

Barcelona, September 23rd, 2010 – Within the framework of the **Global Congress on Maternal and Infant Health** in Barcelona

this week, the

Global Movement for Children (GMC) is launching an international report on the awareness of child mortality rates within middle classes and their readiness for action in eight developing countries

where the problem is most pressing. Conducted by TNS/Gallup, the survey studied the attitudes and opinions within middle classes and influencers towards child mortality in

India, Cambodia, Kenya, Mali, Nigeria, Bolivia, Ethiopia and Zambia

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Miquel de Paladella, Executive Coordinator of the GMC, will be presenting the findings to the expert audience at the Fira Palace Hotel this evening where part of this first global congress is being held.

The poll reveals that although eradicating extreme poverty and hunger comes top of the MDG agenda for all country respondents, **child mortality is perceived as one of the main priorities to be addressed**

. In four out of the eight countries surveyed (India, Cambodia, Bolivia and Nigeria) achieving MDG4 - to reduce child mortality by 2/3 by 2015 - is quoted within the three top priority MDG to be tackled.

An average of 90,5% in all countries consider child mortality as a serious or very serious issue in their country thus revealing a great deal of concern and interest. When asked about those responsible for solving the problem, **interviewees in African countries and Cambodia clearly point to their national governments (60% on average) and those in India and Bolivia to their local governments**

(45% and 69% respectively). Additionally, although hospitals, donor countries and international development organisations rank top in terms of trust from middle classes, the ballot also reveals that respondents consider governments the most efficient institution to solve the issue as they have the capacity and resources to implement policies resulting in long-term improvements.

Respondents also share an **overall impression that progress over the past few years has been made** in reducing child mortality and **there is a general optimistic approach to achieving MDG4**

. On average, 75% of interviewees believe that child mortality can be solved in their respective countries. Middle classes are also highly motivated to contribute to accelerating the decline in

untimely child deaths. A majority declares readiness to engage in large scale alleviation of child mortality. The level of willingness to become actively involved reaches 94% in Kenya and Ethiopia.

One of the most outstanding findings of the survey is that despite the deep concern the issue raises in all countries, **only a small percentage of respondents is aware of the real dimension of the problem**. A striking 62,6% of the interviewees in African countries seriously underestimated the number of children dying every year, while an even more surprising 83% on average underestimated the real figures in Cambodia (93%), India (80%) and Bolivia (83%). When middle class individuals were specifically asked about the main causes of child mortality in their country, the most frequently mentioned reasons were not the actual reasons for child mortality in each country (diarrhoea, measles, malaria and acute respiratory infections) and they ignored these could be easily prevented.

Child mortality remains an unresolved challenge in many developing countries. Although recent data points to progress made within the past two decades, a bulk of countries is still far off the target of slashing child mortality by 2/3 by 2015.

Following this first phase, the GMC will start to work on a social mobilization campaign to galvanize public opinion to push for a redoubling of efforts to reduce child mortality.

The Global Movement for Children was founded at the UNGASS on Children in 2002 by Nelson Mandela and Graça Machel to help mobilize citizens and children alike nation within an active, influential and united movement. At a global level, today, the GMC is led by some of the world's leading child-focused organisations and networks made up of [ENDA Tiers Monde](#) , [Plan International](#)

,
[REDLAMYC](#)

,
[Save the Children](#)

,
[UNICEF](#)

and
[World Vision](#)

. At a regional level, the GMC is led by the Regional Platforms which are in turn integrated by National Platforms of organisations working for child rights.

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