



# No Child Born to Die

A Campaign for Save the Children

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Every **20 seconds**, a child dies in India  
even before the age of 5

Every year, **1.73 million** children die in our country even before their fifth birthday due to easily preventable illnesses like diarrhoea and pneumonia.

For a country like ours, with an economy growing as fast as it is, it is shameful and unjustifiable that we have the **highest number** of children dying every year than anywhere else in the world.

As a nation, it is our collective duty to ensure that every child receives a healthy chance at childhood.

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**Background**

An issue that required immediate attention  
had been **dormant** for years

Over the years, several organisations had been doing traditional advocacy with the government to stop the needless loss of lives but a sense of **urgency** was missing.

Although these civil society organisations had been demanding better healthcare facilities, however, these demands were intangible or misunderstood by the middle class.

The challenge was to highlight the issue in a way where the middle class and the media take notice of the issue, leading to a public demand for an increase in the Healthcare Budget.

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**Challenges**

The **objective** of the campaign was based on a 3-pronged approach

- Creating a wide base of public support with **2,00,000 registered supporters**.
- Generating PR with a minimum of **100 articles** in the media highlighting the issue.
- A fundraising target was also set, which would use **tele-facings** to generate funds for Save the Children's Child Survival programme.

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**Objective**

The **target audience** for the campaign was:

Male | 25 + years | Living in the top 10 cities

This was done keeping in mind their media choices, perceived power, their being a parent / being close to being a parent and their propensity of associating with campaigns like this.

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**Target Audience**

# The demand to increase Healthcare Budget to 5% of GDP

We decided that the campaign will have only one demand in the public space:  
**Increase public spending on healthcare to 5% of the GDP** (from the then 1.1%).

This was done to simplify and concretize the messaging & demand, for the general public.

In accordance with the TG, a simple yet enticing visual style was developed for the campaign.

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## Approach

## Digital Media as the platform for the campaign

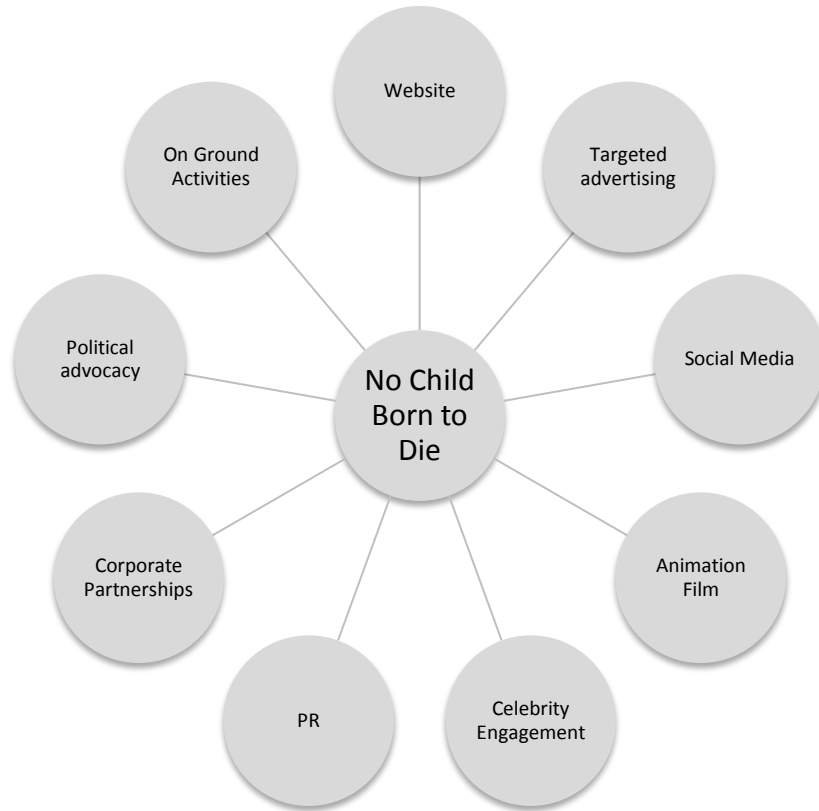
We decided to make use of the increasing digital presence and run a campaign that was led by digital, supported by PR and on-ground events.

The digital medium offered advantages like:

- Cost effectiveness
- Recording & showcasing of number of supporters
- Ease of re-engagement with supporters
- Fundraising

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# Approach



A 360 degree approach  
was planned

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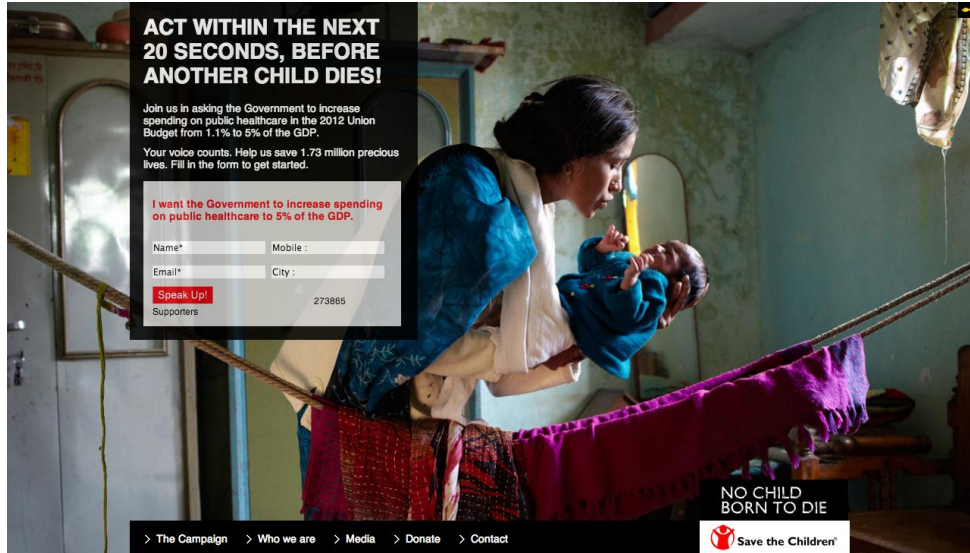
**Solutions**



A dedicated **microsite** was launched:

[www.savethechildren.in/nochildborntodie](http://www.savethechildren.in/nochildborntodie)

Members of the public were asked to showcase their support by signing up at the web portal, which was also a gateway to information about the issue.



The image shows a screenshot of a microsite for the 'No Child Born to Die' campaign. The background is a photograph of a woman in a blue and white sari holding a baby in a blue blanket. The site features a dark overlay with white and red text. At the top, it reads 'ACT WITHIN THE NEXT 20 SECONDS, BEFORE ANOTHER CHILD DIES!'. Below this, it says 'Join us in asking the Government to increase spending on public healthcare in the 2012 Union Budget from 1.1% to 5% of the GDP. Your voice counts. Help us save 1.73 million precious lives. Fill in the form to get started.' A form is present with the text 'I want the Government to increase spending on public healthcare to 5% of the GDP.' and fields for Name\*, Mobile, Email\*, and City. A red 'Speak Up!' button is next to the form. Below the form, it says 'Supporters 273865'. At the bottom right, there is a logo for 'NO CHILD BORN TO DIE' and 'Save the Children'. At the bottom left, there is a navigation menu with links: '> The Campaign > Who we are > Media > Donate > Contact'.

Website

# Effective and Engaging online advertising

The campaign used:

- SEO
- SEM
- Display Ads
- Broadcast SMS
- Facebook Ads
- Email Marketing
- Syndicated Networks

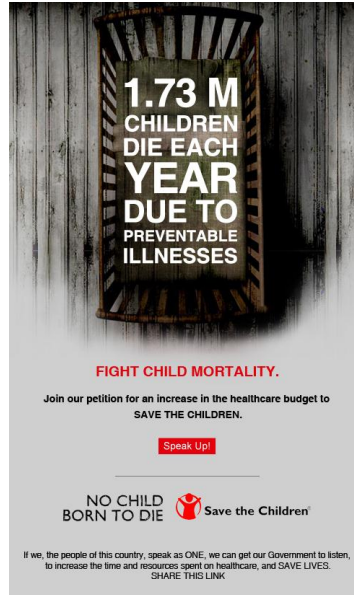


## Targeted Advertising

# Social Media for good

Facebook and Twitter were used to drive traffic and attract new audience to the web portal.


Engaging content like posters, facebook apps, and audience polls were used to build a community around the campaign.



**1.73 M  
CHILDREN  
DIE EACH  
YEAR  
DUE TO  
PREVENTABLE  
ILLNESSES**

**FIGHT CHILD MORTALITY.**  
Join our petition for an increase in the healthcare budget to  
SAVE THE CHILDREN.

**Speak Up!**

**NO CHILD  
BORN TO DIE**  Save the Children

If we, the people of this country, speak as ONE, we can get our Government to listen,  
to increase the time and resources spent on healthcare, and SAVE LIVES.  
SHARE THIS LINK



 Save the Children

Every **20 seconds**,  
a child dies in India  
even before the age of five

**WE CAN CHANGE THIS. WE CAN SAVE PRECIOUS LIVES**



Every **20 seconds**,  
a mother loses her child to  
Easily preventable illnesses  
like diarrhoea and pneumonia

**THERE IS NO TIME TO WASTE. WE MUST ACT NOW**

# Social Media

# De-mystifying the issue through an animation film

A 60 second long animation film was produced to engage and educate the target audience about the campaign.

The film was used on the web portal and was also displayed on other online platforms.



## Animation Film

## Prominent **celebrities** participated in the campaign

Celebrities like Shabana Azmi and Kunal Kapoor were involved in the campaign.

Both of them made field visits and interacted with the media highlighting the problem and adding their voices to the demand for increased budgets.



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# Celebrity Engagement

## Garnered support of prominent corporates

Partnerships were created with HP, GE, Infosys, Mphasis, Tata Teleservices and other corporate partners to amplify the message and reach out to their employees.

Some of these also resulted in fundraising opportunities with the partners.

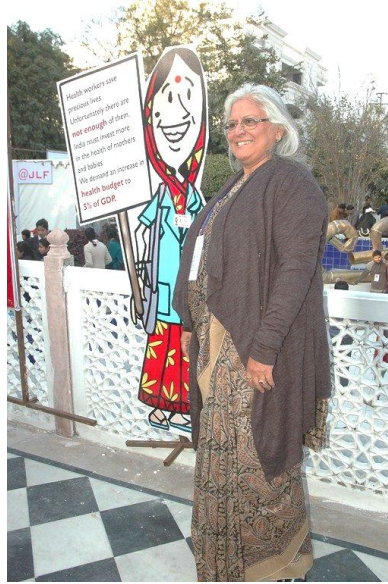


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# Corporate Partnerships

## Campaign **events** across several states

On ground events were organized in several states to involve a wider range of audiences. Women and children from Rajasthan, West Bengal, Bihar participated in events and raised their voices to demand an increase in budget to 5%.



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# On Ground Activities

# Nation wide PR support

The campaign was backed up with dedicated PR support, including vernacular languages.

Opportunities were created for Save the Children spokespersons to speak about the problem and solution.

Supported feature stories were done in collaboration with leading publications resulting in widespread media coverage.





## Taking the demand to **policy-makers**

The widespread demand was presented to the Ministry of Health, the Prime Minister and the Planning Commission to press for the demand of increase in allocation to Healthcare to 5% of the GDP.



**Advocacy**

## What we achieved:

Increased public spending on healthcare, promised by the Prime Minister

32 Million Eyeballs

1.6 Million Website Visitors

2,73,000 Supporters

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**Results**