

Pneumonia campaign launched in Nigeria

LAGOS, Nigeria - A new advertising campaign, 'Every Breath Counts' has resulted in November being declared Pneumonia Month in Nigeria.



Nigeria has the second highest pneumonia mortality in the world, primarily affecting children under five. Pneumonia kills more children than any other infectious disease - almost 1 million children every year. In light of World Pneumonia Day (November 12), 'Every Breath Counts' decided that the disease needs more attention than just one day.

Using social and traditional media, Pneumonia Month is dedicated to raising awareness to pneumonia's prevalence and burden in the country.

Building on from Aisha Muhammadu Buhari, wife of the President of Nigeria's, participation and endorsement, the Every Breath Counts campaign features nationally recognised influencers: Hadiza Aliyu, Rahama Sadau and Ali Nuhu. They have each raised their voices to speak up against pneumonia in various PSAs. Nuhu will also lead a twitter chat to discuss his role in the campaign.

Pneumonia Month jumpstarts the campaign that is expected to run through January 2017.

[Every Breath Counts](#) is a global platform that unites diverse partners from across many sectors to raise awareness of pneumonia as the leading killer of children and to catalyse investment in prevention and community access to appropriate

treatment.

EBC collaborates with initiatives on climate change, household air pollution, nutrition and education among many others.

Source: African Media Agency

For more, visit: <https://www.bizcommunity.com>