**Example letter to an opinion leader**

Dear [NAME],

While global under-five mortality has declined by over half since 2000 (from 76 per 1,000 live births in 2000 to 37 per 1,000 live births in 2022), progress has slowed since the start of 2015, and millions of children still die every year mostly from preventable and treatable causes. The highest rates of child mortality are in Sub-Saharan Africa. Some [INSERT RELEVANT COUNTRY STATISTIC] die in [NAME OF THE COUNTRY].

Global and country investment in newborn and maternal health has enabled substantial progress in reducing related mortality and improving health outcomes across the maternal, newborn, child and adolescent health continuum of care. Nevertheless, persistent high mortality for children aged 1-59 months compromises the gains in the earlier life stages and can generate harmful impacts later in life.

We are writing to make you aware of the renewed efforts by the [INSERT COUNTRY NAME HERE] Ministry of Health to address child mortality through the Child Survival Action (CSA) movement. Building on the commitments from Ending Preventable Maternal Mortality (EPMM) and Every Newborn Action Plan (ENAP), the CSA movement is a necessary step to draw attention to the unfinished agenda of reducing 1–59-month mortality in countries where it is getting less attention. CSA was launched in April 2023 at the 2nd Global Pneumonia Forum in Madrid, Spain. It aims to unite partners – governments, civil society and traditional leaders, academic institutions, and development partners – in the effort to reach SDG target 3.2 - that every country reduce under-five mortality to 25 or fewer deaths per 1000 live births by 2030 - and to create a world where children everywhere can receive the health care and other essential services they need to survive and thrive. Currently, 15 countries are engaged in strategic national dialogue on implementing CSA.

Addressing these barriers to child survival requires action from [INSERT COUNTRY GOVERNMENT, ORGANIZATION OR OTHER KEY OPINION LEADER] to expand and invest in primary health care as the key delivery platform for quality, equitable and high-impact interventions for children. Additional focus must be put on sharpening priority actions and costed plans for child health, improving multi-sectoral action and coordination, mobilizing effective partnerships, improving accountability mechanisms, and aligning funding and resources.

We are calling on [INSERT COUNTRY GOVERNMENT, ORGANIZATION OR OTHER KEY OPINION LEADER] to prioritize child health by including the child survival agenda in your conversations. With collective action and focused efforts, we can dramatically accelerate progress on reducing under-five mortality and achieve the vision of a world without preventable deaths of children, and one where they survive and thrive.

Sincerely,

[INSERT SIGNATURE]

[INSERT NAME/TITLE/ORGANIZATION]