive5
	Watch and share this video <a href="http://bit.ly/1hrnzv3">http://bit.ly/1hrnzv3</a> to stand with the children who live & die unseen, uncounted and unable to access the health services that can save their lives. #Survive5

**Thursday, 24 April: Day one of World Immunisation Week - content provided by GAVI Alliance**

<b>Twitter</b>	How #vaccines can help children #Survive5, courtesy of our friends @GAVIAlliance <a href="http://bit.ly/1mlfKSu">http://bit.ly/1mlfKSu</a>
	How can #vaccines get us closer to #MDG4? @GAVIAlliance's video can help explain: <a href="http://bit.ly/1mlfKSu">http://bit.ly/1mlfKSu</a> #survive5
	There are still 22.6m kids who go w/o basic #vaccines, but here's how we can help them #Survive5: <a href="http://bit.ly/1dpzs45">http://bit.ly/1dpzs45</a>
	It's World Immunisation Week- #vaccines get us closer to #MDG4: <a href="http://bit.ly/1mlfKSu">http://bit.ly/1mlfKSu</a> #Survive5
	Happy World Immunisation Week! Vaccines help children #Survive5 @GAVIAlliance
<b>Facebook</b>	It's World Immunisation Week! Vaccines help children #Survive5. They are key to getting us closer to #MDG4 <a href="http://bit.ly/1mlfKSu">http://bit.ly/1mlfKSu</a>
	During World Immunisation Week we think about how #vaccines can help children #Survive5. Courtesy of our friends @GAVIAlliance: <a href="http://bit.ly/1mlfKSu">http://bit.ly/1mlfKSu</a>
	Happy World Immunisation Week! Vaccines get us closer to #MDG4. They help children survive5 @GAVIAlliance.

**Friday, 25 April: World Malaria Day Content sourced from Roll Back Malaria**

<b>Twitter</b>	Malaria kills more than 450,000 children under age 5 each year #Survive5 #WMD
	On World Malaria Day: Malaria kills more than 450,000 children under age 5 each year #Survive5 #WMD
	Malaria kills more than 450,000 children under age 5 every year. It is entirely preventable #Survive5 #WMD
	Malaria kills thousands of children each yr. The tragedy is that it is entirely preventable #WMD #Survive5
	It's World Malaria Day! Malaria is one of the major killers of children under five #Survive5
<b>Facebook</b>	Happy World Malaria Day! Did you know that malaria kills more than 450,000 children under the age of five each year? There is much to be done. #Survive5
	It's World Malaria Day! Today we celebrate the progress that has been made- since 2000 child death rates from malaria have been cut in half. But 450,000 children under the age of 5 are still dying from this preventable disease each

	year. There is more to be done #Survive5.
	Happy World Malaria Day! Dramatic progress in the fight against malaria shows that dramatic progress can be made when we work together- child deaths caused by malaria have been cut in half since 2000. But there is more to be done. #Survive5

**Wednesday, 30 April: Launch of *Uncounted and Unreached* report**

<b>Twitter</b>	Every child has right to be counted. The invisible deserve to be visible. New WV report #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	Countries failing to track vital data about children and health; so millions die #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	100s of millions children live and die unseen, invisible to life-saving health systems #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	Children w/out birth certificates can't reach health services yet only 2 in 3 have them #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	Govts don't have right data and info about gaps in health services; children suffer #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	'Children are paying the price for bad data' – new #worldvision report #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	Countries can improve data collection and save children's lives-new #worldvision report #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>
	>230 million children live and die invisible to their govts-new #worldvision report #uncountedunreached #Survive5 <a href="http://bit.ly/1e8pOEJ">http://bit.ly/1e8pOEJ</a>

**Thursday, 1 – Thursday, 8 May: The Global Week of Action 2014**

<b>Twitter</b>	Stand with us so that all children can #Survive5 <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a>
	Today we're making a noise about under5 child mortality–help make an impact & see how you can support <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a> #Survive5
	Every year 6.6 million children die before their 5 <sup>th</sup> bday. Add your voice if you want to stop this #Survive5 <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a>
	Stand with us this week to fight for the children who live & die on the margins #Survive5 <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a>
	In the last 20 yrs the # of children dying has halved. Change is possible. Stand with us & tackle preventable child deaths <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a>
	Today, join millions of people mobilising around the world for better child & maternal health #Survive5 <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a> . Join us.
	Too many children live & die on the margins. Stand with us so that all children can #Survive5 <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a>
	For The Global Week of Action 2014– help us make a noise about stopping preventable child deaths <a href="http://bit.ly/1jBuvEJ">http://bit.ly/1jBuvEJ</a> #Survive5
<b>Face</b>	Today the Global Week of Action 2014 begins! Did you know that every day around 18,000 children die before their fifth birthday? These children are the most

	vulnerable in the world. They are the children who live and die, unseen, uncoun- ted and unable to access the health services that would save their lives. Let's stand with them. Join us May 1-8 <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5
	During the Global Week of Action 2014 we think about the hundreds of millions of unseen and invisible children- those who don't have access to safe drinking water, healthcare, adequate sanitation and sufficient food supplies. We think about the children who live and die unseen, uncoun- ted and unable to access the health services that they need to save their lives- Take action May 1-8: <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5
	18,000 children die every day before ever reaching their fifth birthday. It is an even greater tragedy that they are dying from easily preventable causes. Let's make a noise about this. Join us now during the Global Week of Action 2014 so that all children can #Survive5 (LINK)
	For children who survive past their 1st month, pneumonia, diarrhoea & malaria are the main threats to their survival – the tragedy is that these causes of death are all preventable. Stand with us during the Global Week of Action 2014 from 1-8 May to tackle preventable diseases. We want all children to #Survive5 <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>
	Every year around 6.6 million children die before their fifth birthday – outraged? Join us during the Global Week of Action to make a noise about this. Stand with the unseen, uncoun- ted and invisible children who are unable to access the health services that would save their lives. <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5
	Too many children are dying from diseases that are easily preventable. This isn't OK. That's why we're raising our voices during the Global Week of Action 2014 from 1-8 May to stand with the children who live and die on the margins. Join us <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5
	This May it's the Global Week of Action 2014! Join the millions around the world who are mobilising this month to stand with the children who live and die unseen, uncoun- ted and unable to access the health services that they need #Survive5 <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a>
	Join the Global Week of Action 2014! We are raising awareness about under5 child mortality- we're making noise about the millions of children who live and die on the margins. Show your support and stand with us <a href="http://bit.ly/IjBuvEj">http://bit.ly/IjBuvEj</a> #Survive5

**Thursday, 1 May: The launch of the Thunderclap**

<b>Twitter</b>	Every day 18,000 children die before their 5th bday. Join our Thunderclap to help make a noise about this #Survive5 <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a>
	Stand with us during the Global Week of Action to tackle preventable child deaths. Join our thunderclap <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a> #Survive5
	Too many children are living & dying on the margins. Join our Thunderclap 2 make a noise abt preventable child deaths <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a>
	Help us call on leaders so that all children can #Survive5. Join our Thunderclap <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a>
	Every year 6.6 million children die before their fifth birthday – outraged? Make a noise. Our Thunderclap launches TODAY <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a>
<b>Face book</b>	Every day 18,000 children die before their 5th birthday. These are the children who live and die on the margins. Join our Thunderclap set to go live TODAY to help raise awareness about this <a href="http://bit.ly/Ihr6fGk">http://bit.ly/Ihr6fGk</a>

	Too many children are dying from easily preventable diseases. Join our Thunderclap that goes live TODAY and help us make a noise about this. Together we can tackle preventable child deaths <a href="http://bit.ly/1hr6fGk">http://bit.ly/1hr6fGk</a> #Survive5
	Every year around 6.6 million children die before their fifth birthday – outraged? Join our thunderclap that’s going live TODAY to make a noise about preventable child deaths <a href="http://bit.ly/1hr6fGk">http://bit.ly/1hr6fGk</a> #Survive5

**Sunday, 4 May: #Survive5 Sunday**

<b>Twitter</b>	Stand with me for World Vision's #Survive5 Sunday as all children should #Survive5
	Join me in praying for vulnerable children across the world for #Survive5 Sunday #mheart
	‘Do justice, love mercy & walk humbly with the Lord’ Micah 6:8 #Survive5 Sunday #mheart
	Today is #Survive5 Sunday. Christians are called to play a role in the pursuit of justice #mheart
	Historically, churches and Christians have often played an important role in changing unjust social norms and attitudes #Survive5 Sunday
<b>Facebook</b>	Today is #Survive5 Sunday. Christians are gathering around the world to ensure that every child is counted and that the most vulnerable or marginalised are reached with essential health services so that they have a chance to ‘Survive 5’. Pray with us.
	Historically, churches and Christians have often played an important role in changing unjust social norms and attitudes. Today on #Survive5 Sunday we gather together to stand and pray for the most vulnerable children who are unable to access the health services that would save their lives. Pray with us.
	Churches around the world today are praying for the most vulnerable and marginalised children- those who live and die unseen, unable to access the health services that would save their lives. Pray with us #Survive5 Sunday.

**Monday, 5 May: The Global Week of Action Tweetathon**

<b>Twitter</b>	Today we’re launching the 24 hour Global Week of Action Tweetathon! Follow #Survive5 to see it in action!
	Offices & partners around the world will be joining us for a 24 hr tweetathon. Follow #Survive5. Let’s tackle preventable child deaths!
	Follow #Survive5 to see the tweetathon happening today! Together we can end preventable child deaths.
	Partners around the world will be advocating for better child and maternal health in a 24 hr tweetathon today. Follow #Survive5
	24 hour tweetathon happening today! Follow #Survive5 to see partners around the world advocate for better child/maternal health
<b>Facebook</b>	Today is the Global Week of Action 24 hour Tweetathon! Follow #Survive5 on twitter to see offices and partners around the world rally together to educate and advocate for better child & maternal health.
	Happening today: The Global Week of Action 24 hour Tweetathon! Follow the #Survive5 hashtag to see World Vision offices and partners around the world

	join together so that all children can #Survive5.
	Happening NOW! The Global Week of Action 24 hour Tweetathon. Follow the #Survive5 hashtag to see what's happening around the world to stand for better child and maternal health!

**Monday, 5 May: International Day of the Midwife**

<b>Twitter</b>	Today is the International Day of the Midwife. Midwives play a vital role in health. #midwivesday #Survive5
	Trained midwives play a vital role in health. Too many mothers die without them. #Survive5 #midwivesday
	Governments must increase funding to train & hire midwives & other community health workers #midwivesday #Survive5
	Fact: midwives are key to improving women & children's health & reducing under 5 preventable deaths #Survive5 #midwivesday
	Fact: midwives are key to improving women & children's health & reducing under 5 preventable deaths #Survive5 #midwivesday
<b>Facebook</b>	During the International Day of the Midwife, we reflect on the over 45 million births that occur at home without the help of a midwife. Thousands of women and tens of thousands of newborns die every week due to preventable complications during, before and soon after birth. Support midwives. Take action <a href="http://bit.ly/lfeboAO">http://bit.ly/lfeboAO</a> #Survive5
	Midwives are key to improving women & children's health & reducing under 5 preventable deaths. Learn more about the vital role of midwives here: <a href="http://www.wvi.org/Midwives">http://www.wvi.org/Midwives</a> . Happy International Day of the Midwife! #Survive5
	Globally the needs of pregnant women & newborn babies - especially in rural regions—are often ignored. Support midwives. Happy International Day of the Midwife! #Survive5

**Tuesday, 6 May: Launch of the Citizen Voice and Action report**

<b>Twitter</b>	Active civil society is important to keep govts accountable 4 commitments to improve maternal & child health <a href="http://bit.ly/liiVC5e">http://bit.ly/liiVC5e</a> #Survive5
	Civil society plays a key role in improving maternal and child health. New report just in: <a href="http://bit.ly/liiVC5e">http://bit.ly/liiVC5e</a> #Survive5 #CVA
	@WorldVisionEU launches report on Citizen Voice & Action during #GWA <a href="http://bit.ly/liiVC5e">http://bit.ly/liiVC5e</a> #survive5 #CVA @childhealthnow
	@childhealthnow & #CVA work together to improve child and maternal health across the world. #survive5
	#CVA also led to 58% increase in number of deliveries by skilled birth attendant deliveries #survive5 <a href="http://ow.ly/rq5Ct">http://ow.ly/rq5Ct</a>
<b>Facebook</b>	During the Global Week of Action @WorldVisionEU launches their report on Citizen Voice & Action. Take a look!: <a href="http://bit.ly/liiVC5e">http://bit.ly/liiVC5e</a> @childhealthnow #Survive5



	During the Global Week of Action we reflect on the importance of an active civil society to keep government accountable to their commitments to improve maternal and child health. New report has just been launched: <a href="http://bit.ly/1iiVC5e">http://bit.ly/1iiVC5e</a>
	Just launched: new report on Citizen Voice & Action to improve maternal/child health: <a href="http://bit.ly/1iiVC5e">http://bit.ly/1iiVC5e</a> #Survive5 #CVA

**Other, general content for the Global Week of Action**

**Maternal health**

<b>Twitter</b>	Since 1990 the global maternal mortality rate has fallen by almost half- but too many women are still dying #Survive5 <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Women are powerful agents of development - their health is vital. Take action <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Sign @WorldVision's pledge to help keep leaders accountable to #MDG5 <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Women are vital agents of development. Join @WorldVision's Global Week of Action for better child & maternal health <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Let's call on leaders to stay accountable to #MDG5. Sign @WorldVision's pledge <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #Survive5
<b>Facebook</b>	Thousands of women and tens of thousands of newborns die every week due to preventable complications during, before and soon after birth – stand with us to stop this. Sign @WorldVision's pledge to prevent maternal and child deaths <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Women are vital agents of development. Too many women around the world are dying from complications before, during, and after child birth. Join @WorldVision's Global Week of Action to call on leaders to keep accountable to #MDG5 <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	'The fastest way to change society is mobilise the women of the world'- stand with us to improve maternal health <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #MDG5

**Water-related diseases**

<b>Twitter</b>	Good sanitation is key to giving every child a chance to #Survive5. Add your voice to @WorldVision's pledge <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Today more than 1,600 children under the age of 5 will die from diarrhoea-related causes. Take action <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a> #Survive5
	Sign @WorldVision's pledge to help children from dying from preventable, water-related diseases <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #Survive5
	Clean water is essential to children's health. Help keep leaders accountable to #MDG4 <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Diarrhoea isn't a laughing matter. Today over 1,600 children under the age of 5 will die from it. Take a stand <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a>
<b>Facebook</b>	During @WorldVision's Global Week of Action, we think about the millions of unseen, uncouncted and invisible children - those who don't have access to safe drinking water, adequate sanitation and sufficient food supplies. We think about the children who live and die unseen, uncouncted and unable to access the health

	services that they need to save their lives- many of these children will die from water related diseases. Take action and sign the pledge <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Diarrhoea is no laughing matter. Today, 1,600 children will die from it. Sign @WorldVision's pledge to take a stand <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> Survive5
	During @WorldVision's Global Week of Action, we're making noise about preventable child deaths. Learn more about Diarrhoea, one of the major child killers: <a href="http://bit.ly/OoYaqW">http://bit.ly/OoYaqW</a> #Survive5

Preventable diseases	
Twitter	Did you know that deaths from #TB fell by 35% between 1990-2009? Change is possible #Survive5 <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a>
	Fact: the majority of deaths from #TB are in the developing world. It is a disease of poverty. Take a stand: <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #Survive5
	6 causes of <5 child deaths are preterm complications, pneumonia, newborn infections, diarrhoea, birth complications & malaria #Survive5
	Fact: Malaria kills thousands of children each yr. The tragedy is that it is entirely preventable #Survive5
	Malaria is one of the major killers of children under five #Survive5
Facebook	Every year 6+ million children die before their 5 <sup>th</sup> birthday. This tragedy is made even worse by the fact that most of these children are dying from completely preventable diseases. This is not OK. Stand with us during the Global Week of Action to tackle preventable child deaths <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a> #Survive5
	The 6 main causes of under 5 child deaths are: preterm complications, pneumonia, newborn infections, diarrhoea, birth complications & malaria. These causes of death are entirely preventable. Stand with us during the Global Week of Action to raise a noise for preventable child deaths <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #Survive5.
	FACT: Did you know that deaths from tuberculosis fell by 35% between 1990-2009? Change is possible. Together we can tackle preventable child deaths. Stand with us: <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a> #Survive5

Nutrition	
Twitter	1/3 of all under 5 child deaths are caused by undernutrition #Survive5 Take a stand: <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Women make up just over half of the world's population, but are over 60% of the world's hungry. Take a stand <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Undernutrition is an underlying factor in 45% of deaths of children under age five #Survive5 <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Currently 1/4 of the world's children have been left stunted due to lack of appropriate nutrition in early life. Take as stand <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a>
	Fact: Good nutrition leads to a greater resilience to diseases. #Survive5

<b>Facebook</b>	During the Global Week of Action, we think about the 2.6 million child deaths each year caused by hunger. The even greater tragedy is that these deaths are preventable. Take action and stand with us <a href="http://bit.ly/1hboNGI">http://bit.ly/1hboNGI</a> #Survive5
	Fact: Currently 1/4 of the world's children (173 million) have been left stunted due to lack of appropriate nutrition in early life. Take as stand <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a>
	Fact: Good nutrition leads to a greater resilience to diseases. Stand with us during the Global Week of Action to call leaders to take action on malnutrition to tackle preventable deaths <a href="http://bit.ly/1feboAO">http://bit.ly/1feboAO</a> #Survive5

**Newborns – content provided by Every Newborn Action Plan working group**

<b>Twitter</b>	Accelerated action on #MDG4 is critical to make lasting change for newborns & children. Stand up for #Survive5 & #EveryNewborn!
	We need to ensure that all children #Survive5. Let's start their life off right & ensure the best care at birth! #EveryNewborn
	Do you support newborn & child health? RT if you do, learn more & stand with us! <a href="http://ow.ly/vrO7b">http://ow.ly/vrO7b</a> #Survive5 #EveryNewborn
	Skilled healthworkers are the backbone of a good health system. Let's improve care w/ the #EveryNewborn plan <a href="http://bit.ly/1gm6lSj">http://bit.ly/1gm6lSj</a> #Survive5
	Let's build support & action for solutions that exist NOW to save millions of newborns & mothers <a href="http://ow.ly/vqh00">http://ow.ly/vqh00</a> #Survive5
<b>Facebook</b>	More than 80% of all newborn deaths and stillbirths result from three preventable and treatable conditions: Prematurity, Childbirth Complications & Newborn Infections. The good news? There are cost-effective, proven solutions that exist to prevent and treat each of these main causes. Join us during the Global Week of Action and stand up for #Every Newborn! <a href="http://ow.ly/vqh00">http://ow.ly/vqh00</a>
	44% of all under-5 deaths happen in first 28 days of life. Let's tackle this problem together! Support #Survive5 & #EveryNewborn. During the Global Week of Action visit: <a href="http://www.everynewborn.org/">http://www.everynewborn.org/</a> to learn more and get involved. Thanks! #Survive5
	Women's & children's health is a smart investment, particularly with special attention to care at birth. With additional investment of US \$ 5 per person per year, there would be a 9-fold return on investment in social and economic benefits in the highest burden countries! #Survive5 #EveryNewborn

One of World Vision's Global Week of Action partners is the UN Millennium Campaign, who are asking members of the public to vote on the future. Have your say, and share the survey with the following content.

**'My World: The UN Global Survey for a Better World'**

<b>Twitter</b>	During the Global Week of Action: Take action 4 the future. Which are most important for you? <a href="http://bit.ly/19GicB8">http://bit.ly/19GicB8</a> #Survive5 #Post2015
	During the Global Week of Action: Take the @UN global survey for a better world: <a href="http://bit.ly/19GicB8">http://bit.ly/19GicB8</a> #Survive5

	Better healthcare? Political freedoms? Affordable & nutritious food? Which is most important to you? <a href="http://bit.ly/19GicB8">http://bit.ly/19GicB8</a> #Survive5
	During the Global Week of Action: Vote 4 the changes that wld make the difference to your world: <a href="http://bit.ly/19GicB8">http://bit.ly/19GicB8</a> #Survive5
	The @UN wants to hear from you. Share your voice during the Global Week of Action: <a href="http://bit.ly/19GicB8">http://bit.ly/19GicB8</a> #Survive5
<b>Facebook</b>	During @WorldVision’s Global Week of Action vote for the changes that would make the most difference to your world. Share your voice. Take the United Nations global survey for a better world: <a href="http://www.myworld2015.org/">http://www.myworld2015.org/</a> #Survive5
	During this Global Week of Action, the United Nations wants to hear from YOU! My World is a global survey asking you to choose your priorities for a better world. Results will be shared with world leaders in setting the next global development agenda. Tell us about the world you want, because your voice matters: <a href="http://www.myworld2015.org/">http://www.myworld2015.org/</a> #Survive5
	Millions of people have spoken. Now it’s YOUR turn. During the Global Week of Action take the @UN global survey for a better world. Choose your priorities for a better world: <a href="http://www.myworld2015.org/">http://www.myworld2015.org/</a> #Survive5