

# Race 4 Survival

## *Advocacy Campaign*

FRIENDS FOUNDATION

# Friends Foundation

Friends Foundation is a non-government social welfare organization working since 2001 and registered under the Societies Act of Government of Pakistan. FF is dedicated for bringing change in the lives of the socially deprived segments of the society. It was registered on March 09, 2003 and has been since then working for the social uplift of the under privileged sections of the society. FF is working in Punjab and KPK; responding to emergencies and increasing access of the underprivileged segments of the society to social services.

## **Vision:-**

A Society having equal opportunities to claim social, economical and political rights regardless of any gender and ethnic discrimination

## **Mission**

To support underprivileged and vulnerable communities (especially Women & Children) through increased access to quality social services and livelihood opportunities with emphasize on equitable development

## Race 4 Survival

The Race for Survival (World Marathon Challenge) is Save the Children's flagship child led mobilization event. It mobilizes tens of thousands of children across dozens of countries around the world to call on world leaders to end preventable child deaths, as they run the full marathon distance as a team, following a relay format. The Race for Survival provides an opportunity to invite politicians and media to the event to hear directly from children why they think more can be done to save children's lives

## **Background**

All the countries where Save the Children is present will come together a advocacy campaign to accelerate national-level progress toward MDG 4, and the elimination of preventable child deaths. Every year more than 352.000 children are not live celebrating their 5<sup>th</sup> birthday in Pakistan. The Global day of action on 17<sup>th</sup> October is major public facing campaigning, policy and media launch of the final phase of everyone campaign to safe children lives.

Safe the Children is celebrating the activity "Race 4 Survival" with the collaboration of Friends Foundation. Friends Foundation is non-profit organization and non-governmental organization committed to working for bringing changes in the live of socially deprived segments of society.

# Objectives

- The children participating will be able to show solidarity with those children who die before their 5th birthday from preventable diseases/causes.
- Be able to create further awareness about the three main priority issues under the campaign with the help of media.
- Will gather support to urge the Government to take urgent action to deliver healthcare and nutrition to EVERY child in the country by bringing about the policy change.

Friend's foundation select 12 schools (6 governments, 6 private) after getting permission from principal's education FF staff arranged orientation with selected students. It was one day session each selected schools. They module was designed in such a way that the session was friendly and students easily share their ideas or problems to facilitators. Each session started with the recitation from Holy Quran. After that the participants (11 students, 2 teachers in each session) to stand in a circle and introduced themselves and saying their name. than the facilitators give detailed orientation about race, how to reduced mortality rate, how to protect children's. after that facilitators discussed what is MDG 4 , why we conduct Race. They facilitators presented the definition and objectives of race and its importance..



Students stand a circle introduced themselves

The selected schools for the activity are as follows:

1. Government Primary school New Phagwari Rawalpindi.
2. Government Girls elementary school sarfraz road Rawalpindi.
3. Government Girls elementary school New Town Rawalpindi.
4. Government Boys elementary school Bangesh Colony Rawalpindi.
5. Government Boys primary school new public Ayubabad Rawalpindi.
6. Government Boys primary school Dhoke Hassu Rawalpindi.
7. Jinnah public school I-10/1 Islamabad.
8. Naqsh-e-Lasani education system simli Dam road Barakahu Islamabad.

9. Baber Public School Barakahu Islamabad.
10. Sir Syed Foundation Kahayan e Sirsyed Rawalpindi.
11. Grammar school of south Asia I-10/2 Islamabad.
12. Dawn Public school I-10 Markaz Islamabad.

In 16 October one day rehearsal organized by Save the Children, Black box sounds at IBEX club Rawal Lake Islamabad. They aim of this rehearsal is to prepare children and give awareness about race. Consultant told about MDG 4(reduced two third mortality rates under 5 age child). After that the participants divided into three teams.

Team "A", named as Nutrition and they color was golden Yellow.

Team" B" named as Immunization and the color was green.

Team" C" named as Lady Health Worker and the color was blue

After finalization of team the appoint three sport consultant as a team leader, the team leader brief about the race and how to run on a selected track in a ground. Students run at track with their team leader. In 17<sup>th</sup> October children were on the ground at 8 o'clock selected students were divide into three teams after that shirts and caps are divided into three selected team's participants

Race was started 10 o'clock after cutting the ribbon. Mr. Arshad Mehmood (director advocacy&CRG Save the Children) shares their ideas about advocacy campaign and CRM. At the end Blue team(C) won the race, Our host invited honorable guest Maiza Hameed (MNA) Mr.Arshad( Director advocacy&CRG Save the Children) Mr.Abbas Gondal( CEO Friends Foundation) to come on the stage and distributed the middle to winner team. At the end they host thanked and appreciated teachers, students, and those who helped the activity a success.

