The first 1,000 days define a child’s future

Where extreme poverty exists, pregnant women and children under 5 are dying too often, simply because they don’t have access to the most basic health information, care, and nutrition. We know what it takes to address this gap, and we’re bringing the solutions to the most vulnerable populations in the hardest-to-reach places.

OUR COMMITMENT

Through the Mother and Child Health Signature Initiative, World Vision commits to expand health and nutrition programs that will HELP END PREVENTABLE ILLNESS AND DEATH for more than 4 million mothers and children.*

OUR APPROACH

World Vision focuses on pregnant women, mothers, and babies in their first 1,000 days of life—the time from conception to a child’s second birthday, during which the brain grows to 80 percent of adult size.

With basic health education, we empower women to have healthier pregnancies, lower-risk deliveries, and stronger babies. We use the 7-11 approach: 7 proven interventions for mothers and 11 for children that prevent malnutrition and infectious diseases.

Our impact is significantly strengthened by community health workers, local volunteers trained and equipped by World Vision to be the frontline caregivers in their communities. Our massive network of more than 220,000 is one of the largest in the world.

“World Vision has been a key partner in the Every Woman Every Child movement since it started.”

—David Nabarro, U.N. Secretary-General’s Special Adviser on the 2030 Agenda for Sustainable Development

*Beneficiary numbers for Signature Initiatives are preliminary and represent a portion of World Vision’s total expected beneficiary reach in fiscal years 2016 – 2022
What to expect when you’re expecting: the 7-11 strategy

Women in developed countries have easy access to everything there is to know about being pregnant and caring for newborns. Armed with knowledge, these women have a much better chance of having a healthy baby. In developing countries, especially remote areas plagued by extreme poverty, there’s nothing easy about it. That’s where World Vision’s 7-11 strategy comes into play—a vital checklist for expectant moms and babies up to age 2.

7 interventions for pregnant women:
- Adequate diet
- Vitamin supplements and deworming
- Immunization
- Malaria prevention and treatment
- Healthy timing and spacing of pregnancies
- Birth preparedness
- Access to pre- and postnatal care, and delivery with a skilled birth attendant

11 interventions for children from birth to 24 months:
- Exclusive breastfeeding for the first six months
- Essential newborn care
- Adequate diet
- Iron supplements as needed
- Immunization
- Handwashing with soap
- Oral rehydration therapy
- Respiratory infection and malaria prevention and treatment
- Acute malnutrition prevention and treatment
- Pediatric HIV prevention and treatment
- Deworming

The problem of malnutrition can be a lack of food, but also a lack of knowledge. World Vision offers classes on how to cook healthy meals with local ingredients. The women bring ingredients to class for 12 days, cooking together and feeding their children. After 12 days, the kids are often a healthier weight—and the mothers leave with knowledge that will make an even bigger difference.

The power of knowledge

HELP END PREVENTABLE MOTHER AND CHILD DEATHS.
Contact your World Vision representative or visit worldvisionphilanthropy.org/health.