

# Healthy Development for All Children

## Promoting Healthy Development for All Children and Families

Clinicians, professional associations and other local stakeholders are key to building sustainable systems of care that can deliver high-quality, high-impact maternal, newborn and child health interventions that save lives, promote healthy development and strengthen children, families and communities. The AAP supports health for all children through advocacy, education and partnerships.



## About the AAP

The American Academy of Pediatrics (AAP) is a nonprofit professional organization of 64,000 primary care pediatricians, pediatric medical sub-specialists, and pediatric surgical specialists dedicated to the health of all children. The mission of the AAP is to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. In 2016, more than 2,100 Academy members live abroad. The AAP organizes committees and councils of expert pediatricians to research, discuss and develop policy on key issues intended to guide parents, health care workers and policymakers in their decisions regarding children's health. More than 28 national committees develop many of the AAP policies and educational programs. AAP members who share special areas of interest also collaborate through sections. Sections cultivate ideas and develop programs within their subspecialty or special interest that improve the care of infants, children, adolescents, and young adults. The Section on International Child Health (SOICH) has more than 900 members committed to improving the health and wellbeing of the world's children through education, advocacy, research, facilitating direct health services and effective global partnerships.

The AAP is a member of the International Pediatric Association (IPA), an organization of 144 National Pediatric Societies from 139 countries, 10 Regional Pediatric Societies, and 13 International Pediatric Specialty Societies. The AAP also serves as the Secretariat for NCD Child, a global alliance of organizations and individuals focused on non-communicable diseases in children and adolescents.

## Partnerships

The AAP partners with other national pediatric societies and supports them with tools, such as training and technical support, to strengthen their professional society and health systems and facilitate advocacy to their own policymakers.

*Helping Babies Survive:* The AAP's Helping Babies Survive (HBS) initiative is a suite of evidence-based training programs designed to reduce neonatal mortality in resource-limited environments. HBS consists of three programs: *Helping Babies Breathe* (HBB), *Essential Care for Every Baby* (ECEB) and *Essential Care*



for *Small Babies* (ECSB). These programs focus on the three most common causes of newborn death: birth asphyxia, infection, and preterm birth, respectively. HBB, the first educational program, was launched in 2010 and has trained more than 300,000 birth attendants in 77 countries to provide assistance during the first, critical 60 second window to the approximately 10 million babies who are born not breathing. Studies have shown early newborn mortality reductions of nearly 50% in Tanzania and Nepal. More than 50 of the HBB programs are now coordinated by national governments.

The newer programs address other leading causes of newborn deaths and include early and exclusive breastfeeding (which could save approximately 800,000 children's lives per year), thermal protection (which could avert 20 percent of neonatal deaths caused by preterm birth complications, and possibly avert 10 percent of deaths in full-term or moderately pre-term babies caused by infection<sup>1</sup>), clean cord care (for a potential 23 percent reduction in the of risk of neonatal mortality<sup>2</sup>) and early identification and management of infections (which contribute to almost a quarter of newborn deaths<sup>3</sup>). In June 2014, the AAP, USAID, and the governments and pediatric associations of Ethiopia, India and Nigeria announced the *Helping 100,000 Babies Survive and Thrive* partnership, an initiative aimed at saving at least 100,000 newborn lives each year in collaboration with the governments and pediatric associations of Ethiopia, India and Nigeria with funding support from Laerdal Global Health, Johnson & Johnson, and the Bill & Melinda Gates Foundation.



HBS is implemented through *Survive & Thrive*, a partnership of USAID and the private sector that also includes the American Congress of Obstetricians and Gynecologists and the American College of Nurse-Midwives. *Survive & Thrive* helps save the lives of mothers, newborns and children by working alongside in-country governments and health professionals to implement high-impact health interventions that leverage the combined resources and expertise of government, professional health associations,

private sector and non-profit partners. Along with NCD Child, HBS represents a commitment of the AAP's Board of Directors to *Every Woman Every Child*, a global movement to end all preventable deaths of women, children and adolescents, and contributes to the movement's *Every Newborn Action Plan*.

***Strengthening Immunization Systems:*** The AAP supports the strengthening of national immunization systems by collaborating with national pediatric societies. Through a grant from the Centers for Disease Control and Prevention (CDC), the Academy educates and strengthens capacity for pediatric leaders in partner countries to be immunization champions by providing guidance, skills-based advocacy workshop trainings and ongoing technical assistance. The peer to peer technical assistance helps pediatric societies refine and implement their immunization advocacy plans, with focused priorities on strengthening routine immunization systems, implementing new vaccines and readying their countries for Polio Endgame implementation activities. Activities are currently underway in Kenya, Nigeria and the Philippines, with three additional countries being identified for the second year of the grant in collaboration with the CDC.

In 2014, with funding from the Bill & Melinda Gates Foundation, the AAP sponsored immunization advocacy trainings for six African countries with the Kenya Paediatric Association, the East African Paediatric Association, and the Royal College of Paediatrics and Child Health, and in Nepal with the Nepalese Paediatric Society.

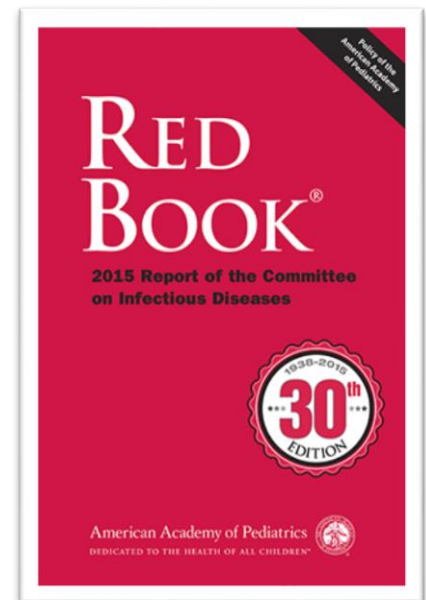
The Academy's global immunization efforts, launched in 2011, are informed by its longstanding commitment to extending the benefits of immunization to all children. Domestically, the AAP trains its members to advocate to their Members of Congress for global immunization funding and to ensure that child health perspectives and clinical expertise are consistently conveyed to the U.S. government and other key stakeholders. The Academy also seeks to raise awareness of global immunization issues through patients, parents, and relevant staff in the clinical office setting. The AAP has recruited more than 500 pediatricians to serve as global immunization advocates in the United States. In partnership with the Measles & Rubella Initiative, a global partnership founded by the American Red Cross, CDC, UN Foundation, UNICEF, the World Health Organization, and Chronicle Books, the Academy provides educational and promotional materials on the importance of vaccinations, specifically for measles, to its members for use in their practices.

### Education

The AAP helps to train and inform pediatricians in the United States and worldwide. The AAP also helps to disseminate lessons learned from other national societies.

*Publications:* The Academy is the leading publisher of pediatric books, journals and digital publications worldwide, delivering original research, commentaries, evidence-based medical education and latest news for pediatric healthcare professionals. *Pediatrics*, *Pediatrics in Review*, *Hospital Pediatrics*, *NeoReviews*, *AAP Grand Rounds*, *PREP The Curriculum* and *PREP Subspecialties* reach more than 200,000 subscribers annually in over 130 countries. Red Book Online, Pediatric Care Online, and Pediatric Patient Education Online reach 130,000 health care providers annually. Over 50 books are translated into 41 different languages.

*Websites:* AAP.org, the professional Web site for Academy members and pediatric health care professionals, receives 14% of its overall traffic from international viewership. The site provides pediatric professionals with a wide range of information from research and new policy statements to clinical guidance and health initiatives. Individuals from more than 237 countries and territories visit the AAP website HealthyChildren.org for parents and families, representing 24% of overall traffic to the site. HealthyChildren en Español, launched in May 2013, provides Spanish-speaking families access to reliable information on important child health topics including immunization, developmental milestones, health and wellness, and pediatric breaking news.



*Section on International Child Health (SOICH):* The Section's ICATCH program provides financial and technical support to pediatricians in resource-limited countries to develop and implement community-based child health initiatives, with 53 grants awarded in 32 countries between 2006 and 2015. The Resident International Elective Award provides grants to pediatric residents to complete their elective in the developing world; 174 awards have been made since 1998.

*International Disaster Preparedness and Relief:* The AAP Friends of Children Fund supports pediatric efforts in disaster preparedness and relief, and AAP leaders work with pediatric societies in multiple countries to improve the care of children before and after disasters. The AAP's 10-module Pediatric Education in Disasters (PEDS) training program,<sup>4</sup> available in English, Spanish and other languages, trains pediatric leaders in management of disaster relief, care and rescue for children. Work is ongoing in Argentina, Chile, Ghana, Haiti, Honduras, Japan, Kenya, Mexico, Tanzania and Vietnam, with additional projects addressing the needs of Syrian refugee children and families in Jordan, Lebanon and Turkey.

### Advocacy

The AAP advocates to the U.S. government, other partners and through the International Pediatric Association for high-quality, high-impact maternal, newborn and child health interventions that save lives, promote healthy development and strengthen children, families and communities.

*Federal global health policy:* The AAP's federal advocacy agenda includes maternal, newborn and child survival; an integrated approach to child health that includes infectious and non-communicable diseases and addresses nutrition; protecting children and promoting their development; and adolescent health and wellbeing. The AAP Washington Office provides reliable data and information on various child health topics, offers feedback on legislative proposals, conducts media outreach on health issues confronting children, recommends legislative initiatives that will benefit children and adolescents and organizes briefings on critical topics. The office also trains pediatricians as advocates and provides them with tools to share information with their elected representatives, colleagues and communities. Policies that the AAP supports include *The Reach Every Mother and Child Act* (H.R.3706/S.1911), which would provide legislative authorization for USAID's blueprint for ending preventable child and maternal deaths within a generation.

*International advocacy:* The AAP is active at the World Health Assembly, the United Nations and other multilateral forums. Among other activities, the AAP has worked to ensure that the new Sustainable Development Goals (SDGs) will meet the needs of children, their families and their communities. For example, after the AAP advocated for the United Nations to allow children to be counted under the SDG non-communicable disease (NCD) target, exclusions on considering people under 30 and over 70 were lifted. The AAP contributes to multilateral plans and strategies, including the updated World Health Organization's Partnership for Maternal, Child & Newborn Health (PMNCH) Global Strategy for Women's, Children's, and



Adolescents' Health to provide a roadmap for implementing the SDG targets to end the preventable deaths of women, children and adolescents.

*Technical input:* AAP members sit on a number of technical and advisory bodies, including as chair of the U.S. National Vaccine Advisory Committee; chair of the World Health Organization's Strategic Advisory Group of Experts (SAGE) on Immunization; and a member of the Gavi Civil Service Organizations Steering Committee. The AAP is active in the Measles and Rubella Initiative, the Global Polio Eradication Initiative and other international coalitions and partnerships.

Through NCD Child, the AAP has collected, analyzed, and shared feedback from multiple stakeholders for a UNICEF-developed draft chapter on healthy living and NCDs. Development of this chapter is part of UNICEF's contribution to the UN Global Action Plan on NCDs, in particular to address NCDs and related risk factors that are posing threats to the survival and well-being of children and adolescents. The initiative is being undertaken in collaboration with UN sister agencies, NCD Child, and other stakeholders. *The chapter will be submitted for possible inclusion in UNICEF's iconic handbook, Facts for Life, a well-known global UN collaborative with important messages for parents, caregivers, and the community to use in changing behaviors and practices to help protect children's health.* The process was initiated with a robust online and in-person consultation which resulted in comments from more than 360 individuals comprised primarily of young people, civil society. Following several revisions by the primary author and core review group, NCD Child launched two phases of field testing. The initial pre-testing of messages via focus groups was completed in India, the Philippines, and Mexico. A second, in-depth pilot testing of the usefulness of the chapter has been completed at sites in India and Kenya.

*Education campaigns:* The AAP launched a measles vaccination education campaign with the Measles & Rubella Initiative in 2014, *Ivy + Bean vs the Measles*, to increase knowledge among Americans on the value of vaccines. In 2016, a refreshed set of resources will be available for pediatric offices, schools, and health departments, including materials in Spanish.

*Social Media:* In 2014, the AAP launched its first social media channel dedicated to global health on Twitter (@AAPGlobalHealth). The feed promotes the Academy's global health programs, key observances, and collaborations with partners. In its first year, the handle gained over 1,000 followers.

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<sup>1</sup> Bhutta, Zulfiqar A, et al. "Can available interventions end preventable deaths in mothers, newborn babies, and stillbirths, and at what cost?" *The Lancet*. May 20, 2014. DOI: 10.1016/S0140-6736(14)60792-3.

<sup>2</sup> Bhutta, Zulfiqar A, et al. "Can available interventions end preventable deaths in mothers, newborn babies, and stillbirths, and at what cost?" *The Lancet*. May 20, 2014. DOI: 10.1016/S0140-6736(14)60792-3.

<sup>3</sup> Liu, L., Johnson, H. Cousens, S., et al. (2012). Global, regional and national causes of child mortality: an up systematic analysis. *Lancet* 379(9832):2151-61.

<sup>4</sup> Available online at <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Children-and-Disasters/Pages/Pediatric-Education-in-Disasters-Manual.aspx>.