



InfanteSano.org's 'Sponsor a Birth' Program Aids Maternal and Newborn Health in the Dominican Republic

Every year over 10 million mothers and children die throughout the developing world. Yet providing simple, effective, low-cost health services could prevent over half of these deaths. To address these issues, Infante Sano has designed a program that partners with existing hospitals to provide specific training courses and provide the necessary medical equipment for health care workers to do their jobs.

Wayland, MA, October 01, 2008 --(PR.com)-- Earlier this year InfanteSano officially launched their Sponsor a Birth program to coincide with Mother's Day. Globally and every year over 10 million mothers and children die during or soon after childbirth - mostly from preventable causes. Four million of these deaths occur in the first four weeks of life which is commonly referred to as the newborn period. Providing simple, effective and low-cost health services could prevent over half of these deaths.

To address these issues Infante Sano has designed a program that partners with existing hospitals to provide training courses and the necessary medical equipment for health care workers to do their jobs. The core values of the organization (Respect, Improve, Sustain, Empower) drive the program which builds upon local capacity, promotes sustainability and recognizes every person's right to basic health care. The cost is \$25 per birth which is a small price to pay for providing mothers with clean and safe environments in which to deliver their babies.

“We got incredible feedback from people of all ages saying it was the ideal gift for Mother's Day! Now we're encouraging people to use birthdays, showers, Christmas, and any thoughtful occasion as an opportunity to sponsor a mother and her baby on behalf of friends and family,” said Sarah Henry, Executive Director of Infante Sano.

Sponsor a Birth produces a very tangible result for a very small cost. “One little boy told me he and his sister saved up for Sponsor a Birth for their mother's birthday present. They wanted to show their Mom their appreciation of her while giving another child the chance to be born safely, like they were,” said Christa Thoeresz, Infante Sano's Director of Communications. “All this positive support has given us ambitious goals for the remainder of the year.”

Sponsoring a Birth costs \$25, so sponsoring a birth a month for a year is only \$300 and enables the donor to become an Infante Sano Diplomat. Infante Sano's goal for the year is to sign up 5,000 people to sponsor either one birth or one birth a month for a year. The hope is to make Infante Sano Diplomats the centerpiece of their program to promote healthy births for the 13 million children born each year in Latin America and the Caribbean.”

Since the program's initial launch in May 2008, Infante Sano has raised thousands of dollars. “Sponsoring a birth for a mother and newborn can mean the difference between a newborn having life-long disabilities or having the same healthy start to life that many North Americans take for granted,” said Infante Sano's President, Bill Haney. “We are excited to be acting as a bridge to facilitate aid that helps so many people



have a positive effect on others, providing a world of difference to those who need it most.”

The chance to sponsor a birth and support a new life has never been easier and Infante Sano allows you to do so with just a few clicks of a button. For more information, please visit: www.infantesano.org and www.sponsorabirth.org.

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Contact Information:

Infante Sano Inc.
William Haney
781-894-8050
pr@freshtilledsoil.com
www.infantesano.org

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