



How has a mom changed your world?

Chances are, a mom tops your list of heroes. She changed your world thanks to something she taught you, something she did, or something she said. Moms everywhere hold a special power to change the world around them, and the generations that follow.

Parents are passionate about helping their own families and families around the world be healthy and happy. That's why the United Nations Foundation, Johnson & Johnson, Baby Center, and The Huffington Post created the Global Moms Relay, a stage to share stories of motherhood to inspire action to help improve the lives of mothers and children everywhere.

Small actions can lead to big changes: Every time you share a Global Moms Relay post with a friend or through your social networks, Johnson & Johnson will donate \$1 to one of three global initiatives: the Mobile Alliance for Maternal Action (MAMA) which delivers vital health messages to new and expectant mothers; Shot@Life, a campaign to protect children worldwide by providing life-saving vaccines; and Girl Up, which inspires teens to raise awareness and funds for UN programs that help girls around the world have a chance to go to school, see a doctor, and stay safe from violence.

▶ How it Works

From March 7 to May 11, 2014 (International Women's Day through Mothers' Day), each day a celebrity or community leader will share a personal story of how a mother has changed his or her life, and then "pass the baton" to the next contributor.

You share, they give: each time you share one of these posts via social media, Johnson & Johnson will **donate \$1 (per action)** to help improve the health and wellbeing of moms and kids worldwide through MAMA, Shot@Life, and Girl Up.



You can also **Donate A Photo** through the app for iOS and Android, and Johnson & Johnson will give **\$1 when you upload a photo** for Girl Up or Shot@Life* —you can help raise up to \$250,000 with the click of your mouse or snap of your smartphone.





▶ Why This Conversation Matters

- For millions of mothers living in poverty, access to vital health information is a matter of life or death. Simple text messages can **give mothers info to keep themselves and their babies healthy.**
- Every 20 seconds a **child dies from a vaccine-preventable disease.**
- **Pneumonia and diarrhea are the leading causes of death for children worldwide**, responsible for more than one-third of childhood deaths.
- Polio has recently reemerged in areas that had been polio-free for years and measles still kills an estimated 330 people each day—the majority of whom are young children. **We can protect children from these diseases with vaccines.**
- **Medical complications from pregnancy and childbirth are the leading cause of death** among girls ages 15-19 worldwide—the majority of these girls are married.
- Girls make up more than half of the **57 million children who are out of primary school.**

While these facts are daunting, there is hope.

By raising awareness and funds, we can together help improve the health of women and children around the world in support of the UN Secretary-General's *Every Woman Every Child* initiative.

Join the Global Moms Relay to change lives and create a better, healthier world for generations to come.

For more information, contact GlobalMomsRelay@unfoundation.org or visit www.GlobalMomsRelay.org.