

# WHO Launches Global Patient Safety Campaign for Newborns & Children

Date: 17 September 2025

Occasion: World Patient Safety Day 2025

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## Background

- World Health Organization (WHO), along with global health partners, launched a new initiative on the eve of *World Patient Safety Day 2025*.
  - The campaign is titled: “Patient Safety from the Start: Ensure Safe Care for Every Newborn and Every Child.”
  - Focus is on improving the quality of healthcare and preventing avoidable harm in neonatal and pediatric services.
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## Key Objectives of the Campaign

1. Prevent Avoidable Harm
  - Address common causes of harm in hospitals such as medical errors, healthcare-associated infections, unsafe blood transfusions, and delays in diagnosis or surgery.
2. Promote Standardized Protocols
  - Encourage hospitals to adopt global safety protocols tailored for newborns and children.
3. Strengthen Health Systems

- **Build resilient pediatric and maternal care services with trained staff, adequate equipment, and safe infrastructure.**

#### **4. Raise Awareness**

- **Highlight the unique vulnerabilities of children and newborns to medical errors.**
- **Educate healthcare professionals, parents, and caregivers about safety practices.**



### **Why It Matters (Data & Context)**

- **Globally, 1 in 10 patients is harmed while receiving hospital care; children and newborns are at even higher risk.**
- **In low- and middle-income countries, unsafe care is estimated to contribute to up to 2.6 million deaths annually.**
- **Leading causes of avoidable harm in children include:**
  - **Delayed treatment for infections.**
  - **Medication errors.**
  - **Unsafe blood transfusions.**
  - **Errors in surgical and anesthesia procedures.**



### **Relevance to India**

- **India accounts for a large share of global neonatal mortality.**
- **Recent studies highlight that over 50% of neonatal deaths in India are preventable with timely and safe interventions.**


- The WHO campaign aligns with India's ongoing programs such as:
    - LaQshya (Labour Room Quality Improvement Initiative).
    - Janani Suraksha Yojana (JSY) for safe motherhood.
    - Special Newborn Care Units (SNCUs) across states.
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## Expert Voices

- Dr. Tedros Adhanom Ghebreyesus (WHO Director-General):  
“Every child deserves safe care from their very first breath. This campaign is about protecting the most vulnerable and ensuring safety becomes a non-negotiable part of healthcare.”
  - Indian Pediatric Association Representative:  
Emphasized the need for strengthening pediatric ICUs, digital monitoring of drug dosing, and family-centered safety practices.
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## Expected Impact

- Improved adherence to patient safety protocols in neonatal and pediatric units.
  - Greater training and accountability among healthcare workers.
  - Reduced infant and child mortality linked to unsafe care.
  - Increased awareness among caregivers and communities about their rights to safe healthcare.
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 In summary: The WHO's new campaign marks a major step towards reducing preventable harm in children and newborns, especially critical for countries like India where neonatal mortality remains a pressing challenge.