**The Eliminate Project**

SPEECH LINK: http://youtu.be/56Uc4GS7VLg

Organizational Pattern: Monroe’s Motivated Sequence

Specific Purpose: To persuade my listeners to join and participate in the Eliminate Project.

Thesis: The Eliminate project saves lives.

**Attention**

1. I once overheard two men discussing the concept of war. They said that at the end of the day, the outcome of the war depends on the strength of the army.
	1. How does one go in to a battle against a thousand with one tiny sword?
	2. We are in a war against a disease that kills thousands of babies worldwide each year. In this battle against Maternal and Neonatal Tetanus, we need you to join our army—because it simply can’t be done with a single sword.

Transition: So you may be asking, what is MNT?

***Need***

1. MNT kills one baby every nine minutes according to UNICEF (2011).
	1. MNT is caused when tetanus spores that are found in soil come in contact with open cuts during childbirth (Roper and Gasse, *Maternal and Neonatal Tetanus*).
	2. Newborns suffer from the moment of their birth, enduring painful convulsions and sensitivity to light and touch until their eventual death.
		1. Imagine if these were our children.
	3. These newborn children weren’t even given a chance. They spend the few days of their life in excruciating pain.
	4. In poor, remote areas around the world, mothers are infected by tetanus due to lack of resources. We as a community need to join forces and do something about it now.

Transition: The bright side of this situation is, there is a way to end this tragedy.

***Satisfaction***

1. MNT is preventable.
	1. The World Heath Assembly of 1989 called neonatal tetanus a preventable disease (Stern, *Kiwanis and UNICEF announce The Eliminate Project).*
		1. UNICEF and Kiwanis have come together to create the Eliminate Project, which aims to eliminate neonatal Tetanus (Kiwanis*)*.
	2. By simply providing 3 doses of immunization vaccines to mothers, immunity to MNT will be acquired by mother and child (UNICEF).
	3. The distribution of vaccines by Kiwanis and UNICEF has already been able to eliminate MNT in many third world countries!
		1. 32 countries still left infected with the disease
		2. The cost is only $1.80 to save a mother and child
		3. Just think, giving up your cup of coffee for a day can save two lives!

Transition: If we take action, MNT can be eliminated from this earth.

***Visualization***

1. UNICEF and Kiwanis have set a goal to Eliminate MNT by 2015 (Key Club International*)*.
	1. Just think, in three years we will be able to save future mothers and children.
		1. No more deaths over an easily preventable disease
		2. Newborn children will be born and able to survive
		3. Even those in remote areas of the world can stop worrying about contracting the disease
	2. But if we do not take action, millions of children will continue to die over a preventable disease.

Transition: For this goal to be reached, we must take action!

***Action***

1. UNICEF and Kiwanis Cannot do it alone.
	1. It is wrong that innocent newborns and their mothers must suffer and die from MNT when it is so easily prevented
	2. We need to donate to the cause, so that more vaccines can be bought to save lives.
	3. Remember, every $1.80 you donate you are saving two people. What more can you ask for?
	4. In the end, the only way to win this war against MNT is to be true soldiers ourselves. Let the passion, dedication, and perseverance you have for your fellow humanity inspire you to join the Eliminate Project. We have the power to change the world with this, and we will make a difference.
2. So you need to do your part.
	1. Join the Eliminate Project initiative today and start raising money for the cause. Make a difference, one child at a time.

References

Key Club International. (n.d.). *The eliminate project*. Retrieved from http://www.keyclub.org/service/TheEliminateProject.aspx

Kiwanis Foundation. (n.d.). The eliminate project. Retrieved from <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/home.aspx>

Roper, M., Vandelaer, J., & Gasse, F. (2007). Maternal and neonatal tetanus. Lancet, 370(9603), 1947-1959.

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