Global Action Plan brings integrated approach for Pneumonia and Diarrhoea in [country name]   
[date]

By/Contact: Name, telephone number, email address

In [insert country name], too many children are still dying from pneumonia and diarrhoea. Globally, these diseases are the leading causes of child mortality, responsible for nearly one-third of deaths in children under age five, claiming more than 2 million lives each year. [If possible, add national diarrhoea and pneumonia mortality numbers; check data from <http://www.countdown2015mnch.org/>].

The *Integrated Global Action Plan for the Prevention and Control of Pneumonia and Diarrhoea (GAPPD),* developed by the World Health Organisation (WHO) and UNICEF, and today launched by [insert country name], provides the roadmap for a more coordinated approach to implementing the most up-to-date strategies to protect children from pneumonia and diarrhoea. The GAPPD offers a resource for coordinating and integrating efforts to improve the impact of current programming.

The GAPPD outlines the crucial elements needed to address diarrhoea and pneumonia: nutrition, vaccines, access to safe water, sanitation, handwashing, and better household air quality; and effective treatment with integrated case management that includes oral rehydration solution and zinc for diarrhoea and amoxicillin and oxygen for pneumonia.

“Here in [country name], we can use this action plan to set our national priorities and put the focus on these two leading killers of children,” said [insert name and title of representative.] *Add additional relevant information from the quote or conversation. May also include relevant information for other country initiatives, including future vaccine rollouts or references to A Promise Renewed, the UN Commission for Life Saving Commodities for Women and Children, and the Global Vaccine Action Plan.*

Coordinating approaches to fighting diarrhoea and pneumonia will be far more effective and efficient, and provide better services to communities, families, and children. Our country can save countless lives by improving access to nutrition, vaccines, health, and water, sanitation, and hygiene interventions and using an integrated approach to fighting these diseases.

We all have a role to play. It’s time to demonstrate, document, and scale up comprehensive, integrated approaches to improving health. These approaches not only improve health, but are also cost effective.

**[Organization name] calls on the Government of [country name] to:**

* Prioritise the fight against pneumonia and diarrhoea by using the *Integrated Global Action Plan for the Prevention and Control of Pneumonia and Diarrhoea* to formulate the plans, and determine what investments and partners are needed to address the unique needs of our country and achieve the greatest health impact.
* *[Add more specific “asks” if possible. What is strategically relevant and necessary in your country?]*

**About [organization name]**

Add any relevant information about your organization and its child health work. Short stories of success, or highlighting integrated programs would be appropriate here. You may also want to highlight cases when partner organizations came together around child health related programs and commitments.