



EF Global Health Initiative - 2012

As markets and employees travel to new regions of the world, so must our charitable attention. This Global Health Initiative is an effort to raise awareness and inspire action around health issues that transcend national borders, class, race, and ethnicity. These issues are immense and complex and require the highest level of partnership and participation by all sectors to collectively conquer. This guide aims to provide a context for health issues among other global challenges, a summary of the primary impediments to global health and examples of ways that companies, governments, and nonprofits are using their strongest resources to be part of the solution. We encourage you to use this resource guide and the weeks leading up to [International Corporate Philanthropy Day](#), February 27, 2012 and [World Health Day](#), April 7, 2012, to think about how your organization can join the collective effort to improve global health.

- UN Millennium Development Goals

In September 2000, world leaders came together to form a new partnership and set collective goals aimed to reduce extreme poverty. The result was eight [Millennium Development Goals](#) all targeting achievement by 2015. Three of these goals explicitly address global health, and nearly all of them contribute to wellness and disease reduction upon closer inspection.

- End Poverty and Hunger
- Universal Education
- Gender Equality
- Child Health
- Maternal Health
- Combat HIV/AIDS
- Environmental Sustainability
- Global Partnership

Global Health is fundamentally linked to environmental issues, human rights issues, education and the ability of the international community to partner effectively. Fortunately, the Millennium Development Goals have inspired [unprecedented action and progress](#) towards solutions. Regardless of the focus area your company may have chosen for its philanthropic efforts, your contributions are likely playing a role in improving global health and achieving the Millennium Development Goals.

- Importance of Access to Safe Drinking Water

To better understand global health as a critical issue, an understanding of the primary source of sickness and disease is necessary. One billion people, approximately one out of every eight people on the planet, lack access to clean, safe drinking water. Unsafe water and lack of basic sanitation cause 80% of all sickness and



disease, and kill more people every year than all forms of violence, including war, and 90% of death from unsafe water are children under five years old. Access to safe drinking water is essential and we must hurdle this obstacle, we will not be able in order to make sustainable improvements in global health.

Making a Difference

[Procter & Gamble](#) developed low-cost safe drinking-water technology and, recognizing the global health need, has contributed both expertise and financial support to [Children's Safe Drinking Water](#), a signature program to deliver clean water to children and families.

Not only does access reduce sickness and disease, but water access is also an economic development opportunity for impoverished populations. The hours each day currently spent by women and children to fetch water can be redirected towards education or work. Many communities in developing nations often have a plentiful supply of clean water just below the ground, but no way to get to it. Nonprofit organizations such as [charity:water](#) and [Blue Planet Network](#) and their [in-country partners](#) are at work drilling wells using local labor and set quality standards for safe drinking water. Corporate programs like [ITT Watermark](#), in partnership with [Water for People](#) and [Mercy Corps](#), are providing water technology, sanitation facilities and hygiene education that empower communities to manage their own water sanitation going forward. When there is universal access to safe drinking water, both the physical and economic global health will be dramatically improved.

- Global Health Issues

Global health covers an extensive set of diseases and preventative practices. Attention is often focused on HIV/AIDS, malaria and tuberculosis, also known as diseases of poverty, because they are deadly, pervasive and preventable. These will be specifically addressed in the next section. Other major concerns in the alleviation of infectious disease include pneumonia, yellow fever, Hepatitis B, rotavirus, measles, diphtheria and tetanus. Most of these diseases are also preventable and treatable, especially through improved distribution and access to vaccines.

Making a Difference

[GAVI](#), the Global Alliance for Vaccines and Immunization, a unique public-private alliance, was formed in 2000 to develop and support innovative ways to increase immunization in poor countries. GAVI has immunized more than 257 million children since its launch and is estimated by the [World Health Organization](#) (WHO) to have saved 4 million lives. In the process of making immunization services available to 72 countries, together making up half of the world's population, GAVI has also reduced the cost of these vaccines and accelerated the introduction of new ones in the world's poorest countries.



World-wide, as many as 24.1 million babies are not vaccinated against common diseases, despite the fact that immunization has long been recognized as cost-effective, efficient and successful.

Making a Difference

[Pampers](#) has leveraged their commercial presence and relationship with mothers to raise awareness and funds for immunization. Through their [1 Pack = 1 Vaccine](#) campaign to benefit UNICEF, Pampers has helped provide funding for over 31 million tetanus vaccines in less industrialized countries.

Thinking beyond disease reduction, there is also a focus within global health on integrated health solutions. These address maternal health, neonatal and child health, nutrition, family planning, hygiene and tobacco control. By strengthening education and resources in each of these areas, the overall health of communities improves and their resistance to disease increases.

Making a Difference

The [Bill and Melinda Gates Foundation](#) has taken a comprehensive approach toward improving global health, establishing their priority focus areas as infectious diseases and the integrated health solutions mentioned here. They then employ a three-pronged strategy of discovery, delivery and policy and advocacy to make sure that they understand the available solutions, remove obstacles to accessing those solutions and advocate on behalf of more and better resources to accelerate those solutions.

While we are looking globally, we need to remember to look in our own back yards. Our poor eating habits and lack of exercise are leading to countless health problems in our country, many of which could be prevented with lifestyle changes.

Making a Difference

[Humana](#), [The Clinton Foundation](#) and the [PGA TOUR](#) have a shared interest in taking on today's health and wellness challenges by raising awareness and charitable dollars through the new [Humana Challenge](#) PGA TOUR event. The tournament will "challenge" participating pros, amateurs, celebrities, volunteers, spectators and millions of viewers around the country to better understand their role in their own well-being and to take steps to improve their health.



- Primary Diseases of Poverty: Malaria, Tuberculosis and AIDS

Together, these three diseases account for 10% of global mortality; nearly 11,500 people die from them every day. These diseases occur disproportionately in impoverished countries because of the conditions that poverty imposes, including lack of hygiene, education and access to vaccines. Developing countries account for 95% of the global AIDS prevalence and 98% of active tuberculosis infections. Sub-Saharan Africa alone accounts for 90% of malaria deaths and is the region hit hardest by these three diseases. Two-thirds of all people living with HIV and nearly one third of all TB cases are found in Sub-Saharan Africa. Obvious evidence of the link between poverty and these diseases is found in this distressing inequity: Sub-Saharan Africa accounts for 24% of the global burden of disease, but only 3% of the world's health workforce.

Making a Difference

The [Project RED](#) campaign, championed by a variety of celebrities and found at major retailers such as Starbucks, Apple and Gap, has provided a retail vehicle for attracting money to fight AIDS/HIV. The money raised through Project RED goes to [The Global Fund](#), a unique partnership between governments, civil society, the private sector and communities, which aims to prevent and treat HIV/AIDS, malaria and tuberculosis. Since its creation in 2002, the Global Fund has become the main source of finance for programs to fight these diseases. Through 572 programs in 140 countries, The Global Fund provides a quarter of all international financing for AIDS globally, two-thirds for tuberculosis and three quarters for malaria.

Another important player in the fight against AIDS/HIV is the United States Government. The Emergency Plan for AIDS Relief ([PEPFAR](#)) is the largest commitment by any nation to combat a single disease in history. The initial commitment, authorized in 2003, was for \$15 billion over five years for treatment, prevention and care to resource-limited countries. In 2008, the act was revised and renewed with an additional \$48 billion to fight AIDS/HIV, malaria and tuberculosis through 2013. To date, PEPFAR has directly supported anti-retroviral treatment for 3.9 million people world-wide, supported care of 13 million infected individuals and prevented 660,000 HIV positive mothers from transferring the disease to their babies.

- Environmental Contributors: Poverty, Hunger, Climate and Women & Girls

A thorough discussion of global health is really about an entire [ecosystem of factors](#) that affect the resilience and productivity of the world's population. Poverty not only indicates a lack of access to proper medical attention, but also indicates increased overall vulnerability; the slightest challenge can have a domino effect that results in sickness and otherwise preventable death.



[Hunger and malnutrition](#) weaken the immune system and are catalysts for disease. The effects of global warming will be disproportionately felt by the poor, because climate change will likely result in more frequent drought and floods, water scarcity, agricultural irregularity and increased health challenges. Gender equality becomes a health issue when women and girls are sick due to HIV transmission in the sex trade, genital mutilation and other gender-biased cultural practices that make females more susceptible to disease.

Making a Difference

[CARE](#) places special emphasis on working with women not only because they suffer disproportionately from poverty and also because empowered women can help whole families and entire communities escape poverty.

All of the conditions of extreme poverty are interconnected and they all affect both the economic and physical health of struggling populations. By contributing dollars, resources or just attention to the other factors that affect global health, you will be a part of the solution.

- What Your Company Can Do
 - Develop a Signature Program to address the issue of global health – EF can help you or you can use our [Signature Program Toolkit](#)
 - Uncover [Shared Value](#) opportunities and partner with a non-profit or NGO
 - Hold a corporate fundraiser with the proceeds benefitting one of the organization listed in this Initiative that supports global health or addresses its root causes
 - Host a [blood drive](#)
 - Form an [Employee Wellness Committee](#) to foster the health

- Global Health Resources and Related Organizations
 - [Oxfam International](#)
 - [Heifer International](#)
 - [USAID](#)
 - [Women for Women International](#)
 - [Global Fund For Women](#)
 - [Kiva.org](#)
 - [Acumen Fund](#)
 - [Universal Giving](#)
 - [GlobalGiving](#)