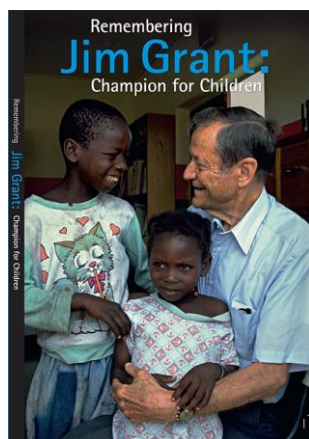


## Promocija knjige o Džimiju Grantu, “Šampion za decu”

### Presentation of the book

#### “Remembering Grant: Champion for Children”



On Friday, 28 October, within the ECPD International Conference “FUTURE OF THE WORLD BETWEEN GLOBALIZATION AND REGIONALIZATION”, held in the City Hall, 28-29 October 2016, a presentation of the book “Remembering Jim Grant: Champion for Children”. This is the book of memories of friends and associates to the man who initiated “Child Survival Revolution”, a revolution for survival of children and discovered a simple way to reduce infant and young children mortality, overcome the Cold War and introduce the legal framework of the Convention of Children’s Rights.

At the book presentation, which brought together prominent professors, diplomats and high-ranking public officials, the speakers were **Sir Arthur Richard Jolly**, KCGM Professor, University of Sussex, UK, Former Assistant UN Secretary General and Deputy Executive Director of UNICEF and **Federico Mayor**, Spanish politician, scientist, diplomat, long-standing Director General of UNESCO and President of the ECPD Council, as well as Mr. **Michel Saint-Lot**, UNICEF Representative in the Republic of Serbia.

This book was published by the European Center for Peace and Development (ECPD) University for Peace established by the United Nations, in cooperation with OtherNews, within the international edition “United Nations Top Leaders Who Changed the World”.



#### About Jim Grant:

**James P. "Jim" Grant** (May 12, 1922 – January 28, 1995) was an American statesman and children's advocate. Grant served for 15 years (from January 1980 to January 1995) as the third executive director of the United Nations Children's Emergency Fund (UNICEF), with the rank of Under Secretary-General.

In 1982, Grant and Unicef launched the child survival revolution and unveiled a simple but effective strategy for reducing child fatality.

His strategy was known as GOBI-FFF:

G for growth monitoring to detect undernutrition in small children, O for oral rehydration therapy to treat childhood diarrhea, B to encourage breastfeeding (which had declined precipitously due to working mothers and the marketing of infant formula), and I for immunization against the six basic childhood diseases: tuberculosis, polio,

diphtheria, tetanus, whooping cough, and measles. (They added two Fs: food supplements and family planning; and, later, a third: female education.)

It is estimated that the child vaccination increased from 20 to 80 percent worldwide in 1990 because of Grant's child survival revolution.

It is also estimated that simple procedures prevented deaths from immunizable diseases and severe dehydration for about 4 million children in 1992.

Countless people were saved from a life of disabilities such as polio (An estimated 3 million people saved), blindness from lack of Vitamin A (An estimated million people saved), and brain damaged caused from iodine deficiencies (An estimated 10 million people saved).

It was because of James Grant and his vision, passion and resourcefulness, along with the strength of his conviction and his will to make a difference that these changes were able to take place.

Source: [en.wikipedia.org](http://en.wikipedia.org)



Prof. Dr. Federico Mayor, Prof. Dr. John Maresca, Prof. Dr. Horst Mahr, Sir. Athur Richard Jolly





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H.E. Mr. Michel SAINT-LOT, Representative of the UNICEF, Prof.Dr.Wolfgang Wolte, Prof. Dr.Don Wallace, Prof. Dr.Federico Mayor, Prof. Dr.John Maresca