

Birth Fest in partnership with
Circle of Health International
present:

the
**Hats for
Newborns
CAMPAIGN**



Each year, more than half a million women die from causes related to pregnancy and childbirth. Nearly 4 million newborns die within 28 days of birth. Two million of these deaths occur within the first 24 hours of life. Most are preventable¹.

**LEARN MORE.
ACT NOW.**

www.birthfest.ca
info@birthfest.ca

According to *The State of the World's Children Report* released by UNICEF in 2009, "improving maternal and newborn health will require collaboration, commitment and creativity"¹.

creativity: Sew a hat...we can do that.

commitment: On June 4, 2009, the Federal Parliament unanimously passed an all-party resolution renewing Canada's commitment to Millennium Development Goal 5, which aims to:

1. **Reduce by three quarters, between 1990 and 2015, the maternal mortality ratio; and**
2. **Achieve, by 2015, universal coverage of skilled care at birth.**²

Send your encouragement and support to Ottawa by filling out the form on the back of this pamphlet and attaching it to your hat(s). We will put them in the hands of government officials so that this important issue is kept at the forefront of the government's agenda at the G8 in June.

collaboration: No one person, government or public sector agency can affect change alone. We must work together. Support non-governmental organizations such as **Circle of Health International**³ who work with grassroots organizations worldwide to build capacity and improve the health of women and newborns. Please consider donating to this important organization.

References:

1. UNICEF, *The State of the World's Children 2009 Report* page 2
2. Association of Ontario Midwives Newsletter Summer 2009 Vol.2 No.2 page 8
3. www.cohintl.org

**Birth
Fest**) **Saturday June 5th**
10am - 2pm
McBurney Park

Celebrating bellies, babies and families!

It takes a village to raise a child:

Birth Fest aims to help local women and families create or become connected to their village. This year we are growing our village globally to raise awareness about maternal and newborn health worldwide. We are asking YOU, community members, local craftivist and businesses to sew or knit hats. They will be sent to COHI programs in Haiti, Tanzania, Israel and Palestine where a small, low cost intervention of keeping a baby warm could make all the difference in the world.

ways you can help:

- Put up a **Birth Fest Clothesline** in your school, place of business, home etc to display the hats and educate others.
- On the day of the festival, our goal is to erect an enormous clothesline that surrounds the entire park!! **Please consider donating \$1 per hat in order to ship the hats to where they can help.**
- **Sew you care!** A super green pattern transforms old t-shirts into adorable, life-saving newborn hats at www.birthfest.ca.
- **Knit your bit!** A simple knit pattern can be found at www.birthfest.ca.
- Start a **knitting club** at school or at work on your lunch hour...host a sewing bee at your home and enjoy the great company of your friends at the same time!

**Together we can make
a difference!**

www.birthfest.ca



**To learn more about
maternal/child health:**

Circle of Health International
www.cohintl.org

International Confederation of Midwives
www.internationalmidwives.org
(click on Millenium Development Goals)

Canadian International Development Agency
www.acdi-cida.gc.ca/home

White Ribbon Alliance for Safe Motherhood
www.whiteribbonalliance.org

Action Canada for Population & Development
www.acpd.ca

UNICEF www.unicef.org

Society of Obstetricians & Gynaecologists of Canada
www.sogc.org
(search "G8" for SOGC's position statements)





Birth Fest has partnered with a wonderful organization, **Circle of Health International** to distribute the hats and to make a difference on the ground. Go to www.cohintl.org to find out more about how they are **helping women & children around the world** and how to donate.

COHI:

- defines its target population as women in crisis, specifically partnering with women surviving conflict and disaster. COHI collaborates with locally based, grassroots organizations when invited into a country context to contribute to women’s health programming.
- provides teams and individual volunteer practitioners such as OB/GYNs, midwives, trauma specialists, and public health professionals with the opportunity to connect with conflict and disaster affected-women as members of international field teams.
- conducts, with local women on the ground, assessments, monitoring and evaluation, and ethnographic research initiatives to contribute and respond to the improvement of quality, access and effectiveness of services to the women COHI serves.
- raises money for and with its local partners to encourage their independent financial sustainability and success.
- Most importantly, COHI identifies women as leaders in ALL its partner communities and supports them in their goals of peace, health, and security.

important dates

- May 5:** International Day of the Midwife, Global
- May 9:** Mother’s Day
- May 12:** International Nursing Day, Global
- June 5:** Birth Fest, Kingston ON
- June 25-27:** G8/G20 Summit Muskoka, ON

Birth Fest

Celebrating bellies, babies and families!

We are excited to announce that, the **second annual Birth Fest** will taking place on June 5th at McBurney Park. Last year was a huge success! We celebrated with **over 300** Kingston and area families and more than **35** local service groups, health care providers and businesses. Birth Fest is a **free** festival celebrating pregnancy, birth and parenting, and it is a wonderful opportunity for you to show Kingston families what your business has to offer. Visit www.birthfest.ca to learn how you can get involved!

what is Birth Fest?

In an atmosphere of celebration, connection and collegiality, this annual festival has three primary goals:

building community

Birth Fest features local services, businesses, entrepreneurs and “momprenuers” in Kingston and surrounding area.

promoting family health and wellbeing


Birth Fest creates an opportunity for pregnant women, babies, small children and families to connect with each other and get to know local health care and service providers so our community can thrive!

showcasing resources

Birth Fest offers booths relevant to local women and families, and helps them find the supports, services and products they are looking for.



***** another way to help *****

Please consider filling out this tag  It can be sent in along with your hats to tell the Government that more must be done to help women and children around the world.

The Canadian Government is hosting the **G8 Summit** on June 25-27 2010 in Muskoka, ON. Let them know that you support Canada in taking a leadership role in achieving Millennium Development Goals 4 and 5, which address maternal and child health. Urge them to keep this issue at the forefront of the summit. We need more than a great statement. **We need action!**

Cut along the line and send it to:

Office of the Prime Minister
80 Wellington St, Ottawa ON, K1A 0A2
(Fax: 613-941-6900)

Or bring it to Birth Fest on Saturday June 5th 2010 from 10am - 2pm at McBurney Park in Kingston.



It's time for the Canadian Government to take action on maternal & child health!

Your Message of Support:

Dear the Right Honourable Stephen Harper,
As an ordinary citizen, I have taken action to address maternal and newborn health by making a hat that can save the life of an infant in the developing world. As Prime Minister of Canada you can do more...

Your Name & Signature:



www.birthfest.ca