



December 2010

Hello!

We are pleased to present the inaugural edition of the e-newsletter of the Children's Medical Foundation. Through this e-newsletter we will share with you the stories of the hospitals, communities and children being impacted by CMF through your support. We wish you all the best this holiday season, from our family to yours!

CMF is improving the healthcare available to newborn babies in Guizhou Province, China

After successfully opening our 20th Neonatal Intensive Care Unit (NICU) in 2010, CMF has moved into the next phase of our programming with the launch of our pilot project in Guizhou Province in the Southwest region of China. Guizhou is the poorest province in China (per capita GDP of USD1,107 in 2007), with one of highest infant mortality rates in China (death of children under 1-year old). Working with two CMF NICUs established in Guizhou – Zunyi and Guiyang – we are implementing a comprehensive set of programs that will improve the healthcare available to newborn babies in rural, underserved areas of the province. In 2011, CMF will be expanding this program to additional regions of Guizhou, as well as a neighbouring province.



Our **Neonatal Resuscitation Program** trains locally-based trainers in neonatal resuscitation. Our trainer team is training their peers and raising the capacity of health

care professionals in their region to deal with newborns who are in respiratory distress at birth. As many families live in rural areas that are not easily accessible by transportation, our **Mobile Emergency Response Unit** – a specialized transport system – will ensure that babies in rural, remote areas can access care in our NICUs. Our **Save-A-Baby Program** offers financial assistance to families who face the loss of their newborn child simply because they cannot afford the treatment that will save their life. We are also continuing to develop the first professional network between Neonatal Care Centers in China (the **National Neonatal Network**) in order to spread best practices and to develop a robust service standard. In future sites, where CMF does not have an already established NICU, we will provide the training and equipment necessary to establish a specialized **Neonatal Care Unit** to improve the care available to critically ill newborn babies.

We have a number of sponsorship opportunities still available for the programs being launched in 2011 – please contact [us](#) for more information.

This holiday season, give the gift of life and save a baby!



Looking for an alternative gift for a loved one? Why not consider a donation to the Children's Medical Foundation in their name! Your gift will help us fund our programs that save the lives of newborn babies in rural China. Click [here](#) for more information on how to donate.

First breaths of success: Launch of our Neonatal Resuscitation Program

The first session of CMF's Neonatal Resuscitation Program Training in Guiyang and Zunyi was conducted with great success during the final weekend of October. A total of 83 participants from a variety of local health facilities received training from our team of local Master Trainers. In Guiyang, Guiyang's Bureau of Health was responsible for hosting the training and local media provided coverage on the opening ceremony and launch of the training program.

Our trainers have also begun their on-site supervision of the health professionals that were trained in October. With



the close guidance of trainers, the participants in our on-site supervision have indicated that these sessions have increased their skill and confidence in performing neonatal resuscitation. Following our first training session, a local hospital in Guiyang - at the urging of participants in our training session - invested in upgrading the equipment in the hospital used for Neonatal Resuscitation! We are excited to continue to monitor the impact of our training and other programs on the level of neonatal healthcare in these regions.

Around the world, 4 million newborn babies die every year before they reach the first month of their life, mainly from preventable causes.

- Early newborn death, or neonatal mortality, tops the list of preventable causes of child death in China at 60 per cent.¹
- In China, in 2007, a staggering 229,200 newborn babies died within the first 28 days of their lives.¹
- The main causes of neonatal mortality (death in the first four weeks of life) are asphyxia (due to lack of oxygen before delivery), low birth weight and infection. Many of these deaths can easily be prevented.¹
- Children born in rural China are three to six times more likely to die before they turn 5 than those in the cities.²
- A child born in rural China is 7 times more likely to die than one born in Hong Kong.

¹ UNICEF, 2009

² Reuters, March 25, 2010 "Child mortality highlights China's urban-rural divide"

2000 RMB to Save a Baby



Baby Dan was born on September 18th, 2010, to a young Tibetan minority couple who had recently moved from a remote, rural, mountainous region of Sichuan province to Zunyi. Sensing that their 4 day old baby was not well, they brought him to the Zunyi Medical College Hospital where he was examined by doctors from the AIG NICU (founded by CMF). He was underweight, suffering from a number of medical problems and losing his life. The estimated cost of treatment to save Baby Dan was 2000RMB (approximately 300USD).

Baby Dan's parents were unable to afford this treatment. The sole income that the family received was from Baby Dan's father who was working as a hawker. His mother was not working, and both parents did not speak Putonghua. They informed the hospital that they would take Baby Dan home.

Baby Dan was exactly the type of child that CMF's Save-A-Baby Program was created to help.

CMF established the Save-A-Baby Program (sponsored by the employees of Freshfields, Bruckhaus, Deringer) at the Zunyi Medical College Hospital earlier in 2010. Through this

program, families who are unable to afford medical treatment for their newborn babies are able to request financial aid from CMF.

With careful care and the appropriate treatment from the doctors and nurses at Zunyi Medical College Hospital, Baby Dan was discharged from the hospital with clean bill of health. Baby Dan is one of 5 babies whose treatment we have been able to fund with Freshfields' generous support of this program. Your support can truly make a difference in the life of a child.

We've emerged with a new set of wings...



You may have noticed that CMF has a new logo and identity! This new look is courtesy of the generous and talented designers of [Character Creative](#) who donated their services to CMF.

The open faced butterfly is representative of the playfulness in children. A butterfly is "full of energy, beauty, and reflects freedom through transition". The metaphor of a butterfly emerging and flying away from its nourishing cocoon is reminiscent of a child's healthy growth once he or she is provided needed medical support. The line work or flight path of the butterfly incorporates a heart beat - representing medical-related mission of the organization. Yellow and gold connote nourishment, support and stability, while orange represents change and adaptability.

Stay tuned for the launch of CMF's new website in early 2011.