



The EVERY ONE Campaign

The EVERY ONE Campaign is a global campaign initiated by Save the Children. The Campaign was officially launched in 2009 in 36 countries with the aim of reducing maternal and child mortality.

The EVERY ONE Campaign in Ethiopia

In Ethiopia, the EVERY ONE campaign aims to make a significant contribution to helping Ethiopia achieve global Millennium Development Goals 4 and 5. With the support of the Ethiopian Ministry of Health, UNICEF, the Ethiopian Midwives Association and many other partners, the campaign aims to see a significant reduction in newborn, child and maternal deaths in the country.

The EVERY ONE Campaign works with other key government ministries, parliamentarians, donors, media, and concerned citizens including faith-based organisations, children and young people, health professionals, affected communities and corporations to build a strong movement and a strong and active constituency.

The EVERY ONE Campaign seeks to educate and inform women and their families on the importance of seeking professional care before, during and after the birth of a baby. Additionally, the Campaign is focused on mobilizing resources from donors, the private sector and individuals to support the implementation of key policies and programs that will dramatically reduce newborn, child and maternal deaths.

The EVERY ONE Campaign in Ethiopia has identified four focus areas:

1. Programming
 - Maternal Newborn Child Health (MNCH) programmes; innovation and results at scale
 - Collecting quarterly data/indicators from our life saving interventions
 - Developing our existing partnerships and developing new ones.
2. Policy and Advocacy
 - Influencing and lobbying activities in order to improve the lives of children.
 - Launch key documents (e.g. 'State of the World's Mothers' Report, Breastfeeding report)
 - Participating in international days such as the Day of the African Child.
3. Popular Mobilization
 - Mobilize the community on issues that are relevant to the campaign (e.g. Hawassa Race, Race for survival)
 - EVERY ONE Edutainment Tour
4. Fund Raising
 - Maximize our fundraising activities

Communications and Campaigns Staff in Ethiopia

The department is staffed with individuals who have diverse backgrounds, interests and experience aiming to achieve one goal (to reduce maternal and child mortality), they are;

- Tesfu Gessesse, Head of Communication and Campaigns
- Amerti Lemma, Communications Coordinator
- Aregawi Teklu, EVERY ONE Monitoring and Evaluation Advisor
- Aselef Belete, Intern
- Emnet Dereje, Visitors and Events Coordinator
- Getachew Dibaba, Media and Brand Manager
- Mariamawit Kifle, EVERY ONE Administrator
- Masresha Taye, EVERY ONE Research Advisor
- Thomas Lulseged, Communications Manager
- Tigist Kassa, EVERY ONE Partnership and Outreach Advisor

The EVERY ONE Campaign is led by Save the Children and supported by

- Alive and Thrive
- Ethiopian Association to Eliminate Harmful Traditional Practices
- Ethiopian Midwives Association
- Last 10k
- Integrated Family Health Programs
- US Agency for International Development (USAID)
- World Health Organization (WHO)
- The Fistula Foundation
- The African Child Policy Forum
- Plan International
- JHPIEGO
- Mariestopes International
- UNICEF
- US Peace Corps
- World Vision

**For more information on EVERY ONE in Ethiopia, please contact
The EVERY ONE Team, at ethiopia.everyone@savethechildren.org and
visit our website www.everyonecampaignethiopia.org**

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