



## PARTNER IMPACT REPORT 2023 | HIT PROMOTIONAL PRODUCTS



### HIT IS SERVING MOTHERS AND PROVIDING HOPE

In rural Zambia, a major contributing factor to maternal deaths is limited access to health services. World Vision is at work in Zambia, constructing maternity wards and equipping existing clinics with running water, shower rooms, and electricity. These improvements increase the availability of health services for pregnant women and newborn babies and ultimately reduce home deliveries and maternal deaths.

Safe Motherhood Action Group volunteers (SMAGs) support local health clinics by conducting household visits in surrounding villages to educate mothers and their families on healthy pregnancies and encourage facility deliveries. As an incentive, mothers like Elina (pictured above) receive a new blanket for their baby when they deliver at a clinic.

Elina learned about a new maternity ward through SMAG visits and decided to deliver her third child, Blessing, at the Mwachisompola Health Center. While in the recovery room, the nurse brought Blessing to Elina wrapped in her new blanket.

Blankets from Hit Promotional Products are greatly valued in communities where poverty exists. Any income saved can be used for food, school expenses, and other necessities. Thank you, Hit, for serving mothers like Elina and children like Blessing across the world.

*“A blanket is a beautiful, long-lasting gift for a mother and baby to receive.”*

—Elina, recipient of a blanket after the birth of her daughter



**TOGETHER  
WE'VE IMPACTED**

**200  
MILLION**

**VULNERABLE KIDS  
BY TACKLING POVERTY**



### ➤ BUSINESS SOLUTIONS FOR A BETTER WORLD.

For more information, contact your World Vision representative, scan the QR code, or visit [worldvision.org/corp](http://worldvision.org/corp).



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