

# DATA FOR HEALTH

Bloomberg  
Philanthropies

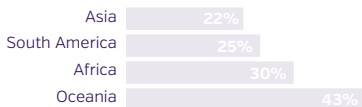
RECORD KEEPING IS NECESSARY TO TACKLE PUBLIC HEALTH PROBLEMS, BUT 150 NATIONS **CANNOT RELIABLY TRACK** WHAT KILLS THEIR CITIZENS. BLOOMBERG PHILANTHROPIES IS COMMITTED TO **SAVING MORE LIVES** BY ENSURING ACCURATE PUBLIC HEALTH INFORMATION.

## THE CHALLENGE

# 35m

deaths go uncounted worldwide,  
with no cause of death logged

### Share of deaths that go unrecorded



“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



of premature deaths from non-communicable diseases (like heart disease) occur in developing countries, where surveillance of these conditions is weakest.

## OUR APPROACH

# 4/5

of the world's population lives in countries that don't collect reliable cause of death statistics.



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

Potentially

# 75%

faster than traditional public health surveys



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

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

# 10%



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

## 4-YEAR GOALS

# 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