

Carrie Jo Cain with World Hope International Wins the \$250,000 Children's Prize
A Novel Delivery of a Proven Newborn Resuscitation Program to Save More Lives

MIAMI, December 10, 2015 – Carrie Jo Cain, program health director with World Hope International (WHI), is the winner of the prestigious Children's Prize. Now in its third year, the Children's Prize is an annual global competition seeking to fund the best and most effective child survival project proposing to save the greatest number of children's lives. The \$250,000 award will be used to implement the American Academy of Pediatrics' Helping Babies Breathe (HBB) program to save an estimated 5,336 lives at birth in Sierra Leone over the course of two years.

As a US-trained neonatal, pediatric and emergency room registered nurse who grew up in Sierra Leone, Carrie Jo is uniquely poised to lead the project and implement the HBB training curriculum in rural, underserved villages in Sierra Leone. Through the program, Carrie Jo and her team will teach over 2,000 Maternal Child Health aides (MCH aides) and Traditional Birth Attendants (TBA) essential skills in newborn resuscitation.

"On behalf of the Judging Committee and the Prize administrators, we congratulate Carrie Jo and World Hope International on their winning proposal," said Aleyda K. Mejia, director of the Children's Prize. "Selected out of nearly 400 applicants this year, the Helping Babies Breathe initiative embodies important characteristics that we look for in a Children's Prize winner. The project is ready to be executed and save lives; it is science-based and data-driven; and it will take work that has been proven successful already to the next level by going directly to where a simple lifesaving intervention is most needed. We look forward to sharing the novelty involved in this project and highlighting the corresponding impact along the way."

While the evidence-based educational program has already been implemented in 77 countries over the past four years, WHI's plan is unique. The HBB curriculum was designed for use in health facilities, and there is a strong need to expand the capacity to include home births, therefore improving survival conditions where most births occur. Carrie Jo, who is fluent in the local dialect, Krio, will train MCH aides and TBAs to save newborns who are not only delivered at health facilities, but also at home or in community settings.

Carrie Jo and WHI's winning project will be the first to systematically evaluate HBB in Sierra Leone and to study whether the curriculum is effective in changing the practices of birth attendants and birth outcomes both at and away from facilities. This will help determine whether HBB will be effective in its current form, or if it will need significant adaptation to work in this context.

"Too many babies are dying needlessly because their mothers don't have caregivers with the training and basic equipment to perform simple lifesaving measures at birth. With the support of Children's Prize, World Hope International and I will provide training on sustainable interventions that can be implemented by local people, which are critical to reducing the country's very high rate of child mortality," said Carrie Jo. "Thank you to the Children's Prize for allowing us to draw attention to this very important cause, and to the people of Sierra Leone for your determination to build something better."

The next Children's Prize will open globally April 2016.

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About the Children's Prize

The Children's Prize is a global contest that invests in proven child survival work. As a novel philanthropic approach, we insist on a direct link to lives saved for all children under five years of age. The initiative empowers and unites the drive of human competition with the hyper-connectivity of the information age. The Children's Prize thinks like an engineer, placing its strongest emphasis on efficiency and scientific accuracy. Winners enter into a collaborative relationship with the Children's Prize to execute their vision. Founded in 2013 by Dr. Ted Caplow, the team has grown, and the portfolio of projects includes investments in Pakistan, Nepal, Kenya, Uganda, Angola and Sierra Leone. For more information, please visit www.childrensprize.org.

About World Hope International

World Hope International (WHI) is a Christian-relief and development organization that works with vulnerable and exploited communities to alleviate poverty, suffering and worldwide injustices. Founded in 1996, WHI currently works with 15 of the poorest countries in the world focusing on eight key areas: anti-trafficking, clean water wells and sanitation, rural and economic development, agriculture, education, emergency response, health and nutrition and child sponsorship.

These key WHI programs bring tangible and positive change to the individuals that WHI works with, who then go on to transform their communities and their countries. WHI bases what they do on long-term results providing resources and knowledge to the poor, so they can ultimately become agents of change within their communities. WHI's vision is to provide those in need with opportunity, dignity and hope so they can possess the tools for change in themselves, their family and their community.

To learn more, please visit www.worldhope.org, sign up for the WHI [newsletter](#) or follow WHI on [Facebook](#), [Twitter](#), [YouTube](#) or [Instagram](#).