

Rx for Survival *A Global Health Challenge*



**RX FOR
CHILD
SURVIVAL**

A GLOBAL HEALTH CHALLENGE™

Rx for Survival™ is a groundbreaking multimedia project that explores the vital—yet often invisible—role public health plays in enhancing our lives. This project will advance your understanding of global health and offer ways each of us can make our world a stronger, healthier place.

The *Rx for Child Survival* campaign focuses on improving the health of the world's children by implementing five inexpensive, effective health interventions. (See Figure 1)

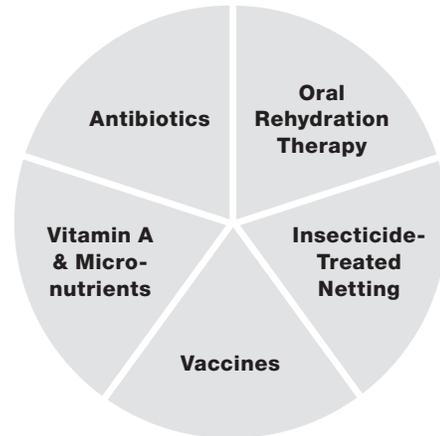


FIGURE 1 *Rx for Child Survival's* goal is to boost children's health and lower child mortality by implementing five simple, inexpensive, effective health interventions.

Get Informed

Watch *Rx for Survival*, a six-part television documentary examining what makes us sick, what keeps us healthy, and what it would take to give good health the upper hand around the globe.

The show airs on PBS November 1–3, 2005
(check local listings).

Listen to the stories about global health issues, airing on NPR in fall 2005.

Read the companion book to the series, *Rx for Survival* by Phil Hilts, published by Penguin Press. Look for the *Time* magazine special issue on global health. Both will be available this fall.

Explore the *Rx for Survival* Web site, a rich source of global health information and actions you can take.

Get Involved

Speak Out: Let your friends, neighbors, and policymakers know what you think by sending an e-card from the *Rx for Survival* Web site.

Give Time: Visit the *Rx for Child Survival* Web site for ideas and resources about volunteering your time, hosting an event, or obtaining a hands-on activity to involve others.

Donate: One of the most direct ways you can get involved is by contributing to the *Rx for Child Survival* fund or to another aid organization that works to improve children's health and build healthy families.

Discover additional ways to help by visiting the *Rx for Survival* Web site.

Get more information and find out what you can do to help.

Visit pbs.org/rxforsurvival