

**PRESS KIT**  
**October 2015**

## « Africa on the Rock »

**AMREF Flying Doctors, in association with the Princess Charlene of Monaco Foundation, is organising a gala event « Africa on the Rock » on 17 October 2015 promoting health for women and children in Africa.**



- *AMREF International campaign Stand Up for Africa in order to train 15,000 midwives in Africa*
- *AMREF and the Princess Charlene of Monaco Foundation joint project for the health of children in Kenya*

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***Press release:***  
***Gala evening « Africa on the Rock »***

***Saturday 17 October 2015: Africa on the Rock***

**AMREF Flying Doctors Gala**  
**In association with the Princess Charlene of Monaco Foundation**  
**Promoting health for women and children in Africa**

**On Saturday 17 October 2015, AMREF Flying Doctors – Africa's leading public health NGO – is organising its first ever gala in Monaco, in association with the Princess Charlene of Monaco Foundation, to raise funds for the programmes run by the two organisations for women and children in Africa.**

Placed under the High Patronage of H.S.H. Prince Albert II of Monaco and sponsored by Anne Gravoine and Graça Machel Mandela, the "Africa on the Rock" gala will take place at the Hôtel de Paris in the presence of 200 guests. The evening will be presented by journalists Samira Ibrahim and Bernard de la Villardière and will feature speeches by international health experts, an auction of three amazing items (a Quinling Cyclone collector's timepiece donated by The Beautiful Watch, an African work of art from Galerie Lucas Ratton and a tennis racket signed by Novak Djokovic) and a private concert.

All the funds raised during this exceptional evening will go towards AMREF Flying Doctors' women's health programmes through the **training of midwives in about 10 African countries**, and a **joint project in Kenya implemented by AMREF Flying Doctors and the Princess Charlene of Monaco Foundation**.

This gala will be the official launch of phase 2 of AMREF's international Stand Up for African Mothers campaign which aims to train 15,000 African midwives in order to reduce maternal and neonatal mortality in Sub-Saharan Africa. Numerous partners already support this campaign, namely the Monegasque Government, the Princess Grace Foundation, the Sanofi Espoir Foundation and the Stavros Niarchos Foundation in Monaco. One midwife trained in Africa can help 500 mothers and babies each year! The Ugandan midwife Esther Madudu, trained by AMREF and a candidate for the Nobel Peace Prize 2015, will attend the gala and will speak on behalf of all her fellow midwives.

The evening will also mark the launch of a project in Kenya between AMREF and the Princess Charlene of Monaco Foundation for children's health through the provision of drinking water, hygiene education, drowning prevention, learning to swim and water safety training in schools. According to the World Health Organization, drowning is a major public health issue: 42 people drown each hour across the world. The numbers are amongst the highest on the African Continent.

**By 2050, one child out of three will be born in Africa. On 17 October 2015, the "Africa on the Rock" gala will be a great moment of solidarity without borders in aid of the women and children of this Continent resolutely turned towards the future!**

*The gala will be preceded at 16:00 by a press conference at the Hôtel Hermitage (Salle Eiffel 1) in the presence of the leaders, ambassadors and sponsors of AMREF Flying Doctors and the Princess Charlene of Monaco Foundation.*

***Africa on the Rock***  
**AMREF Flying Doctors Gala**  
**in association with the Princess Charlene of Monaco Foundation**  
**with the support of:**

Groupe EDF

A.I.A. Associés, August & Debouzy, Carrefour,  
Department of International Cooperation (Monegasque Government),  
Princess Grace Foundation, Galerie Lucas Ratton, Groupe Constructa,  
Groupe Fabrice Larue, Group Novelty, HSBC Monaco, Infiniti, Ingenico, Le Point Afrique,  
Lorene Agency, Marie Claire, Monaco Check-In, Monaco Live Productions, Monte-Carlo Food & Wine Festival,  
Monte-Carlo Société des Bains de Mer, Novelty, Pitch Promotion, Radio Monaco,  
Société Générale Private Banking, Stavros Niarchos Foundation, The Beautiful Watch



## Women's Health: Stand Up for African Mothers Campaign

What women usually take for granted in high-income countries – qualified midwives, obstetricians and an operating room, antibiotics and medications in order to avoid any complication... – all these things seemingly obvious are a great luxury in Africa.

Women particularly at risk are those from poor and remote communities. **In 2013, about 180,000 women in Sub-Saharan Africa died giving birth.** This represents nearly **two thirds of maternal deaths** on a global scale. However, **80%** of these deaths could be prevented thanks to trained midwives!



**Stand Up for African Mothers:** This international campaign launched in 2011 by AMREF aims at providing training to 15,000 African midwives to help reduce by 25 % maternal mortality in Sub-Saharan Africa. In October 2015, about 7,000 midwives have been receiving training in 7 countries of Sub-Saharan Africa. The Stand Up for African Mothers Campaign also aims to help gain recognition of the role of midwives for stability and peace in Africa with the Ugandan midwife as spokeswoman trained by AMREF Esther Madudu.

### With 1 trained midwife, 500 mothers and babies can be cared for every year!

Increasing the number of trained midwives and improving the training for midwives in rural areas are two urgent and effective actions to reduce maternal mortality sustainably and save lives.

**Since the beginning of the campaign, 7,000 midwives started training in 7 countries of Sub-Saharan Africa (Kenya, Mozambique, Ethiopia, Uganda, Senegal, South Sudan and Tanzania).**

The training programmes for midwives led by AMREF are diploma-based trainings set up in partnership with the governments and ministries guaranteeing employability to trained midwives. Beyond the reduction of maternal and child mortality, these midwives will be present throughout the life of women and children: infant welfare and vaccination of new-born babies, sexual and reproductive education for young people, community awareness to family planning and contraceptive methods, monitoring during pregnancy and childbirth, prevention of mother-to-child transmission of HIV, women's rights to control their own bodies.



**Campaign partners of AMREF Stand Up for African Mothers:**



## ***Children's Health: access to water project and to water safety in Kenya***

In Kenya, the coastal area of Kilifi faces important challenges in terms of access to water, hygiene and sanitation and to water safety. In 2014 only 50% of the population had adequate lavatories in this area and there is still no appropriate wastewater treatment system. Water-linked illnesses such as diarrhea but also malaria and skin infections affect more than 25 % of the children. In collaboration with the Ministries of Education and Health, since 2008 AMREF has carried out programmes of construction of water and sanitation infrastructures as well as hygiene education in primary schools within this coastal region.

In parallel, drowning is an important cause of mortality in this area of Kilifi as most of the population do not know how to swim. Drowning prevention by learning to swim and being taught the basics of first aid and water safety are essential tools to improve the living conditions of the population.

Faced with these Public Health challenges, AMREF and the Princess Charlene of Monaco Foundation are uniting around a common project at Kilifi, consisting of several components:



- Teaching swimming to primary school children (through swimming courses and basic first aid and resuscitation training given to primary school teachers)
- Drowning prevention with the installation of information panels and barriers
- The creation of a first aid unit
- Training teachers and children on good hygiene and health practises
- The distribution of hygiene kits to pupils (containing a toothbrush, toothpaste, a nail clipper and soap).

The gala evening of AMREF Flying Doctors in association with the Princess Charlene of Monaco Foundation on 17 October 2015 will mark the launch of this children's health project around these issues related to water.

## AMREF Flying Doctors



Founded in 1957 in Kenya, AMREF Flying Doctors is now Africa's leading public health NGO and the first African non-profit organisation to provide medical staff training. Each year, the organisation undertakes 150 programmes helping 12 million people in 30 Sub-Saharan African countries, mainly in rural areas, within local communities where priority is given to women and children.

Since 2011, AMREF has run the international "Stand Up for African Mothers" campaign which aims to train 15,000 African midwives in order to reduce maternal and neonatal mortality in Sub-Saharan Africa. By October 2015, more than 7,000 midwives have benefited from AMREF training programmes in seven African countries.

With its international headquarters in Kenya, AMREF has now over twenty offices in Africa, Europe and North America. As an international solidarity organisation under the 1901 law, AMREF Flying Doctors in France works to support field-level programmes by advocacy initiatives and fundraising. AMREF France primarily supports about ten programmes such as maternal and child health, education to hygiene and access to water as well as medical and surgical assistance in West and East Africa.

In 2014, AMREF Monaco and AMREF France linked up to create the francophone centre of AMREF and to support many more field-level programmes.



*"To commit oneself to AMREF is to be an activist to reach the most vulnerable people, the most isolated ones, the most fragile in health. To go places where nobody goes, where health services are poorly or absent and provide a local solution, this is AMREF's work."*

*Henri Leblanc, AMREF Flying Doctors Deputy General in France*

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## **Princess Charlene of Monaco Foundation**



Launched in December 2012, the primary objective of the Princess Charlene of Monaco Foundation is to save lives by fighting against drowning.

Its missions are to raise public awareness about the dangers of water, teach children preventive measures, and teach them to swim.

According to the World Health Organisation, an estimated 372,000 people died worldwide from drowning in 2012 (\*):

- More than 40 people drown every hour
- More than half of all drowning deaths are among those aged under 25 years
- Drowning rates are the highest for children under the age of 5

Furthermore, near-drowning accident survivors may suffer severe aftereffects, particularly neurological.

A number of « Learn to Swim» and «Water Safety» programmes have been implemented worldwide in order to fight against this affliction.

The « Sport & Education » programme believes that sport is a tool that contributes to the well-being and development of children regardless of origin and social status. Sport values such as discipline, self-respect and respect for others, determination and team spirit are passed on, in particular, through rugby.

In 21 countries, more than 92,000 people, 91,000 of which are children, have benefited from projects supported by the Princess Charlene of Monaco Foundation.

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