

## MEDIA ADVISORY

**Report is embargoed until 10:30am CAT/ 8:30 am GMT/ 3:30am EST Thursday, 15 January 2008**

### LAUNCH OF UNICEF FLAGSHIP 2009 REPORT

*State of the World's Children on maternal and newborn health*

**WHO:** Ann M. Veneman, UNICEF Executive Director  
Barbara Hogan, Minister of Health of the Republic of South Africa  
Jama Gulaid, UNICEF Representative in Swaziland

UNICEF representatives from most African countries will be available for interviews.

**WHERE:** Hilton Sandton, 138 Rivonia Rd Sandton, Johannesburg  
[http://www1.hilton.com/en\\_US/hi/hotel/JNBSATW-Hilton-Sandton/index.do](http://www1.hilton.com/en_US/hi/hotel/JNBSATW-Hilton-Sandton/index.do)

**WHEN:** Thursday, 15 January at 10:30am (Johannesburg time)

**WHAT:** The State of the World's Children 2009 focuses on maternal and newborn health and identifies the intervention and actions that must be scaled up to save millions of lives. Since 1990, the base year for the Millennium Development Goals, an estimated 10 million women have died from complications related to pregnancy and childbirth and some 4 million newborns have died each year within the first 28 days of life. Maternal survival and infant survival are inextricably linked as the mother's well-being has a critical bearing on the child's survival. The report details the urgent action needed to reverse the limited gains made worldwide to meet the MDG target to reduce maternal mortality ratio by three quarters by 2015. The report will go live on-line at 10:30am Johannesburg time at <http://www.unicef.org/sowc09>

**Attention broadcasters:** Video footage is available free of charge at [www.thenewsmarket.com/unicef](http://www.thenewsmarket.com/unicef)

**For further information, and to obtain a copy of the report or arrange interviews, please contact:**

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