



**NEWS RELEASE**  
**For Immediate Release**

**Let's Get KidStrong!**  
*Celebrating World Pneumonia Day 2014*

**KUALA LUMPUR, 26<sup>th</sup> November 2014** – Pfizer Malaysia together with Malaysian Official Designer's Association (MODA) is celebrating World Pneumonia Day 2014 by launching the KidStrong campaign – a campaign aimed at continuing awareness and education on pneumococcal disease.

The KidStrong campaign features a superhero theme which highlights the importance of protection for children to continue to be strong and healthy in order to develop to their full potential. The symbol of the campaign, a superhero's cape signifies the protection for the children - a symbol of security for the children against the forgotten disease.

It is a six month long campaign with the objective to increase awareness among the public that children from the day they are born can be protected from pneumococcal disease. Throughout these six months there will be a series of initiatives with healthcare providers and the public to engage the community through awareness and education.

As part of its outreach, KidStrong will be collaborating with MODA and eight of its up and coming young Malaysian designers to conduct a baby cape design competition. These superhero capes will be their interpretation of what a cape of protection means and will later be featured in the KidStrong fashion show in April in conjunction with the World Health Organization's World Immunization Week.

KidStrong also will be organizing a 'Design a Cape, Protect a Kid' engagement program with healthcare professionals, design schools and the public. The public can log on to [www.pfizer.com.my](http://www.pfizer.com.my) to download the entry cum design form to submit their design. Every entry form received is counted as a pledge, and Pfizer will be making a donation of RM 5 for every pledge received to various charitable organizations whose mission is to provide universal access to pneumococcal disease prevention.

“Not many people know this, but we lose more than 1 million children globally to pneumonia each year<sup>1</sup>. To put this number in perspective, it is almost like losing the entire population of Kuala Lumpur in a year. This is a tragedy as we already have access to protection against the disease. Pneumonia and pneumococcal disease is preventable through the Pneumococcal Conjugate Vaccine (PCV). More needs to be done to address prevention against pneumococcal disease in children.” said Noor Yang Azwar Kamarudin, the Director of Corporate Affairs, Health & Value, Pfizer Malaysia.

“KidStrong is our way of supporting the World Pneumonia Day 2014 campaign “Fight Pneumonia. Save a Child” which targets to provide universal access for pneumonia prevention. KidStrong is our way of spreading the message of prevention against pneumonia in a fun, engaging and memorable manner for families and their kids. This campaign aims to demonstrate that every child deserves a cape of protection. Every kid wants to be a superhero and be invisible, so what better way of spreading the message of awareness through a comic book theme.” she added.

Bacterial Pneumonia comes from Pneumococcal Disease: a complex group of illnesses caused by the bacterium *Streptococcus pneumoniae*.<sup>2</sup> This bacteria causes invasive infections which include bacterial infections of the blood (bacteremia/sepsis), inflammation of the membrane surrounding the spinal cord or brain (meningitis), lung inflammation (pneumonia) and middle ear infection (otitis media).<sup>3</sup> Pneumococcal disease often leads to disability or could end in death.

Speaking on the importance of prevention, Dato’ Dr. Musa Mohd Nordin, founding member of the Asian Strategic Alliance for the Prevention of Pneumococcal Disease (ASAP) also addressed the prevalence of the disease, “More than half of the pneumococcal disease occur in the Asia Pacific region contributing to 28% of global pneumococcal deaths. It is important that we educate parents and the general public on protecting our children from Pneumococcal Disease. Safe and effective Pneumococcal Conjugate Vaccines (PCV) are available to protect our children from the dire complications of Pneumococcal Disease. These lifesaving vaccines should be made available to all children of Malaysia. Through the KidStrong campaign, let us all say yes to Pneumococcal Disease prevention and protect our children.

Gillian Hung from MODA spoke on their support of this campaign “A campaign like KidStrong is uncharted territory for us. We’re excited to incorporate fashion and design as an awareness tool to bring attention to such a good cause. We

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<sup>1</sup> World Pneumonia Day 2014 Key Messages. Available at <http://worldpneumoniaday.org/wp-content/uploads/2014/10/Final-WPD-2014-Key-Messages.pdf> Accessed 25 Nov 2014

<sup>2</sup> Centers for Disease Control and Prevention. Invasive pneumococcal disease in children 5 years after conjugate vaccine introduction-eight states, 1998-2005. *Morb Mortal Wkly Rep.* 2008;57:144-148.

<sup>3</sup> Centers for Disease Control and Prevention. Prevention of Pneumococcal disease: recommendations of the Advisory Committee on Immunization Practices (ACIP). *MMWR.* 1997;46(RR-8):1-24

look forward to supporting this campaign over the next few months and bringing light to the dangers of pneumonia and pneumococcal disease.”

World Health Organization considers Pneumococcal Disease the forgotten disease and it is the number one vaccine-preventable cause of death in the world with immunisation being arguably the most efficient and cost-effective way of reducing illness and death incidences.<sup>4 5</sup> To date, 103 countries across the world have included this vaccine into their national immunisation programmes<sup>6</sup>.

The KidStrong campaign will begin its healthcare provider engagement, collaboration with MODA and public initiatives in December. The campaign will be sustained during the next few months with these initiatives before culminating in a SuperHero KidStrong Fashion show in April in conjunction with WHO’s World Immunization month.

**-End-**

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<sup>4</sup> Andre FE et al. Vaccination greatly reduces disease, disability, death and inequity worldwide. Bulletin of the World Health Organization 2008; 86: 81 1- 160

<sup>5</sup> Centers for Disease Control and Prevention. Vaccine Preventable deaths and the global immunization vision and strategy, 2006-2015. MMWR 2006; 55:511-5

<sup>6</sup> WHO, Immunization Coverage. Fact Sheet – Updated September 2014.