DATA FOR HEALTH

RECORD KEEPING IS NECESSARY TO TACKLE PUBLIC HEALTH PROBLEMS, BUT 150 NATIONS CANNOT RELIABLY TRACK WHAT KILLS THEIR CITIZENS. BLOOMBERG PHILANTHROPIES IS COMMITTED TO SAVING MORE LIVES BY ENSURING ACCURATE PUBLIC HEALTH INFORMATION.

THE CHALLENGE

35m deaths go uncounted worldwide, with no cause of death logged

“ When deaths go uncounted and the causes of death are not documented, governments cannot design effective public health policies or measure their impact. ”

– World Health Organization

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OUR APPROACH

1. Create high-quality birth and death registration systems.

2. Augment traditional health surveys with new, faster mobile phone surveys.

3. Ensure policy makers use the data to make decisions.

4/5 of the world’s population lives in countries that don’t collect reliable cause of death statistics.

Potentially 75% faster than traditional public health surveys.

In a pilot study, improved data presentation helped boost investment in a public health program by 10%.

460m more people living in a country with the highest quality birth and death certificate system

600m more people living in a country with a rapid, efficient survey to collect risk factor data

1.2b more people living in a city or country with policymakers that recognize the importance of data

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Share of deaths that go unrecorded

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>22%</td>
</tr>
<tr>
<td>South America</td>
<td>25%</td>
</tr>
<tr>
<td>Africa</td>
<td>30%</td>
</tr>
<tr>
<td>Oceania</td>
<td>43%</td>
</tr>
</tbody>
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82% of premature deaths from non-communicable diseases (like heart disease) occur in developing countries, where surveillance of these conditions is weakest.