

WALK IN HER SHOES

About Walk in Her Shoes (WIHS) Event

Each year, thousands of CARE supporters participate in the WIHS challenge, from the U.K. to Australia. Launched in 2011, Walk in Her Shoes is a global walking challenge where thousands of participants take on the challenge of walking **10,000 steps each day over the course of a week** raising money for programs that support women and girls in poverty.



From **March 5 – 11, 2017** individuals and teams around the world will take on the challenge of walking 10,000 steps each day over the course of the week. We will be walking to raise awareness for the women and girls walking thousands of steps

each day to access to food, water and healthcare for their families – leaving little time for education or paid work. **From now until March 5, 2017**, teams and individual walkers will be raising money to support CARE and to encourage them to walk the 70,000 steps!

International Women’ Day takes place during the walk on **March 8, 2017** and we will be supporting women worldwide by walking to help women and girls lift themselves, their families and communities out of poverty, for good.

About CARE Canada

CARE is a leading humanitarian organization fighting global poverty. Founded in 1945, CARE began delivering vital disaster relief and humanitarian aid – much of it in the globally recognized form of CARE Packages. CARE has remained a leader in disaster response for more than 70 years while building expertise in international development programming to deliver lasting change worldwide. Last year, CARE worked in 95 countries, reaching more than 65 million. Today, CARE Canada focuses on food and nutrition, humanitarian relief, and maternal and reproductive health, all with a special emphasis on women and girls. **CARE Canada** is a preferred charity of the Canadian government and funds raised for CARE will be matched \$10:1 by the federal government. To learn more, visit: www.care.ca or follow @carecanada on Twitter.



Empowering Women Changes Lives – Quick Facts

- Support 1 women to overcome poverty and she will bring 4 people with her
- A child born to a mother who can read is 50% more likely to survive
- Each year of school can increase a girl’s future income by up to 20%
- Educated mothers are 2x as likely to send their children to school



CALGARY WALK IN HER SHOES 2017 KICK OFF EVENT

What is “Walk in Her Shoes”?

On March 5, 2017, over 600 Calgarians will lace-up for the third annual Walk in Her Shoes Kick-off Rally at the Calgary Zoo. Walk in Her Shoes is a global challenge where thousands of participants walk 10,000 steps a day for a week for the courageous woman and girls living in developing countries.

The Walk in Her Shoes Kick-off Rally at the Calgary Zoo will celebrate the stories of these woman and feature an array of fun, exciting, interactive activities for families and students. Most importantly the rally will facilitate a 5,000 step walk around the different exhibits of the Calgary Zoo, symbolizing what the woman and girls walk to get water and food for their families.

Start the Walk in Style!

By joining a team and/or registering as a participant you will receive 4 tickets (2 adult, 2 children) to the Calgary Zoo to attend the Kick-Off event! From 12:00pm to 3:00pm come with your family and friends and take a 5,000 step walk where you will encounter booths, activities, hot chocolate and more! In the Enmax Conservatory there will be snacks, game and activities for the kids and a silent auction!

Walk in Her Shoes Calgary has pledged to support CARE’s Healthy Mothers Healthy Babies initiative serving the most vulnerable and excluded communities in Zambia. By working together, we can help women and girls lift themselves, their families and communities out of poverty, for good.

Walk in Her Shoes Kick Off at the Calgary Zoo from 12:00pm-3:00pm Sunday March 5, 2017. To receive your zoo entry tickets, you must register with a team or as a participant (\$25 registration fee). Tickets will be required for entry.

THE SITUATION

Globally, one in four children under 5 years of age has had their growth stunted by malnutrition, and the vast majority of these children live in the world's poorest countries. Stunting and other forms of undernutrition reduce a child's chance of survival and hinders optimal brain development, having long-lasting consequences for cognitive ability, school performance and future earnings. 45% of all deaths among children under 5 and 20% of all deaths among pregnant women are caused by malnutrition.

Zambia specifically is one of the countries with the highest levels of under-nutrition in the world, and this is compounded by high rates of poverty in rural areas, food insecurity, inadequate access to clean and safe water and safe sanitation as well as gender inequality.

HEALTHY MOMS, HEALTHY BABIES PROJECT

Help CARE Canada prevent malnutrition and its devastating consequences in Malawi, Zambia and Mozambique.

Healthy Moms, Healthy Babies is part of CARE Canada's Southern African Nutrition Initiative (SANI) which is tackling the roots of malnutrition in Malawi, Zambia and Mozambique. Following are details about the Zambia portion of the project.

Malnutrition has a variety of devastating consequences, from cognitive deficiencies, to stunting and wasting, as well as premature death. We know that reducing this suffering can be achieved through proven interventions such as women's nutrition before, during and after pregnancy, and early and exclusive breastfeeding.

CARE Canada's SANI project will decrease stunting and wasting in children under age 5 and malnutrition in pregnant and lactating women. Through a variety of activities and interventions we will work with families, communities, and health authorities in Zambia to impact **121,644 beneficiaries in 370 villages**.

CARE Canada is proud to be partnering with the Government of Canada (Global Affairs Canada), Cuso International, the Interagency Coalition of AIDS and Development and McGill University's Institute for Global Food Security on this project.

QUICK FACTS ABOUT ZAMBIA

- Zambia has one of the highest child mortality rates in the world, much of which can be attributed to malnutrition;
- In Zambia, 40% of children under 5 are stunted and only 40% of Zambians have enough to eat;
- The infant mortality rate in Zambia is 70 per 1,000 live births and the maternal mortality rate is 280 per 100,000 live births.
- Zambia more than 10% of children will die before their fifth birthday.
- Zambia has a HIV prevalence of 12.5% (7th highest rate in the world).
- Researchers have estimated that childhood malnutrition cuts future earnings by at least 20%, limiting the development potential of nations. Fixing malnutrition now could bring economic benefits over 100 times as large as the costs of interventions.

The HEALTHY MOMS, HEALTHY BABIES project will target four key areas:

Nutrition: Agricultural Training
Sanitation: Safe Water and Hygiene
Maternal Health: Trained Medical Workers
Gender Equality: Education and Village Savings & Loans program

Providing Agricultural Training

About 60% of Zambia's population lives in rural areas where poverty levels are as high as 75%. A key area in addressing malnutrition is the **training of farmers and community members in climate smart agricultural methods** so that they can grow enough food despite inevitable changes in the weather.

- In Zambia, 50 farmer field schools will be established
- In schools, 100 teachers and pupils will be trained on the establishment of nurseries and production units
- In Zambia, the target is to provide 3,500 households with improved homestead gardens and 5,000 families will receive appropriate agricultural inputs including:
 - Providing the livestock and seeds that a family needs to establish a homestead garden so that they can grow and produce enough good to keep their family nourished and fed – while also meeting the minimal acceptable dietary needs of women and children under 5.
 - Training on potholing, gardening and small livestock raising for consumption purposes will be provided;
- In Zambia, there will 200 farmer groups established, with 4,000 total members
 - In Zambia we will provide 1,800 demonstrations and 14 “train the trainer” trainings on how to provide demonstration
 - Establishing farmer groups (inc. vegetable and livestock interest groups) that share best practices, support and train new farmers

Water, Hygiene and Sanitation

Safe access to clean drinking water and latrine facilities is essential in addressing malnutrition and health. Diarrheal diseases contribute to 9% of deaths in children under 5 in Zambia.

Rehabilitation, training and construction will be completed and on the following types of infrastructure:

- Water Points
- Pit Latrines
- Sitting slabs for household latrines
- Boreholes (sinking them, equipping them, and collecting and testing water samples, the procurement and training of how to use powdered chlorine)
- 331 existing water points will be mapped and assessed
- 140 people will be trained on how to assess current water points
- 30 water points will be newly constructed or rehabilitated by community groups
- 140 people will be trained on the management and maintenance of these water points

Capacity Building—Training and Equipping Health Workers

Ensuring that health care workers have the knowledge and tools they need to address malnutrition is essential in decreasing mortality rates.

- 210 Zambian health care workers (105 female, 105 males) will be trained on Growth Monitoring and promotion
- Engagement activities for men, traditional leaders, mothers-in-law and other key power holders
- Medical Equipment for nutritional evaluation will be distributed
- Workers will also be provided with training to use procured zinc tablets, iron and folic supplements as well as vitamin A supplementation and Deworming tablets
- Workers and volunteers to get to rural villages will be equipped with bicycles and motorcycles

Gender Equality

As with all CARE projects, gender equality is a vital part of this project. When women gain some control over household spending, families are more likely to access education, health services and nutritious foods.

Creation of Village Savings and Loans Associations (VSLA's). VSLA's are used to strengthen women's economic empowerment because when women have more access to and control over income they tend to invest in improved household nutrition. These are groups of community members, usually women, who contribute small amounts to group savings monthly. The group then lends to a group member so that she can start a business, access education or purchase food for her family. The member then pays the loan back with manageable amounts of interest and the savings continue to grow. In Zambia, a minimum of 14 new VSLA groups will be established with 140 members