Countries in which 20 per cent or more of under-fives with illness in the two weeks before the survey received increased fluids and continued feeding at home

IMCI

More than 10 million children under the age of five die every year from easily preventable and treatable illnesses such as diarrhoeal dehydration, acute respiratory infection, measles and malaria. In half of the cases, illness is complicated by malnutrition.

The Integrated Management of Childhood Illness (IMCI) initiative was first developed in 1992 by UNICEF and WHO with the aim of preventing these leading childhood killers or detecting and treating them as early as possible.

The IMCI approach recognizes that, in most cases, more than one underlying cause contributes to a child’s illness. IMCI focuses on improving both family and community practices for the home management of illness and the case management skills of health workers in the wider health system. IMCI encourages using “increased fluids and continued feeding” as a proxy indicator of programme effectiveness.

Malaria

Each year, an estimated 300 million to 500 million cases of malaria result in an unacceptably high number of deaths, mostly in young children. Malaria also causes severe anaemia and maternal illness and contributes to low birthweight, a leading risk factor in infant mortality. Despite this toll, malaria can be effectively tackled.

Through an IMCI-inspired integrated family and community-managed health initiative, more children under five affected by malaria would receive appropriate treatment in health facilities. Families and communities need to be increasingly made aware of the importance for pregnant women and all children under five to sleep under insecticide-treated bednets. In Africa, for example, this could save the lives of more than 400,000 children every year.