

# Help us save 50,000 lives. Every year.

And power the future of emergency care  
through the lifeline Acute Care Action Fund



## The challenge:

Half of all deaths globally — 25–30 million people each year — are caused by sudden, time-critical emergencies such as trauma, sepsis, cardiac arrest, stroke, and complications from pregnancy. In addition, 5-10 times this number of people are left with lifelong disabilities. This burden is four times higher in low- and middle-income countries. Many deaths and disabilities can be prevented with timely and often simple care.



## A rare opportunity for impact:

To address this challenge, WHO developed the Basic Emergency Care (BEC) program — helping frontline healthcare workers manage life-threatening emergencies in any facility. Initial results show reduction of in-hospital mortality by up to 50%. Based on this success, WHO has made scaling BEC one of its 75th anniversary signature programs.

***“No one should die for the lack of access to emergency care, an essential part of universal health coverage. We have simple, affordable and proven interventions that save lives.”***

*Dr. Tedros Adhanom Ghebreyesus, WHO Director-General in launching the program*

## The scale-up plan: a game-changer for emergency care

Over the past two years, WHO and Laerdal have co-developed a more scalable version of the program — with the potential to cut implementation costs by 50% and double long-term impact. This next-generation model is now ready for broader implementation. The scale-up is ambitious yet achievable:

- 5 countries selected by WHO based on national readiness and strong ministerial commitment
- 50,000 frontline health workers trained to manage life-threatening conditions
- 1,000 hospitals prepared to deliver timely, life-saving care

By Year 3, this program is projected to deliver transformative outcomes:  
**50,000 more lives saved and 300,000 life-altering disabilities prevented  
each year.**

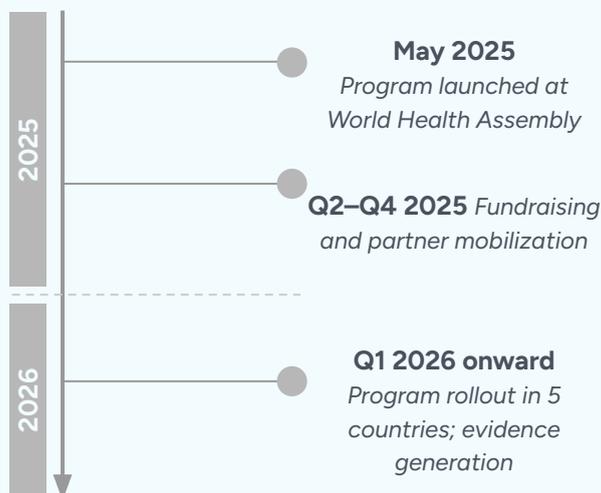
## How can you help?

This is a unique opportunity to co-lead a high-impact, cost-effective solution to one of the world's most pressing health challenges. Laerdal Global Health, a Norwegian not-for-profit lifesaver solutions developer and manufacturer, has already committed 50% of the \$25 million program cost and donated 1,000 Emergency Care Learning Labs, demonstrating strong leadership and belief in the model.

To complete the financing, we are raising the remaining \$12.5 million through the Lifeline Fund—a new funding consortium established by the WHO Foundation and Laerdal to drive scale. This is catalytic capital: your investment will save lives, prevent disability, and build the case for future scale-up by governments and funders—delivering measurable impact and lasting systems change.



## Timeline of activities



## Interested in joining us?



Join this high-impact collaboration to help scale a proven model that saves lives. For partnership opportunities, contact [v.rouselle@who.foundation](mailto:v.rouselle@who.foundation) or [eivind.fjeldstad@laerdal.com](mailto:eivind.fjeldstad@laerdal.com). To learn more, scan the QR code or read this [WHO Foundation's press release](#).

## The role of the WHO Foundation in support of WHO

The WHO Foundation is uniquely positioned to catalyze transformative change by convening donors, bridging public-private partnerships, and unlocking high-impact funding to scale proven solutions. Through the Lifeline Fund, we are mobilizing catalytic support for WHO's next-generation Basic Emergency Care program, an initiative that has already shown potential to halve in-hospital mortality and prevent hundreds of thousands of disabilities annually. By working with committed partners and visionary funders like Laerdal Global Health, we aim not just to implement a program but to accelerate a global shift in how emergency care is delivered, turning timely, simple interventions into millions of lives saved.