

## Action Against Hunger announces #Care4Mom, a campaign to support moms and caretakers living amidst armed conflict and famine

**Toronto, ON – May 8, 2017:**

Just in time for Mother's Day, Action Against Hunger is launching Care for Mom, a campaign to support moms and caretakers living amidst armed conflict and famine.

Care for Mom highlights the critical role mothers play in keeping their babies alive during wars and food shortages. Funds raised from Care for Mom will provide support for moms and caregivers, meaning fewer deaths for children under five:

- Approximately 30% of women in developing countries suffer from depression during pregnancy or following childbirth. Many depressed moms do not want to breastfeed.
- Children with depressed mothers face a greater risk of malnutrition and delayed growth; the risk of infant mortality also increases, especially during crises and famines, such as those in South Sudan, Nigeria, Somalia, and Yemen.
- Supporting mothers' self-care so they can be in optimal physical and mental health can be the difference between life and death.

Action Against Hunger facilitates maternal self-care through mother-to-mother support groups. Depressed or young mothers benefit from getting together with other moms to share stories and useful advice, such as the importance of exclusive breastfeeding in the first six months of a child's life.

Pauline, a young Kenyan mother, almost lost her first child to severe malnutrition. After the birth of her second child, she attended an Action Against Hunger support group, which she credits for saving her youngest child's life. Pauline's kids are now healthy thanks to the breastfeeding and childcare tips she received through the mother-to-mother support group she now facilitates. When food and clean water are scarce, breastfeeding is crucial – it is an affordable way to help keep babies alive and healthy.

“When I met Pauline last year in Kenya, she told me that she owed her children's lives to the support she received at the Action Against Hunger mother-to-mother support group,” says Danny Glenwright, executive director at Action Against Hunger. “Now, with the risk of famine in many parts of Africa, I think of all the moms like Pauline who are suffering trauma or depression. This is why Care for Mom is so urgently needed.”

After a disaster, mothers and infants need a safe place to go. Action Against Hunger also cares for moms by ensuring they have access to “baby tents” that serve as a secure space for mothers to nurse their babies and practice a little self-care. After surviving a traumatic event, a baby tent is a place for bonding, comfort, nourishment. It provides a sense of well-being for both mother and baby.

By supporting these initiatives, Canadians are helping to empower women and strengthen communities around the world.

“I compare it to how moms in Canada look after themselves,” says Glenwright, “which is why we incorporated the yoga and wellness element to Care for Mom. In Canada, moms find strength and rejuvenation from fitness and nutrition. It’s the same for moms the world over, which is why we’re calling on Canadian moms – and all Canadians – to support maternal wellness in parts of the world currently facing conflict and famine.

Canadians can take action in a variety of ways:

- Visit participating wellness/fitness partners that are donating to Action Against Hunger or get your local fitness studio or gym to Care for Mom! You can learn more and find our partners at [actioncontrelafaim.ca](http://actioncontrelafaim.ca)
- Everyone can Care for Mom by fundraising for moms! Host a dinner, backyard barbecue, or Mother’s Day brunch to raise funds to support moms like Pauline. .
- Donate to support moms and save lives now: Just \$45 saves a life.

The Government of Canada recognizes our life-saving work and recently provided funding for it in the four countries where mothers and children are suffering due to severe food crises— Nigeria, South Sudan, Somalia and Yemen. Action Against Hunger needs Canadians’ help to prevent even more people from needlessly dying of hunger.

For more information about Care for Mom, visit:  
[actioncontrelafaim.ca/care4mom/](http://actioncontrelafaim.ca/care4mom/)

### **About Action Against Hunger**

Action Against Hunger saves the lives of severely malnourished children while helping communities become self-sufficient. Recognized as a world leader in the fight against malnutrition, Action Against Hunger has pursued its vision of a world without hunger for more than three decades, combating hunger in emergency situations of conflict, natural disaster, and chronic food insecurity. With more than 7,000 staff in more than 45 countries, our innovative programs in nutrition, food security, livelihoods, water, sanitation, and hygiene, reach more than 13 million people each year, restoring self-sufficiency to vulnerable populations throughout the world.

For more information, visit us online, on Facebook, or on Twitter:  
[www.actionagainsthunger.ca](http://www.actionagainsthunger.ca) | Facebook: [actioncontrelafaimcanada](https://www.facebook.com/actioncontrelafaimcanada) | Twitter: [@ACF\\_Canada](https://twitter.com/ACF_Canada)

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