



**MEDIA COVERAGE ON THE FUNDING ANNOUNCEMENTS
BY NORWAY AND THE NETHERLANDS
AT THE CLINTON GLOBAL INITIATIVE
AND THE LAUNCH OF DELIVER NOW FOR WOMEN + CHILDREN,
NEW YORK, 26 SEPTEMBER 2007**

The September 26th became a day brightly marked in the calendar of events on maternal, newborn and child health issues and the MDGs 4 and 5. A global advocacy drive "Deliver Now for Women + Children" was launched through rallies in New York's Bryant Park and the Bronx. A panel discussion with UN women leaders took place at the United Nations. At the Clinton Global Initiative (CGI), Norway has announced a US\$1 billion for MDGs 4 and 5. At the same event, the Netherlands has also stepped up with a US\$125 million for MDGs 3 and 5.

We have prepared a compendium media clippings spanning the week of September 26 to reflect how these events were captured by the global media. The clippings were provided by the WHO media clippings service, Google news search, and LA&K Public Relations that managed the launch of Deliver Now.

It should be noted that the week was crowded with other highly anticipated events taking place in New York, such as the UN General Assembly and CGI's third annual forum. The billion dollar announcement by Norway has received coverage by top-tier media such as Reuters, AFP, New York Times and Financial Times. The Deliver Now campaign launch story was carried through UN Wire, Asia Pulse and other international online magazines and websites, including photo features by AP and the New York Daily News on Chaka Khan, a Grammy-winning singer and one of the celebrities who endorsed the launch. Overall analysis suggests that the press distribution through WHO, UN and UNFPA helped coverage substantially.

You will find below a set of main headlines as well as the media stories, divided into two sections: those focusing on the Deliver Now events at the Bryant Park, United Nations, and those focusing on the Norwegian and Dutch funding announcement for MDGs 4 and 5 at the Clinton Global Initiative Meeting.

MAIN HEADLINES

SECTION 1. Launch of Deliver Now through events on New York and the UN panel

UN Wire: UN-backed global drive to slash maternal and child deaths kicks off

UN Wire: Migiro urges boost in donor funding to improve maternal and child health

IPS : HEALTH: The Quiet Scandal of 10 Million Deaths

MS.MAGAZINE : World Leaders Address Lagging Maternal and Child Health Goals
(Also on *Feminist Daily News Wire*)

Media for freedom: New global campaign promotes maternal, newborn & child health
(Also on *ThinkGirl.net*)

AP Photo feature: Chaka Khan at Bryant Park rally

Daily News, Metro News, New York photo feature: Chaka & awe at health program launch in park



Hindustan Times : Global drive to improve maternal and child health launched in the U.S.

(Story carried also by Asia Pulse, Pakistan Press International, Khabar Express--the news portal of North India)

SECTION 2. Funding announcements by Norway and the Netherlands at the CGI

UN Wire: Norway unveils campaign to achieve UN goal on child mortality, maternal health

Financial Times: Norway pledges \$1bn for health programmes

New York Times: Norway Gives More to Fight Ills Overseas

Reuters: Norway kicks off Clinton summit with \$1 billion pledge

Reuters: Norway to spend \$1 bln to save poor mothers, babies

Agence France Presse: Norway pledges one billion dollars to tackle infant mortality

The Norway Post : Stoltenberg launches world health initiative

Environmental News Service, USA: Rich Panoply of Giving Marks Third Clinton Global Initiative

MEDIA STORIES

SECTION 1. Launch of Deliver Now through events on New York and the UN panel

UN-backed global drive to slash maternal and child deaths kicks off

26 September 2007 – From public rallies in various locations in New York to a meeting of women leaders at the United Nations, Governments and organizations are uniting to [launch](#) a new global and unprecedented drive today to slash maternal and child deaths.

The “Deliver Now for Women + Children” initiative is a direct response to warnings by the UN that the world is lagging behind in achieving the Millennium Development Goals to cut maternal and child deaths by 2015.

“Today is a day of hope for women and children. The cause of women’s and children’s health has remained ‘orphaned’ for too long. Now it is finally emerging from the shadows and gaining the champions it has always deserved,” said Francisco Songane, UN World Health Organization (WHO) Director of the Partnership for Maternal, Newborn & Child Health, which is coordinating the new drive.

A woman dies needlessly during pregnancy or childbirth every minute, while a child under five dies every three seconds, according to the new initiative. Most of these over 10 million deaths annually are preventable.

An additional \$9 billion yearly is needed to meet the basic health care needs of women and children, but as of 2004 only \$2 billion – less than a quarter of the funds required – were made available to help save women and children’s lives in developing countries.

The new campaign hopes to build political commitment to bolster health services, raise awareness in the media and support community groups.



"We are hopeful this will result in action to ensure health services are available for all with prompt access and without discrimination," Dr. Songane said.

Country-specific programmes will first be launched in India and Tanzania. India accounts for one in four of the world's child deaths and one in five of its maternal deaths, and half of the women in Tanzania have no access to skilled care during childbirth.

In New York, public rallies for the campaign are being held in Manhattan and the Bronx, with the participation of supermodel and WHO Goodwill Ambassador for Maternal, Newborn and Child Health Liya Kebede, singer Chaka Khan and actress and talk show host Ricky Lake.

Meanwhile at UN Headquarters, Deputy Secretary-General Asha-Rose Migiro, [WHO](#) Director-General Margaret Chan, UN Population Fund ([UNFPA](#)) Executive Director Thoraya Obaid and UN Children's Fund ([UNICEF](#)) Executive Director Ann Veneman are participating in a discussion entitled "Saving 77 Million by 2015: Advancing the Health of Women and Children."

Today's campaign is part of the broader effort being announced today by the Norwegian Prime Minister Jens Stoltenberg at the annual meeting in New York of the Clinton Global Initiative and is supported by several governments – including the United Kingdom, France, Canada and Germany – as well as global health organizations.

"UNFPA welcomes all efforts, such as Deliver Now, that help speed up the achievement of the health related MDGs and especially those related to maternal and child health," said Ms. Obaid "We must work harder and faster to end a situation where far too many women die during pregnancy and childbirth and far too many children are left as orphans. No woman should die giving life; No child should be without hope."

New global campaign promotes maternal, newborn & child health

27 September 2007 - Deliver Now for Women & Children is a new global campaign to reduce maternal and child deaths. The Deliver Now campaign will draw the world's attention to the more than ten million deaths of women and children which occur each year, mainly in developing nations. Most of these deaths can be prevented through greater political commitment, increased investment in health services and support for communities to demand better access to quality health care.

Deliver Now is a crucial component of a broader Global Campaign for the Health Millennium Development Goals (MDGs), which is being spear-headed by the leaders of Norway, Great Britain and Canada.

The campaign's aim is to reinvigorate action towards the 2015 health targets agreed to by the global community in 2000, for which progress has been very slow. UN Millennium Development Goals (MDGs) 4 & 5 call for a reduction in child deaths of two thirds by 2015 (compared to 1990) and a reduction in maternal mortality of three quarters during the same time frame.

On 5 September 2007 in London, UK Prime Minister Gordon Brown and other world leaders launched the first initiative of the Global Campaign, the International Health Partnership (IHP). This calls for coordinated aid to countries in need thereby building stronger health systems.

On 26 September 2007 Norwegian Prime Minister Jens Stoltenberg will unveil Deliver Now during the Clinton Global Initiative annual meeting - part of a series of events to launch the campaign in



New York. This is the second initiative of the Global Campaign for the Health MDGs. Prime Minister Stoltenberg will launch a "Network of Global Leaders" to provide political momentum and promote investment in mother and child health services. The global launch will be followed by regional launches and country action to begin in 2008. The campaign is being coordinated by The Partnership for Maternal, Newborn & Child Health.

Migiro urges boost in donor funding to improve maternal and child health

28 September 2007 – Deputy Secretary-General Asha-Rose Migiro has called on donor nations to keep their development aid promises, citing the lack of funding as a major reason for the slow progress in reducing maternal and child mortality.

"That in the last two decades little progress has been made on maternal and newborn health in many developing countries is a sombre commentary on the global village we live in," Ms. Migiro [told](#) a gathering in New York on Wednesday in support of a new global push to achieve the internationally agreed development targets related to health.

Noting that 300 children and 5 mothers in labour will die in the time it took her to address the event, she stressed that achieving Millennium Development Goals 4 and 5 – which call for a reduction in child deaths of two thirds compared to 1990 and a reduction in maternal mortality of three quarters, both by 2015 – "is without any doubts one of the most urgent tasks before us."

Lack of funding, along with inadequate health systems, is a main reason for the slow progress in improving maternal and child health, she said. "It is a simple fact that the poorest countries, especially African and least developed countries, are not in a position to pay for their healthcare costs."

While using existing resources more efficiently and improving health delivery systems are important, she stressed increased donor funding and improved aid effectiveness as key to successfully fighting maternal and child mortality.

IPS : HEALTH: The Quiet Scandal of 10 Million Deaths

By Alexandra Stahl

UNITED NATIONS, Oct 2 (IPS) - A global coalition of governments and organisations has launched a new campaign to drastically improve pre- and post-natal healthcare in places like India, which alone accounts for a staggering 25 percent of the world's child deaths and 20 percent of maternal deaths.

Called "Deliver Now" -- a reference to the pledge made by 189 world leaders meeting at the United Nations seven years ago to reduce child deaths by two-thirds and maternal deaths by three-quarters by 2015, among other goals -- it brings together local government agencies, civil society, media and others to allocate existing health resources more effectively.

Halfway toward the deadline to achieve the so-called Millennium Development Goals, more than 10 million mothers and children still die every year, mostly from preventable causes. Four million newborns die in their first four weeks of their life, three million in the first week.

"The cause of women's and children's health has remained in the shadows for too long and been neglected on the political agenda," said Dr. Francisco Songane, director of the partnership.



According to the World Health Organisation (WHO), 42 percent of pregnant women around the world experience a complication, of which 15 percent are life-threatening. These problems mostly occur in developing countries: 95 percent of all maternal and newborn deaths worldwide occur in 75 countries in Africa, Asia and Latin America.

According to recent research, at least 7 million of these deaths could be prevented by expanding access to health systems.

"We need more action and more political will. It's a scandal that half a million mothers die each year in pregnancy or when giving birth," said Jens Stoltenberg, the prime minister of Norway, who spoke at a recent U.N. panel discussion.

"Millions of women and children can be saved with modest means. We know what to do and it isn't expensive," added Stoltenberg, whose government plans to spend a billion dollars over the next 10 years on maternal and child health programmes around the world.

These relatively simple measures include regular vaccinations, breastfeeding, access to antibiotics and the help of a skilled birth attendant.

The first specific country programmes will start in 2008 in India and Tanzania, which currently faces a critical shortage of qualified health workers to assist during childbirth. Some 54 percent of women receive no skilled attendance; as a result, a woman dies of pregnancy-related complications there every hour of every day.

Aparajita Gogoi, the national coordinator of the White Ribbon Alliance for Safe Motherhood, noted that, "The victims of pregnancy-related deaths are poor and politically powerless. It is the NGOs that have to talk to these people and to enlighten them."

Besides Norway, France, Canada, Germany and Britain are also supporting the campaign. Stoltenberg expressed his hope that more donor countries will become engaged.

Experts say that at least 9 billion dollars a year is needed to meet the basic health care needs of women and children. As of 2004, only 2 billion dollars -- less than a quarter of what is needed -- was available to support such services in developing countries.

The head of the U.N. Population Fund, Thoraya Ahmed Obaid, agreed that stronger leadership and commitment to make women's health a priority is critical. "Most important is that we work all together to achieve the goal," she said.

Good health also requires a sound environment and commitment to upholding women's fundamental rights.

"We have to do something about the low status of women in many societies," said Margaret Chan, director general of the World Health Organisation. "They have to be empowered, they should be able to fight for their rights."

She also noted that air, water and food, which are affected by the growing problem of climate change, are fundamental determinants of health. Chan expressed her hope that "politicians think further recognising not only climate change's impact on the environment and economy but also that on health."

Rosangela Berman Bieler, a journalist and executive director of the Inter-American Institute on



Disability and Inclusive Development, urged that efforts to expand access to healthcare take into account the special needs of the disabled.

"There will be no results when people with disabilities are not involved. I hope that there will develop a society that includes everyone," said the 49-year-old mother, who has been a quadriplegic since suffering an automobile accident in 1976, when she was 19.

Scoop.nz: UN-backed global drive to slash maternal and child deaths kicks off

From public rallies in various locations in New York to a meeting of women leaders at the United Nations, Governments and organizations are uniting to launch a new global and unprecedented drive today to slash maternal and child deaths.

The "Deliver Now for Women + Children" initiative is a direct response to warnings by the UN that the world is lagging behind in achieving the Millennium Development Goals to cut maternal and child deaths by 2015.

"Today is a day of hope for women and children. The cause of women's and children's health has remained 'orphaned' for too long. Now it is finally emerging from the shadows and gaining the champions it has always deserved," said Francisco Songane, UN World Health Organization (WHO) Director of the Partnership for Maternal, Newborn & Child Health, which is coordinating the new drive.

A woman dies needlessly during pregnancy or childbirth every minute, while a child under five dies every three seconds, according to the new initiative. Most of these over 10 million deaths annually are preventable.

An additional \$9 billion yearly is needed to meet the basic health care needs of women and children, but as of 2004 only \$2 billion - less than a quarter of the funds required - were made available to help save women and children's lives in developing countries.

The new campaign hopes to build political commitment to bolster health services, raise awareness in the media and support community groups.

"We are hopeful this will result in action to ensure health services are available for all with prompt access and without discrimination," Dr. Songane said.

Country-specific programmes will first be launched in India and Tanzania. India accounts for one in four of the world's child deaths and one in five of its maternal deaths, and half of the women in Tanzania have no access to skilled care during childbirth.

In New York, public rallies for the campaign are being held in Manhattan and the Bronx, with the participation of supermodel and WHO Goodwill Ambassador for Maternal, Newborn and Child Health Liya Kebede, singer Chaka Khan and actress and talk show host Ricky Lake.

Meanwhile at UN Headquarters, Deputy Secretary-General Asha-Rose Migiro, WHO Director-General Margaret Chan, UN Population Fund (UNFPA) Executive Director Thoraya Obaid and UN Children's Fund (UNICEF) Executive Director Ann Veneman are participating in a discussion entitled "Saving 77 Million by 2015: Advancing the Health of Women and Children."



Today's campaign is part of the broader effort being announced today by the Norwegian Prime Minister Jens Stoltenberg at the annual meeting in New York of the Clinton Global Initiative and is supported by several governments - including the United Kingdom, France, Canada and Germany - as well as global health organizations.

"UNFPA welcomes all efforts, such as Deliver Now, that help speed up the achievement of the health related MDGs and especially those related to maternal and child health," said Ms. Obaid "We must work harder and faster to end a situation where far too many women die during pregnancy and childbirth and far too many children are left as orphans. No woman should die giving life; No child should be without hope."

MS.MAGAZINE : World Leaders Address Lagging Maternal and Child Health Goals

October 2, 2007

Norwegian Prime Minister Jens Stoltenberg recently unveiled a new World Health Organization (WHO)-led collaboration of governments and organizations designed to improve maternal and child health worldwide. Deliver Now for Women + Children aims to spur progress on UN's Millennium Development Goals 4 and 5, which call for a two-thirds reduction in child deaths and a three-quarters reduction in maternal mortality by 2015.

Deliver Now was founded in reaction to slow progress on these goals, as well as those of the World Bank's Safe Motherhood Initiative of 1987. More than ten million women and children still die each year due to preventable causes—more than the resulting deaths of AIDS and TB combined, according to the WHO.

Norway has donated \$1 billion dollars to the campaign; other major donors include Canada, Denmark, France, Germany, and Great Britain. Although these donations are coming from developed countries, Dr. Arletty Pinel, Team Leader of Deliver Now, stresses that this campaign is also about local governments and NGOs saying "enough is enough" regarding the crisis of maternal and child mortality.

World leaders will be meeting in London later this month for a Women Deliver Conference to galvanize political will on the issue.

Media Resources: The Partnership for Maternal, Newborn, & Child Health 9/26/07

Media for freedom: New global campaign promotes maternal, newborn & child health (also on ThinkGirl.net)

Deliver Now for Women & Children is a new global campaign to reduce maternal and child deaths. The Deliver Now campaign will draw the world's attention to the more than ten million deaths of women and children which occur each year, mainly in developing nations. Most of these deaths can be prevented through greater political commitment, increased investment in health services and support for communities to demand better access to quality health care.

Deliver Now is a crucial component of a broader Global Campaign for the Health Millennium Development Goals (MDGs), which is being spear-headed by the leaders of Norway, Great Britain and Canada.

The campaign's aim is to reinvigorate action towards the 2015 health targets agreed to by the global community in 2000, for which progress has been very slow. UN Millennium Development



Goals (MDGs) 4 & 5 call for a reduction in child deaths of two thirds by 2015 (compared to 1990) and a reduction in maternal mortality of three quarters during the same time frame.

On 5 September 2007 in London, UK Prime Minister Gordon Brown and other world leaders launched the first initiative of the Global Campaign, the International Health Partnership (IHP). This calls for coordinated aid to countries in need thereby building stronger health systems.

On 26 September 2007 Norwegian Prime Minister Jens Stoltenberg will unveil Deliver Now during the Clinton Global Initiative annual meeting - part of a series of events to launch the campaign in New York. This is the second initiative of the Global Campaign for the Health MDGs. Prime Minister Stoltenberg will launch a "Network of Global Leaders" to provide political momentum and promote investment in mother and child health services. The global launch will be followed by regional launches and country action to begin in 2008. The campaign is being coordinated by The Partnership for Maternal, Newborn & Child Health.

Key celebrities have endorsed the Deliver Now campaign.

Hindustan Times : Global drive to improve maternal and child health launched in the U.S.

Pakistan Press International, Khabar Express, the news portal of North India

New York, Sept. 26 -- In an historic effort to cut maternal and child deaths, a global coalition of governments and organizations will launch a major advocacy drive today entitled Deliver Now for Women + Children.

The launch will take place at public rallies in the city center and the Bronx. Women leaders of the United Nations will also hold a special discussion Saving 77 Million by 2015: Advancing the Health of Women and Children.

Deliver Now for Women + Children is a core component of a broader Global Campaign for the Health Millennium Development Goals being announced today by the Prime Minister of Norway and other national leaders at the Clinton Global Initiative Annual Meeting in New York.

The unprecedented mobilization responds to alerts raised by the UN confirming the world is lagging far behind in reaching the Millennium Development Goals (MDGs) for reducing maternal and child deaths by 2015.

More than 10 million women and children die each year mostly from preventable causes, while investment in basic maternal and child health remains insufficient. At least an additional nine billion dollars a year are needed to meet the basic health care needs of women and children.

As of 2004, only two billion dollars-less than a quarter of what is needed- was made available by major donors to support such services in developing countries.

"Today is a day of hope for women and children. The cause of women's and children's health has remained "orphaned" for too long. Now it is finally emerging from the shadows and gaining the champions it has always deserved," said Dr Francisco Songane, Director of the Partnership for Maternal, Newborn and Child Health, hosted by WHO in Geneva.

"We are hopeful this will result in action to ensure health services are available for all with prompt access and without discrimination," he added.

New York public rallies for Deliver Now for Women + Children are taking place in Manhattan and the Bronx. Supermodel and WHO Goodwill Ambassador for Maternal, Newborn and Child Health Liya Kebede, Grammy-nominated singer Chaka Khan, and actress/talk show host Ricky Lake are participating in these awareness-raising events.



At the United Nations, Deputy Secretary-General Asha-Rose Migiro, WHO Director-General Margaret Chan, UNFPA Executive Director Thoraya Obaid and UNICEF Executive Director Ann Veneman are demonstrating their commitment to improve maternal health and reduce child mortality during a high level discussion attended by delegates to the 62nd General Assembly.

Seventy five countries in Africa, Asia and Latin America account for almost 95 percent of all maternal and newborn deaths worldwide. India and Tanzania are the first countries where Deliver Now for Women + Children country-specific programmes will be launched.

These campaigns will build political commitment for improved health services, raise media awareness, support action by community groups. India accounts for 25 percent of the world's child deaths and 20 percent of its maternal deaths.

In Tanzania, 50 percent of women have no access to skilled care during childbirth due to a critical shortage of qualified health workers and health facilities.

The Deliver Now for Women + Children initiative will work closely with other organizations advocating for maternal and child health, and will be coordinated by the Partnership for Maternal, Newborn and Child Health.

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■ News

Launch of "Deliver Now for Women + Children" initiative by the UN

27 September 2007

The United Nations

Governments and organizations are uniting in order to launch a new global and unprecedented drive on 26 September, 2007 to cut down maternal and child deaths. The "Deliver Now for Women + Children" initiative is a direct response to warnings by the United Nations that the world is lagging behind in achieving the Millennium Development Goals to cut maternal and child deaths by 2015.

It is estimated that an additional US\$ 9 billion yearly is required for meeting the basic health care needs of women and children. The new campaign of the United Nations hopes to build political commitment to bolster health services, raise awareness in the media and support community groups. Country-specific programmes will first be launched in India and Tanzania. India accounts for one in four of the world's child deaths and one in five of its maternal deaths, and half of the women in Tanzania have no access to skilled care during childbirth. In this connection a discussion titled "Saving 77 Million by 2015: Advancing the Health of Women and Children", would be held.

Chaka Khan Performs At Deliver Now

Posted on Tuesday, October 02 2007 @ 05:35:40 CDT by [MusicMan](#)

Chaka Khan performed at the kickoff at Bryant Park in New York City for Deliver Now on Wednesday (September 26), a major new advocacy drive to eliminate maternal and child deaths and improve the health of women and children around the world. Check out pictures from [Photoshot](#).



September 26, 2007. New York City.....Singer Chaka Khan performs at the kickoff at Bryant Park in New York City.....Deliver Now is a major new advocacy drive to eliminate maternal and child deaths and improve the health of women and children around the world Ref: B434_105551_0001 Date: 26.09.2007 COMPULSORY CREDIT: Newscom/Photoshot



September 27, 2007



Singer Chaka Khan performs at a rally, Wednesday Sept. 26, 2007, in Bryant Park to support the launch of Deliver Now For Women & Children. (AP Photo/Shoun A. Hill)

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DAILY NEWS

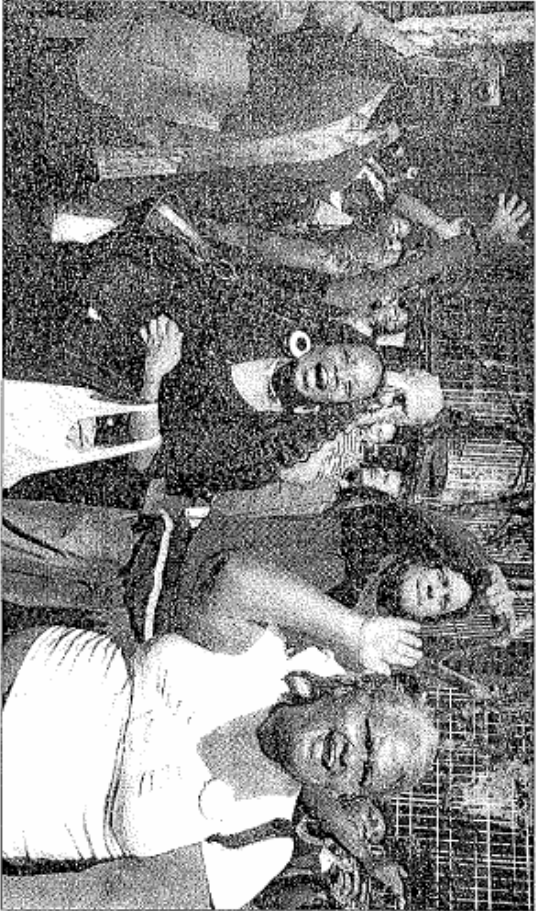
NEW YORK'S HOMETOWN NEWSPAPER

Thursday, September 27, 2007

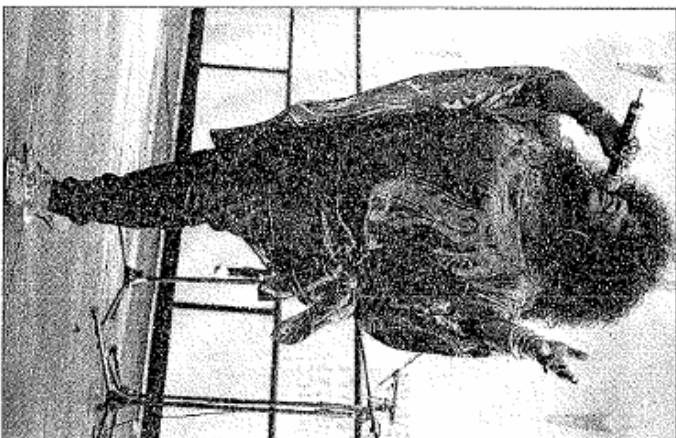
NYDailyNews.com

METRO NEWS

Chaka & awe at health program launch in park



Grammy-winning singer Chaka Khan (C) has audience in a frenzy during a spirited lunchtime performance at Bryant Park yesterday for Deliver Now for Women + Health, a new global initiative aimed at bringing greater attention to maternal and child health. Photo by Bryan Smith





SECTION 2. Funding announcements by Norway and the Netherlands at the CGI

UN Wire: Norway unveils campaign to achieve UN goal on child mortality, maternal health

26 September 2007 – [Norway](#) will spend \$1 billion over the next decade to help in the fight in the developing world against infant mortality and deaths in childbirth, one of the eight Millennium Development Goals (MDGs) adopted at a United Nations summit in 2000, its Prime Minister announced today.

Jens Stoltenberg told the annual high-level debate of the General Assembly in New York that the world is struggling to meet the MDGs by their target date of 2015, and particularly the Goal concerning child mortality and maternal health.

“Simple, affordable measures can save millions” of children’s and mothers’ lives, the Prime Minister said. Every year, 500,000 women die because of childbirth and 2 million babies lose their lives before the sun sets on their first day.

“The four million newborn who die in their first month may survive if they are breastfed [and] have access to antibiotics and health workers.”

The Norwegian plan, launched with other governments, agencies and civil society, is aimed at boosting both the organization of the fight and the amount of funding available, and not just for vaccinations.

“Health personnel should treat more patients and file fewer reports. And we must change the financing so that treating patients becomes a source of income rather than a cost for the health systems.”

Mr. Stoltenberg said an advocacy campaign for women and children was being launched and would be overseen by a Network of Global Leaders chosen to help ensure “that our message will reach every corner of the world.”

He stressed that although the Global Alliance for Vaccines has saved more than 2 million lives since its inception in 2000, it was important to move beyond that to other forms of treatment.

Norway kicks off Clinton summit with \$1 billion pledge

By Michelle Nichols

NEW YORK (Reuters) - Norway made a \$1 billion pledge on Wednesday aimed at saving the lives of millions of mothers and babies in developing countries, kicking off former U.S. President Bill Clinton's third annual philanthropic summit.

Norwegian Prime Minister Jens Stoltenberg said the money would be spent in novel ways -- such as for paying poor mothers to give birth in clinics -- during a decade-long campaign targeting Africa.



"Each year 2 million babies die before the sun sets on their first day. Four million newborns die in their first month," Stoltenberg told a news conference. "In my country one in 30,000 women will die in connection with giving birth. In some countries, one in seven women will die."

"This is unjust and unnecessary," he said, adding that the money would be distributed through the World Bank and other organizations. The Netherlands also pledged to commit an additional \$175 million to the program.

Indonesian President Susilo Bambang Yudhoyono, who is part of a leaders network created by Stoltenberg to make women and children a priority, said he was proud to be at the summit "among pioneers whom I know have a permanent place in heaven due to their wonderful deeds and compassion for others."

"Many developing countries have the will and compassion, but not necessarily the economic resources," Yudhoyono said.

Attracting celebrities, heads of states, company chiefs and aid workers, the Clinton Global Initiative since its 2005 launch has generated \$10 billion in pledges for poverty, health, climate and education problems.

"We're faced with complex problems that government is either not solving or that government alone cannot solve," Clinton told the summit's opening session. "We have to find ways to devote more time, money, skills, organization building. We can help more people and save more lives if we do."

HOLLYWOOD ACTS

Among the first to act on Wednesday were actor Brad Pitt and real estate developer and film producer Steve Bing, who committed up to \$5 million each to build 150 environmentally friendly homes in Hurricane Katrina-hit New Orleans.

"The rebuilding effort is abysmal," Pitt said. "Katrina was a man-made disaster. Climate change is a man-made problem."

San Francisco-based Pure Digital Technologies pledged to distribute 1 million camcorders to charities so they can broadcast their needs and achievements on the Internet.

Bangladesh-based non-profit BRAC announced a commitment of \$271 million over five years to help educate 7.5 million young people in five African and Asian countries.

The Global Fund for Children unveiled an "Under-8 Initiative," a pledge to invest \$10 million over five years in groups working in developing countries in Africa, Asia and Latin America to develop the potential of children under 8.

Clinton will take his philanthropic summit to Hong Kong next year, hoping that Asians will keep issues such as poverty, health and climate change on the agenda as economies from India to China grow rapidly.



Clinton requires attendees at his summits to fulfill their pledges or they not allowed to return. To help ordinary people find a way to do good in their own communities, he unveiled on Wednesday at www.mycommitment.org, a database of about 1 million volunteer groups globally

Clinton will also target U.S. university students in a discussion on Saturday with rock star and activist Bono, comedian Chris Rock and singers Alicia Keys and Shakira, to be aired by MTV

Financial Times: Norway pledges \$1bn for health programmes

By Andrew Jack

Published: September 26 2007 19:09 | Last updated: September 26 2007 19:09

Norway on Wednesday pledged \$1bn over the next decade to help reduce child and maternal deaths in the developing world.

The move, on top of \$1bn it has already offered to boost vaccination programmes, is one of several initiatives it unveiled to raise international efforts to meet two of the United Nations' millennium development goals, to halve mother and child mortality by 2015.

It also marks a growing recognition of the need to strengthen health systems rather than simply focus on particular diseases or techniques such as vaccination as a way to tackle high mortality rates.

Jens Stoltenberg, Norway's prime minister, said: "We have already allocated money for vaccination but now we need to target other measures. 10m children die each year from diseases they could easily be saved from."

He condemned as "completely immoral" the deaths of large numbers of children and their mothers each year despite simple measures that could help them, through the provision of basic infrastructure such as bed-nets, advice on breast-feeding and the use of skilled birth attendants.

He stressed the need for performance-based financing, and said he was helping coordinate a network of global leaders to push for greater efforts to fulfill the millennium development goals.

Mr Stoltenberg said he had long been convinced of the need for immunisation, "as a father who has seen the importance and the magic of vaccination; an economist, who sees how cheap and cost efficient it is; and as a prime minister who had the privilege of signing the millennium declaration and has the commitment to see it fulfilled."

Norway is already the world's leading providers of development assistance in proportion to its size, allocating 0.97 per cent of gross domestic product which he said would "hopefully soon" rise to 1 per cent.



Norway to spend \$1 bln to save poor mothers, babies

NEW YORK (Reuters) - Norway made a \$1 billion pledge on Wednesday to help mothers and babies in developing countries, kicking off former U.S. President Bill Clinton's third annual philanthropic summit.

Norwegian Prime Minister Jens Stoltenberg said the money would be spent in innovative ways -- such as paying poor mothers to give birth in clinics -- during a 10-year campaign targeting Africa.

"The main idea with the campaign, with the money, is to try to find more new results based ways of financing health," Stoltenberg told Reuters, adding that the money would be distributed through the World Bank and other organizations.

"The four million newborns who die in their first month may survive the first days and weeks of their lives if they are breastfed, and have access to antibiotics and health personnel," Stoltenberg said. "The half a million women who die in pregnancy or giving birth can be saved with simple means."

He said the \$1 billion is in addition to another \$1 billion Norway committed to spend between 2000 and 2015 on vaccines and immunizations in poor countries.

Attracting celebrities, world leaders, company chiefs and aid workers, the Clinton Global Initiative has generated \$10 billion in pledges for poverty, health, climate and education problems since its 2005 launch.

THE NORWAY POST : Stoltenberg launches world health initiative

Thu, 27.09.2007

At the Clinton Global Initiative in New York, Norway's Prime Minister Jens Stoltenberg on Wednesday led the launch of a global campaign to save the lives of millions of women and children. On behalf of Norway, Prime Minister Stoltenberg pledged US \$ 1 billion dollars to save lives.

Stoltenberg said stronger health systems could mean that the four million newborn babies who currently die in their first month of life, could in fact survive if they were breastfed or were treated with antibiotics by trained medical workers.

"Increased and dependable financing would also make a big difference in saving the half a million mothers who die each year in pregnancy or when giving birth," said Stoltenberg.

According to the Norwegian Prime Minister, developing countries are making important progress in achieving better health, but much too slowly to reach their 2015 **Millennium Development Goals** in health, especially those calling for reducing the numbers of child deaths, improving women's health, and reducing the occurrence of key diseases such as HIV/AIDS, tuberculosis, and malaria.



Stoltenberg said measles vaccination campaigns in Africa were showing successful results by now saving half a million lives every year. The amount of money given in aid for improving the health of the world's poor has increased substantially. Polio, which paralysed over 350,000 children in 1988, is on the verge of being eradicated.

Still, the Prime Minister said, "the world is off-track in achieving the health MDGs and so we have to run that much harder and faster to honour these far-reaching commitments. The world expects us to meet this commitment by 2015."

"I am pleased to announce today that we are building a network of global leaders to oversee and ensure that better health care for women and children will indeed be the priority. The millions of lives saved will strengthen the basis for development and prosperity," said Stoltenberg.

Stoltenberg was joined in his launch by President Jakaya Kikwete of Tanzania, President Armando Guebuza of Mozambique, President Susilo Bambang Yudhoyono of Indonesia, Prime Minister Jan Peter Balkenende of the Netherlands, President Robert Zoellick of the World Bank Group, **WHO** General Director Margaret Chan and UNICEF Executive Director Ann Veneman.

(NRK/Press release)

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Norway pledges one billion dollars to tackle infant mortality

AFP - **Wednesday, September 26 08:38 pm**

NEW YORK (AFP) - Norway on Wednesday pledged one billion dollars to help fight infant mortality and childbirth deaths in the developing world, kicking off a three-day Clinton Global Initiative meeting in New York.

"Today we launch a campaign to save millions of lives," Prime Minister Jens Stoltenberg told reporters in New York, where the summit is being held on the margins of the United Nations General Assembly.

"Close to 10 million children die each year of diseases for which there are inexpensive and effective remedies. Half a million young women die each year during pregnancy or in connection with childbirth," he said.

"These facts are awful," he added. He called the contrast between death rates in Norway, at one in 30,000, and in some developing countries at one in seven, as "unjust and unnecessary."

"Simple affordable measures, antibiotics or the presence of skilled birth attendants will save millions of women's lives," he said.

The one billion dollars Norway would make available would be used to pay for vaccinating children in poor countries between now and 2015, he said.

The three-day summit, organized by former US President Bill Clinton, is aimed at tackling a broad range of issues from global warming and health epidemics to growing income equality and the lack of education.

New York Times: Norway Gives More to Fight Ills Overseas

By [CELIA W. DUGGER](#)

September 30, 2007



[Norway](#), whose 4.7 million people already contribute almost \$4 billion a year to aid developing countries, will give \$1 billion on top of that in the next 10 years to reduce deaths of millions of mothers and children from preventable causes, its prime minister, Jens Stoltenberg, announced last week at a Clinton Foundation conference in New York.

Prime Minister Jan Peter Balkenende of the Netherlands pledged at the same news conference that his country would give \$175 million for child and maternal health in the next three years.

As Norway and the Netherlands, two of the five most generous nations in aid to the developing world, raised their financial commitment in one conference room, [Bill Frist](#), the former Republican senator who now works with Save the Children, stood up in another room at the conference to lead a panel on child and maternal health.

Several influential groups, including Save the Children, the [Bill and Melinda Gates Foundation](#) and the rock star [Bono](#)'s One Campaign, are pushing the United States, next to last among rich nations in aid to developing countries as a share of gross national product, to increase its giving to improve the survival odds of mothers and children. Financing from the United States to combat malaria and AIDS, killers of children in poor countries, has grown, but spending to fight many other childhood illnesses has stagnated.

Mr. Stoltenberg first weighed in on child health in 2000 when his oil-rich nation made a \$1 billion, 10-year commitment to the Global Alliance for Vaccines and Immunization, which has since helped prevent the deaths of millions of children from measles and other diseases.

"I am a father," he said in an interview on Wednesday. "I see how important it is to give vaccines to my own children, and I see how unjust it is that many children do not receive this magic shot. And I am an economist. I see how cheap it is to save lives."

Norway's new \$1 billion commitment will strengthen basic health systems that serve women and children, he said, noting that after mothers die their children often perish or become ill. Some 500,000 women die each year of pregnancy-related causes worldwide, about one each minute. In Norway, Mr. Stoltenberg said, only one in 30,000 women die in connection with childbirth, while it is one in seven in some of the poorest countries.

Mr. Stoltenberg, who has made child and maternal health a personal cause for years, recruited other heads of state from Africa and Asia to campaign with him on the issue. The presidents of Tanzania, Mozambique and Indonesia joined him onstage Wednesday.

The gathering was part of the Clinton Global Initiative, in which leaders of political, business and nonprofit organizations are brought together to address issues of global poverty and [climate change](#). It is administered by the William J. Clinton Foundation, which was founded in 2002 by former President [Bill Clinton](#).

Norway plans to spend much of the money in the early years through the [World Bank](#) to give individuals and hospitals incentives to improve the care of women and children, for example giving village health workers small bonuses for taking women to give birth in health centers that have skilled health workers on duty.

In India, Norway has financed a project in Rajasthan State that pays poor women from urban areas \$20 and from rural areas \$40 to give birth in a health facility. Those are sizable sums for the very poor, and help cover the cost of riding a bus, a motorbike or an ox cart to the hospital.



Since the program began, the percentage of women giving birth in health facilities has soared, along with their chances of surviving the complications of childbirth, said Tore Godal, an adviser to Mr. Stoltenberg.

When Mr. Clinton praised Mr. Stoltenberg on Wednesday before the 1,300 people attending the Clinton Global Initiative he said: "A billion dollars will save the lives of two million children. These people have done a great thing today."

Environmental News Service, USA: Rich Panoply of Giving Marks Third Clinton Global Initiative

NEW YORK, New York, October 1, 2007 (ENS) - When the formal portion of the third annual Clinton Global Initiative closed in New York on Friday, former President Bill Clinton announced that participants' commitments will result in 170 million acres of forest protected or restored, plus millions of people with better access to health care, sustainable incomes, and education.



Former President Bill Clinton gives credit to one of hundreds of donors who made the third annual CGI a success. (Photo courtesy CGI)

"Giving," the title of Clinton's new book, is also the theme of the Clinton Global Initiative, CGI. The program for the 2007 Annual Meeting concentrated on four focus areas - education, energy and climate change, global health, and poverty alleviation.

"I'm ecstatic about the work that's been done here over the past three days. We have seen firsthand that one commitment of action inspires a myriad of others," President Bill Clinton said. "The quality and level of commitments that we have seen this year are a testament to the positive impact our CGI members and initiatives are having around the world."

Then on Saturday night at Harlem's historic Apollo Theater, just around the corner from Clinton's office, the former president was joined by Bono, Wyclef, Shakira, Chris Rock and Alicia Keys to wrap the philanthropic summit with a mantle of celebrity attention in a roundtable on the state of youth activism.

Jerry Lee Lewis and Solomon Burke opened the show with a musical celebration in honor of Lewis' 72nd birthday.

Colombian star Shakira announced that her charity foundation, Latin America in Solidarity Action, would donate \$40 million to helping victims of natural disasters in Nicaragua and Peru.

Keys, a spokesperson for the Keep a Child Alive foundation, said the organization is launching a "Good Cents Initiative" through which businesses make small contributions to help children with AIDS get the medicine they need.

Performances by Keys, Shakira and Wyclef topped off the evening, which was hosted by MTV.

One of the new commitments announced on Friday will benefit all nongovernmental organizations. YouTube will create a special section on its video-sharing website dedicated to NGOs. This will provide them with branded channels, a vehicle for advertising their organization and a link to a Google checkout donation tool to allow browsers to make donations. The project aims to help NGOs reach new audiences and educate people about the issues on they work on.



In addition to the long list of commitments made at this year's CGI meeting, hundreds of commitments were made by more than 40,000 people who visited the newly launched website MyCommitment.org. Through this online tool, nearly 200,000 hours of volunteer time and close to \$130,000 were committed.

To cultivate a new generation of philanthropists and citizen-servants, Clinton announced a new project called CGI-U, that will expand CGI to university and college campuses.

"I believe the world has never needed a community of givers more than it does today. CGI-U will serve as a catalyst for commitments of action by young people around the country to make a difference in their world," Clinton said.

Like CGI's annual meeting, the CGI-U meeting will feature panel discussions and commitments. This spring the first CGI-U meeting will convene at Tulane University with several hundred student leaders from around the country.

In a separate commitment that also will involve young people, in November, the Energy Action Coalition will bring together thousands of young adults in Washington, DC for Power Shift 2007, the first-ever national youth summit to address the climate crisis.

Participants will receive tools and training to increase youth voter turn-out and pressure politicians to offer bold climate solutions particularly around the 2008 elections. The Energy Action Coalition comprises 44 member organizations and almost 400 allied organizations and companies.

Young people in conflict and post-conflict situations need education most urgently, said actress Angelina Jolie during a panel discussion on Wednesday. In a heartfelt plea she said, "The children in conflict and refugee children have lost everything, they have nothing and they have been traumatized and they have been hurt and they have witnessed what we pray our children never have to see. All they have left is their minds. All they have left is a possible future. And what are they going to do and what are they going to be? They are susceptible to so much and they are feeling so much."



"And we can take these young people who are such great young people, survivors, and give them amazing opportunities and say we are going to help show you how to learn about reconciliation, we are going to teach you about what it is to be a teacher, a lawyer, an engineer. ... We don't want them to grow up and not have anything to live for and not feel that they are of any use and not know what to do," Jolie said.

A \$30 million pledge to help educate children affected by conflict, especially in Iraq and the Occupied Palestinian Territory, and Norway's pledge of \$1 billion over the next 10 years to help improve maternal and child health worldwide were announced at the Clinton Global Initiative.

The Netherlands also has pledged \$176 million for the effort.

"Today we launch a campaign to save millions of lives," said Norwegian Prime Minister Jens Stoltenberg at a press conference launching the pledge. Clinton was joined at this year's meeting by 1,300 leaders of business, government and nongovernmental organizations, including 50 current and former heads of state, who traveled to New York from six continents.

Rwandan President Paul Kagame unveiled his country's first national conservation park to promote reforestation and conservation, and research to enhance knowledge of the world's diminishing number of great apes.



Rwandan President Paul Kagame welcomes Former President Bill Clinton to Rwanda in July 2006. (Photo courtesy Office of President Kagame)

In collaboration with Ted Townsend, founder of Earthpark and the Great Ape Trust of Iowa, President Kagame announced at the Clinton Global Initiative a joint 10-year program called The Rwanda Forest Protection Project. The partners will develop both a national conservation park and field station for reforestation and conservation of great apes, including mountain gorillas, which currently number around 700 worldwide.

The government of Rwanda will identify, dedicate and protect in perpetuity a region of ecologically significant size to create the Rwanda National Conservation Park. Earthpark, a proposed 240 acre environmental center in Iowa, in partnership with the Great Ape Trust, will establish a field station in this park to research and promote reforestation and conservation of great apes. Rwanda is inhabited by about half of the world's remaining 700 mountain gorillas and a small population of eastern chimpanzees numbering approximately 500.

Resources for the program will be mobilized from carbon trading and other potential sources in Rwanda, a country where 10 million people live in an area smaller than the state of Maryland. These factors have caused acute land and resource scarcity, and resulting pressure on natural habitats.

Africa needs clean energy, and with a \$150 million commitment, a small European country that has expertise in developing geothermal energy will help African countries to develop their own geothermal power.

The Geothermal Power Company of Iceland will help countries in the African Rift Valley to develop their geothermal energy resources helping them to develop sustainably. The project will invest in comprehensive research into the geothermal potential of Djibouti and if successful will build a large power plant driven on geothermal power.

These newly announced and previously unannounced CGI energy and climate commitments cover a wide spectrum of projects from fresh water to energy efficiency, from environmental education to wines.