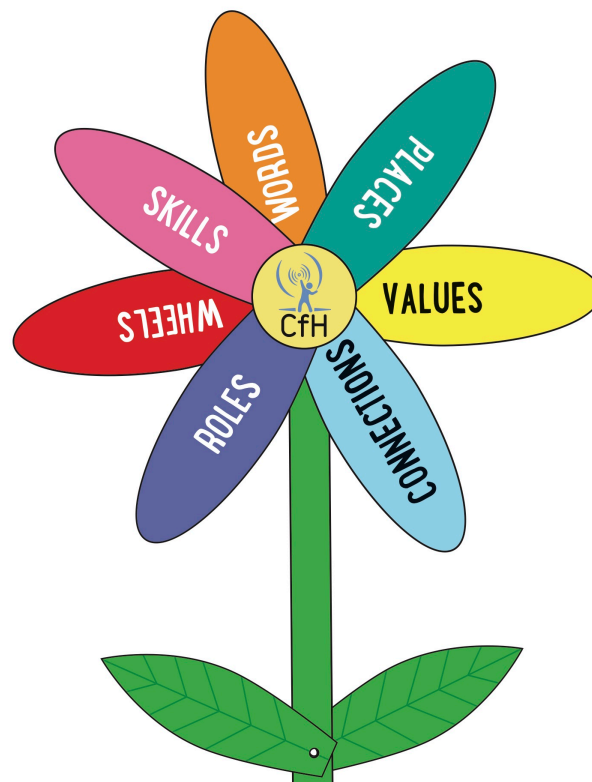




**A Proposal for the Support of our
Programme of Activities 2018-19**



The Rainbow Flower
A practical tool used to teach the Children for Health approach

Children for Health, Swavesey, Cambridge, UK

Introduction

Children for Health (CfH) is a Cambridge-based, British Registered Charity established in July 2013.

We mobilise children and young adolescents in the Global South to become health activists in their communities. Our 100 messages programme helps children to become agents of change and communicators of essential health messages in their families and communities. This radical reimagining of health and life skills education provides a low-risk, high-return approach that is proven to improve health in places where preventable diseases still cause too many early deaths.



Our work is founded on the experience of team members who have been involved this work since 1989. We have one full-time and three part-time staff members, as well as four actively engaged Trustees. We recruit additional volunteers to work on specific projects.

CfH works in partnership with government programmes and with major charities such as Save the Children. Our partners share our commitment and passion to involve and support children as ambassadors and communicators of essential health messages. This is based on two key insights:

1. That children in most countries in the world play a vital role in their communities, looking after their siblings and friends, often without adult presence or supervision; and
2. That providing health information to these children in a relevant, fun and compelling way delivers immediate and lasting benefits in disease prevention and treatment in their communities.

We contribute towards enabling healthier, empowered communities in the Global South.



Funding that is working hard to make a difference

We are a small charity and we have close relationships with partners who use our content and activities in their programmes.

We get our funding from those who love the idea of self-help, of mobilising children as health activists.

We use our funding to empower the poorest children in the world and to provide them with something as permanent and life-changing as:

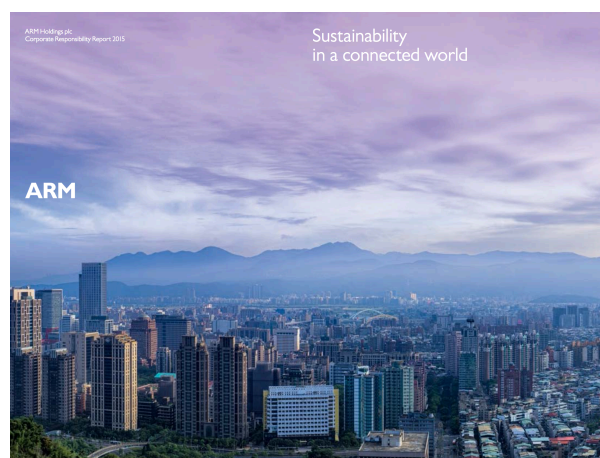
1. Understanding about essential health
2. Learning the skills to take action and
3. Developing the confidence to do so and share it with others, especially siblings and friends.

Funding Children for Health is for those who want to make a large difference to a small, agile, entrepreneurial organisation with decades of field experience and strong academic partnerships.

The time to act is now!

At the moment, we have the chance to double any funding we receive as we have a match funder in ARM, the technology company in Cambridge who provided seed funding for our first three years. This year, ARM's support is exclusively matched funding.

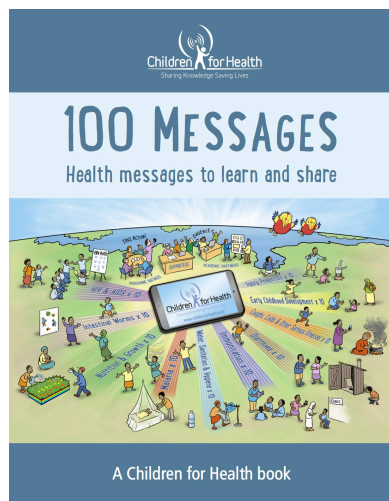
Please take a look at the feature on us in ARM's *Corporate Responsibility Report*: <https://www.arm.com/company/corporate-responsibility/read-our-reports> (2015 report, Page 31).



OUR WORK

Content and Activities

Alongside our partners, CfH researches, develops, promotes and distributes health education materials for children and their educators.



We have created **100 health messages for children to learn and share**. Ten messages in 10 topics. The topic areas include: Malaria, Diarrhoea, Nutrition, Coughs, Colds & Illness, Intestinal Worms, Water & Sanitation, Immunisation, HIV & Aids and Accidents, Injury and Early Childhood Development.

In 2016, we created the *100 Messages* booklet and 10 topic booklets (e.g. Malaria, Nutrition, HIV). This is distributed free from our website. The messages are on respected platforms such as the moderated ORB platform providing resources for frontline health workers.

High Impact Partnerships and Programmes



Since our inception, thousands of children across the world have come across our messages and adapted version of our messages.

In India, Nigeria and Mozambique, large-scale programmes have based programmes of health education work with children around a bespoke Children for Health curriculum of messages and activities.

Teachers in Lagos, Nigeria learning about the *Rainbow Flower*, A Children for Health tool teaching about children's participation



Children's Action for Nutrition

Wide Distribution of Digital Materials

Our materials promote participation and empowerment of children and adolescents; they are free-of-charge, child-friendly and are distributed effectively and efficiently through multiple channels: print, website, video, radio, text and mobile. Our storybooks and the 100 Messages booklet are distributed free by *Worldreader*, a digital platform reaching millions in the global south.

Addressing Global Health Priorities

In the last four years, we have worked to design, develop, implement and evaluate programmes that focus on a variety of health concerns such as: nutrition, immunisation, hygiene, diarrhoea prevention and control, Ebola and life skills.



Lagos, Nigeria. A teacher works with children in a Save the Children Diarrhoea Prevention & Control programme. They discuss what children can do. Children for Health designed the curriculum, wrote the materials and conducted the training.

The programmes include teachers, head teachers, community activists, community organisations and international government and non-government organisations, as well as the UN and various academic institutions.



Teachers and Children in Sierra Leone and at height of the Ebola crisis. Using the mobile phone and downloading our content and activities from a 'mobi site', the group learning Children for Health Ebola and life skills messages and activities as part of our Safe Strong and Smiling programme.

We constantly engage and connect with practitioner and research networks such as the *Health Information For All* (HIFA) forum www.hifa.org.

Our work ties in closely with the intentions of the multi-stakeholder Every Woman Every Child movement who published their Global Strategy for Woman's, Children's and Adolescents Health in 2016.

"Women, children and adolescents are potentially the most powerful agents for improving their own health and achieving prosperous and sustainable societies¹."



Programmatic Activities in 2018

In 2018, we have planned for a range of programmatic activities, funded by our existing partners:

1. **Nutrition Education in Mozambique** - working with the UN's *Food and Agriculture Organisation* in Rome and Mozambique to expand our existing programme in Tete province.
2. **Children's Participation in Health in Pakistan** - developing a health education programme for schools linked to the *Rural Support Programmes Network*.
3. **Eye Health and spectacles compliance among school children in Botswana** - working with *Peek Vision*.
4. **Chronic Under-Nutrition in Malawi** – in partnership with the *London School of Hygiene and Tropical Medicine* working with young adolescents to mitigate the on-going long-term effects of chronic under-nutrition in early childhood.

In addition to these activities, every day, individuals and organisations all over the world access our advice, free content and activities.

¹ *Global Strategy for Woman's, Children's and Adolescents Health 2016-2030*¹ <http://www.who.int/life-course/partners/global-strategy/en/>

Core Activities in 2018

We are seeking funding for a range of additional projects for 2018, including the development of additional core content and activities.

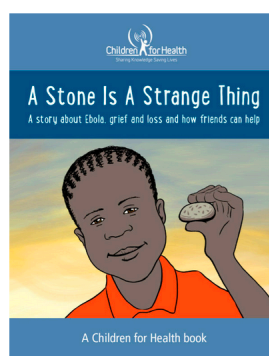
Key strategies for the outlook period are as follows:

1. Development of the Children for Health *On-Line Training School*

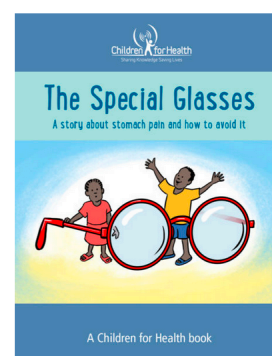
The school will build capacity and scalability of the Children for Health approach for interested partner organisations globally, by taking the best practices and learning from our past and current face-to-face training courses and materials, and producing a professional suite of easily-accessible and downloadable courses and on-line materials. The course will be developed in English with scope for translating into other languages, as needed.

2. Completion of the Children for Health *Stories for Health Collection*

Co-creating our storybooks is a participatory process that involves an artist, an author, a local partner and the Children for Health team. Each book is published in English and also the language of the local partner. We have already developed books on 2 of our 10 health topics. We seek to complete a further 8 books on our remaining health topics during the plan period. The books are distributed from our website and through *Worldreader*, a digital library that reaches thousands of people each week.



A Stone is a Strange Thing



The Special Glasses

3. Development of the Children for Health *Posters for Health Collection*

In 2015 and 2016, we developed 4 posters including the CfH Vision, the CfH 100 Messages, and 2 programme-specific posters. These were designed for use by teachers, trainers and project managers in several countries in Africa and India. We plan to produce posters for a further 10 health topics alongside expert groups who are able to test and then distribute each poster. We plan to develop 5 posters in 2018 and 5 in 2019. The posters will be free to download from our website.

4. Children for Mental Health

In 2018, we wish to explore the topic of **Children for Mental Health** and mental well being and identifying, alongside experts what children can do to help and support other children to develop their emotional, social and mental resilience to become stronger and happier.

We will be developing a set of ten messages, a poster and a storybook as well as sets of tools that educators can use during various contact opportunities during a school day or by parents or as part of an informal programme.

5. Memory Palaces & The 100 Messages

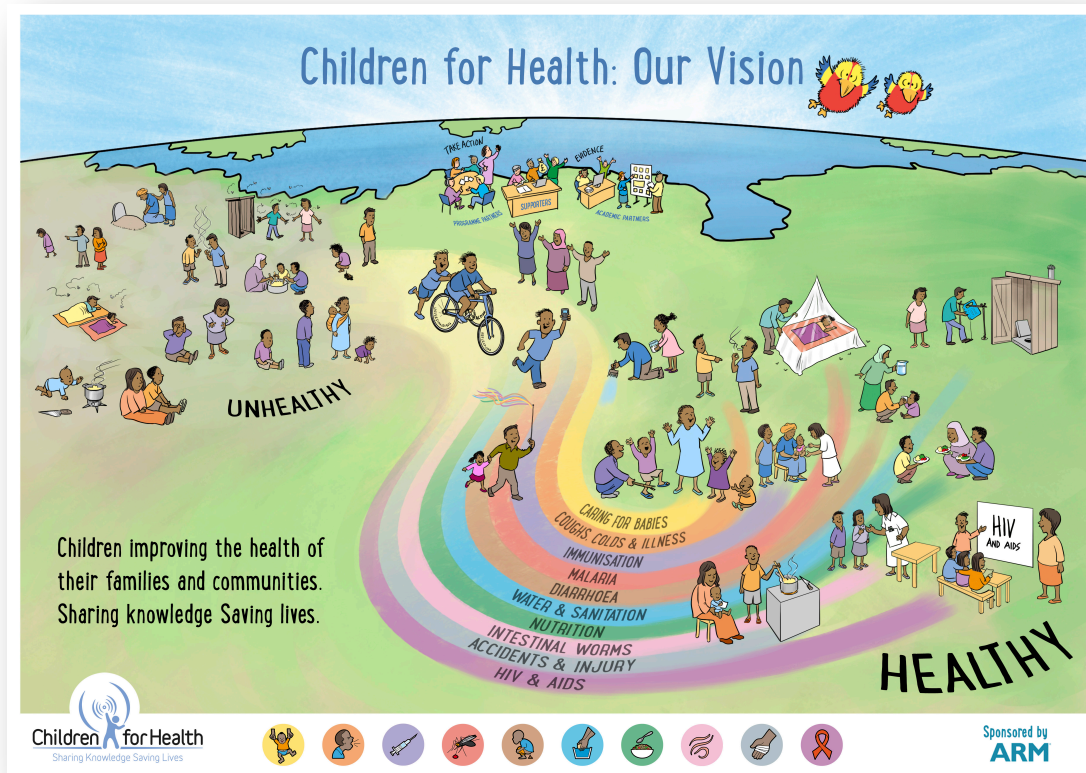
We are intending to test the use of Memory Palaces to help children learn and remember our 100 health messages. Working with memory expert Aaron Ralby www.linguisticator.com we

are devising appropriate teaching methods for teachers to use effectively with large class sizes in resource-poor settings.

Governance and overheads

Like any organisation we have overheads. However we pay nothing for offices and all the costs that goes with this. We conduct all but our AGM governance meetings over Skype. We also have advisers (accountants and others) offering us great services to us at very good rates.

Please help us if you can



Annual Report

Please see our annual report for further details on our work.

<http://www.childrenforhealth.org/children-for-health-annual-reports/>

Children for Health's Management and Board

About Clare Hanbury, Founder & CEO, Children for Health



Clare has worked in international education and development since 1983. She is first and foremost a practitioner. Clare started her career as a classroom teacher and worked in schools in Kenya and Hong Kong. For seven years, Clare was the programme officer for The Child-to-Child Trust. During that time she was involved in work with numerous UN organisations and international non-government organisations like Save the Children, promoting children's participation in health. She also worked with several Ministries of Health and Education in countries in Africa training and developing teaching materials and health education curricula. For two years, Clare was the Director of the child-focused charity, [Learning for Life UK](#), promoting education for girls in India, Nepal and Pakistan.

Between 1999 and 2013, Clare worked as an independent consultant based in Cambridge. She is an expert in developing simple, effective information on child health and in promoting the participation of children in health. Clare has been employed by The Child-to-Child Trust, UNICEF, UNESCO, Save the Children, the UBS Optimus Foundation, The Government of Denmark (DANIDA), Save the Children UK, Learning for Life UK, Save the Children USA; and the School Health and Nutrition Network's FRESH initiative funded by the World Bank. Clare has written or contributed to numerous publications. [Have a look in our toolbox here](#) or at [Clare's list of publications here](#).

In 2013, Clare founded the British Registered Charity, Children for Health.

Clare is supported by a close team of service providers: Amy Collins (social media), Jean Maund (website care and maintenance), David Gifford (illustrator), Liz Gifford (author).

TRUSTEES

Shelley Shoaib le Breton, Trustee



Shelley has worked in the field of education for 20 years, 12 of which were spent working with UK-based NGOs supporting primary education programmes in South Asia.

For the last eight years she has been working as a literacy and dyslexia tutor providing personalised support and coaching for students with learning differences.

Shelley is actively working to develop Children for Health partnerships in Pakistan and India.

Anise Waljee, Trustee



Dr Anise Waljee's global education work includes working with governments to reform the education systems and transform their in-service teacher training institutions (post-Soviet Tajikistan), teacher training programmes in early childhood education and primary education (Tanzania and Zanzibar) inclusive educational policy and practice (Ghana), evaluation of early childhood education and development of educational materials on issues as diverse as social cohesion and resilience, hygiene and nutrition, sexual health, inclusive education for various organisations including the Child to Child Trust, UNICEF, UNESCO, AbleChild Africa amongst others.

Her focus is on the marginalised (people with disabilities, the rural poor, ethnic and religious minorities, refugees) to ensure that their rights and the services due to them are respected. She works with local communities, local cultures and re-valuing local knowledge on issues such as bio-diversity and environmental change. Building local capacities is an important part of her work.

She is a Fellow of the *Cambridge Central Asian Forum* at the *University of Cambridge*. Her work encompasses curriculum and materials development, educational management, community mobilisation, capacity building, facilitating decentralisation, organisational change and school autonomy. Anise speaks fluent English, Urdu, Tajik and Kiswahili.

Madeleine Kavanagh, Trustee



Madeleine is a communications specialist operating primarily in a change management environment, with over 20 years' experience of working in communications-related roles in a variety of industries and sectors.

Madeleine has a deep understanding of all aspects of how to engage with audiences, using both new and traditional media. Madeleine provides on-going advice to Children for Health regarding communications issues.

Tobias Hanbury, Trustee & Chair



Tobias is an experienced international executive. Tobias worked in the wines & spirits industry for 12 years in North-East Asia with Jardine Matheson, Diageo, LVMH and Bacardi-Martini before joining Coca-Cola Far East from 1997-2003 as General Manager, based in Singapore.

After 4 years doing Business Development for Coca-Cola Brazil in 2004-2008, Tobias then became President of the Brazilian operations of ISG, a UK-based stadium commercialisation company, whose Brazilian interests were acquired in 2012.

Since then, Tobias has been running his own marketing consultancy Hanbury Consultoria and working with Children for Health. Tobias is based in Rio de Janeiro, and speaks fluent Portuguese and some Japanese.