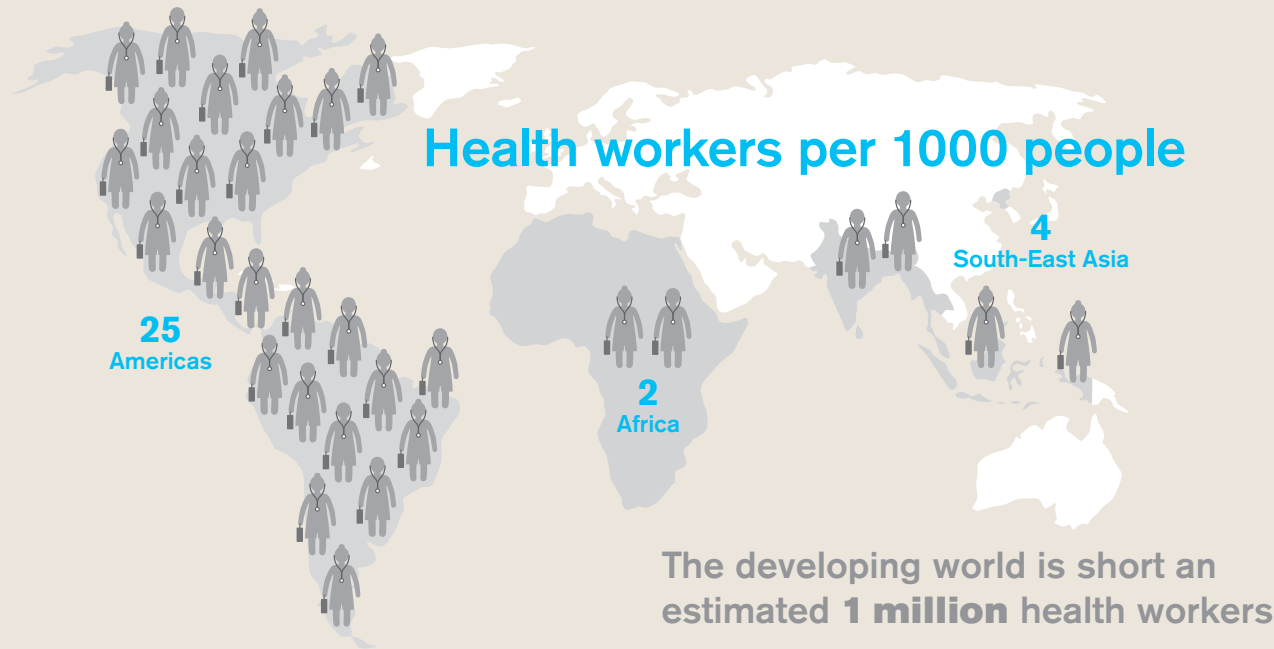


# Supporting frontline health workers

Skilled frontline health personnel can ensure that millions of mothers and children survive and thrive.



Frontline health workers serve in their local communities as midwives, nurses, doctors and pharmacists, and are capable of providing a range of services.

## INTERVENTIONS



Deliver babies safely and help newborns take their first breath



Teach mothers good health practices like breastfeeding, handwashing, birth spacing and sleeping under a bednet



Administer vaccines and medicines



Provide health education

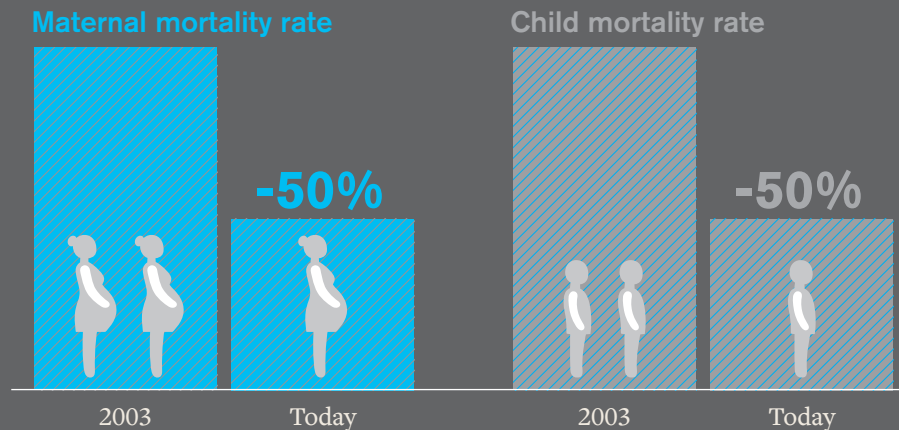


Prevent transmission of HIV from mothers to babies

For as little as US \$300, a frontline health worker can be trained to save lives.

Since 2003, Ethiopia has invested in the training of over **40,000** frontline health workers.

As a result, child and maternal mortality rates have been cut by half.



Johnson & Johnson



## Making progress on our commitment to the Millennium Development Goals

In 2010, Johnson & Johnson responded to the UN Secretary General's Call-to-Action for a renewed global effort to advance the Millennium Development Goals with a comprehensive, five-year commitment to reach as many as 120 million women and children each year in at least 50 countries, especially in areas where resources are most scarce.

Three years into the commitment, we are making real progress by piloting innovations, scaling up proven global health interventions and increasing access to frontline health workers to make childbirth safer; eliminating mother-to-child HIV transmission; reaching mothers with life-saving health information through their mobile phones; treating children at-risk for intestinal worms and preventing re-infection; and increasing research and development for new medicines to treat HIV, tuberculosis, and other conditions.

## Expanding the frontline health workforce to care for mothers and children

In Africa and South-East Asia, where there are fewer than two trained doctors for every 1,000 people, frontline health workers—nurses, midwives, pharmacists, and community health counselors—fill a critical void. The World Health Organization estimates that there is a shortage of at least 1 million health professionals in the developing world. Educating and nurturing a new generation of frontline health workers is critical to ensure families have access to health information and care. By supporting partners using pioneering models to train and mentor frontline health professionals, we can expand access to high-quality maternal, newborn and child healthcare around the world. This is fundamental to ensure that women are healthy, children reach their potential, and communities thrive.

For more information visit [www.jnj.com/MDG](http://www.jnj.com/MDG)

**Sources:** Frontline Health Workers Coalition: [http://frontlinehealthworkers.org/wp-content/uploads/2012/02/FHWC\\_Issue\\_Brieffinal.pdf](http://frontlinehealthworkers.org/wp-content/uploads/2012/02/FHWC_Issue_Brieffinal.pdf); World Health Organization: [http://www.who.int/topics/health\\_workforce/en/](http://www.who.int/topics/health_workforce/en/), <http://www.who.int/mediacentre/factsheets/fs301/en/index.html>, <http://www.who.int/hrh/retention/guidelines/en/index.html>, [http://www.who.int/whr/2006/overview\\_fig6\\_en.pdf](http://www.who.int/whr/2006/overview_fig6_en.pdf)